Decouplings

Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale.

Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

By combining Artificial Intelligence, Big Data and Anthropological prowess, we've identified a number of key trends to provide a snapshot of market movements.

Setting the scene
Decouplings

Keanu Reeves made movie history in 1999 via fan-favorite The Matrix, unplugging his mind in search of the real world.

As the franchise looks to release it's fourth movie, we are also seeing a movement of brand and consumer 'unplugging' across a wide range of industries.

This week, we explore netizens and brands' attempts at resisting intensive consumer cycles such as Thanksgiving's Black Friday, and hypothesize what brands can do to stay relevant.
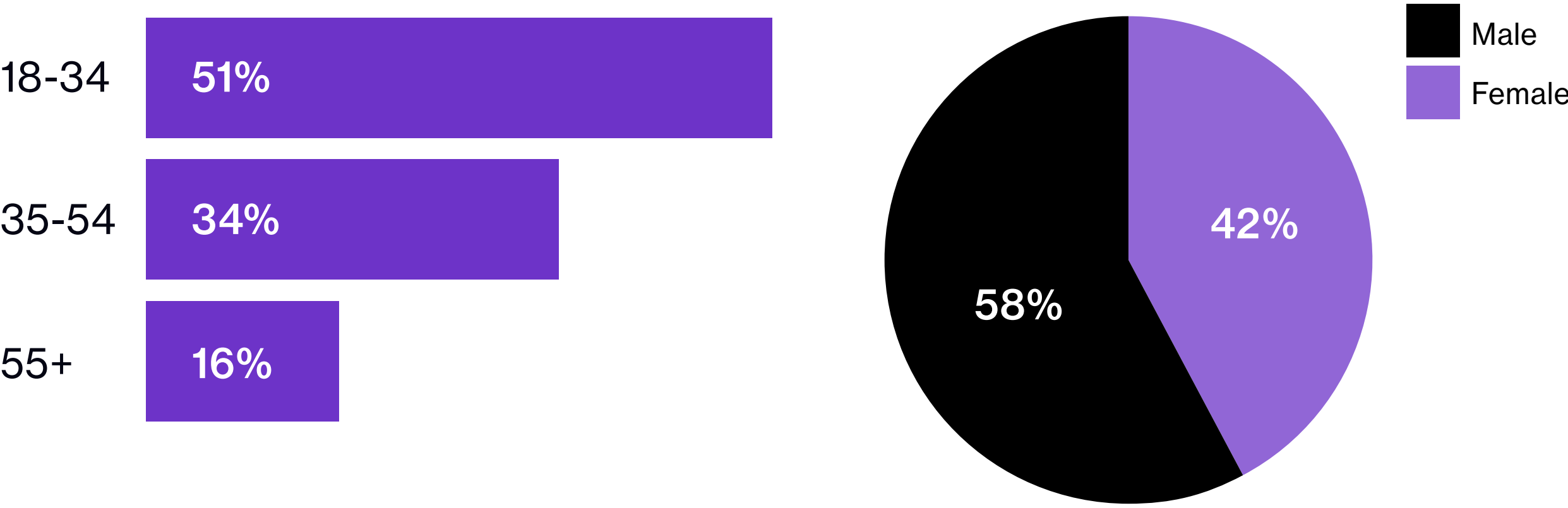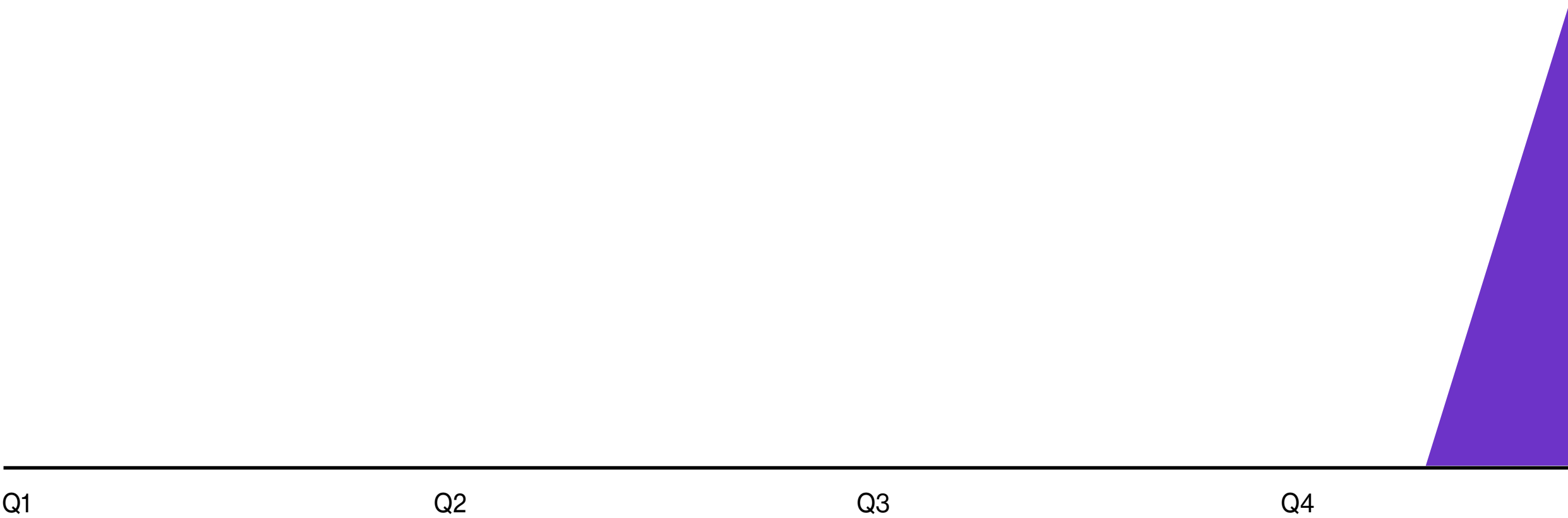
Q

Buy Me Once growth highlights rising interest in more life-long produce

buy me once: 1H to 2H **3.01%** growth*

Q1　　　　　Q2　　　　　Q3　　　　　Q4

18-34　**58%**

35-54　**34%**

55+　**7%**
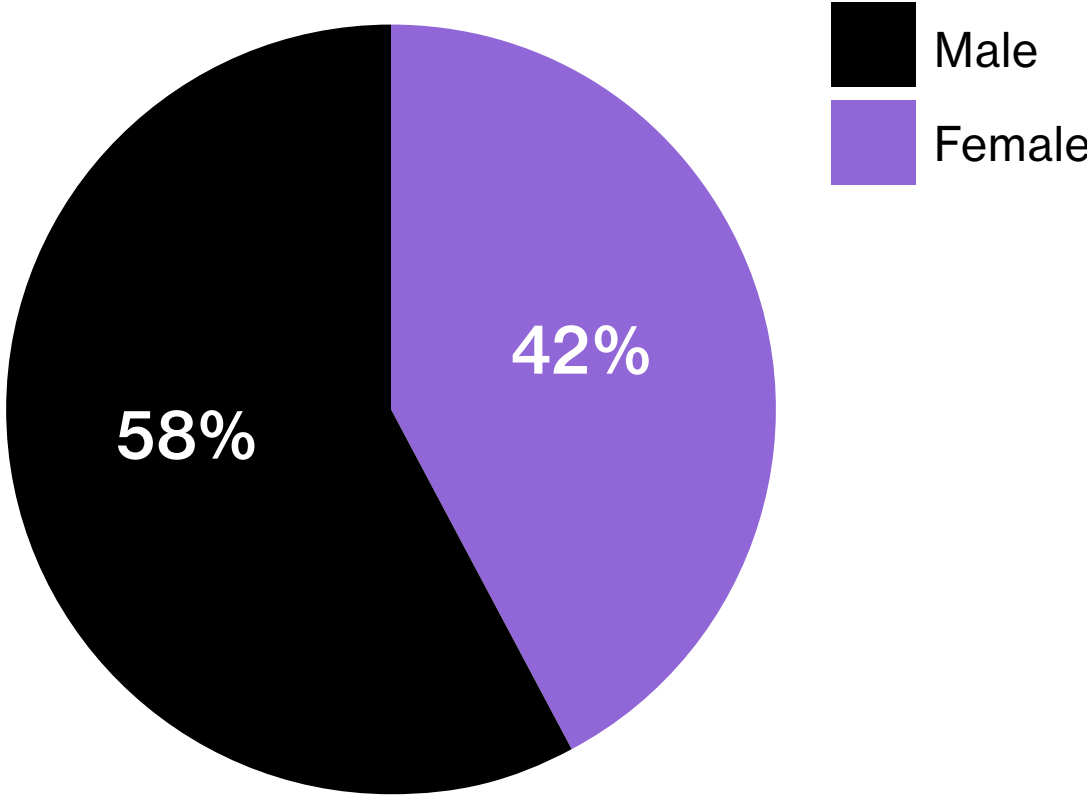
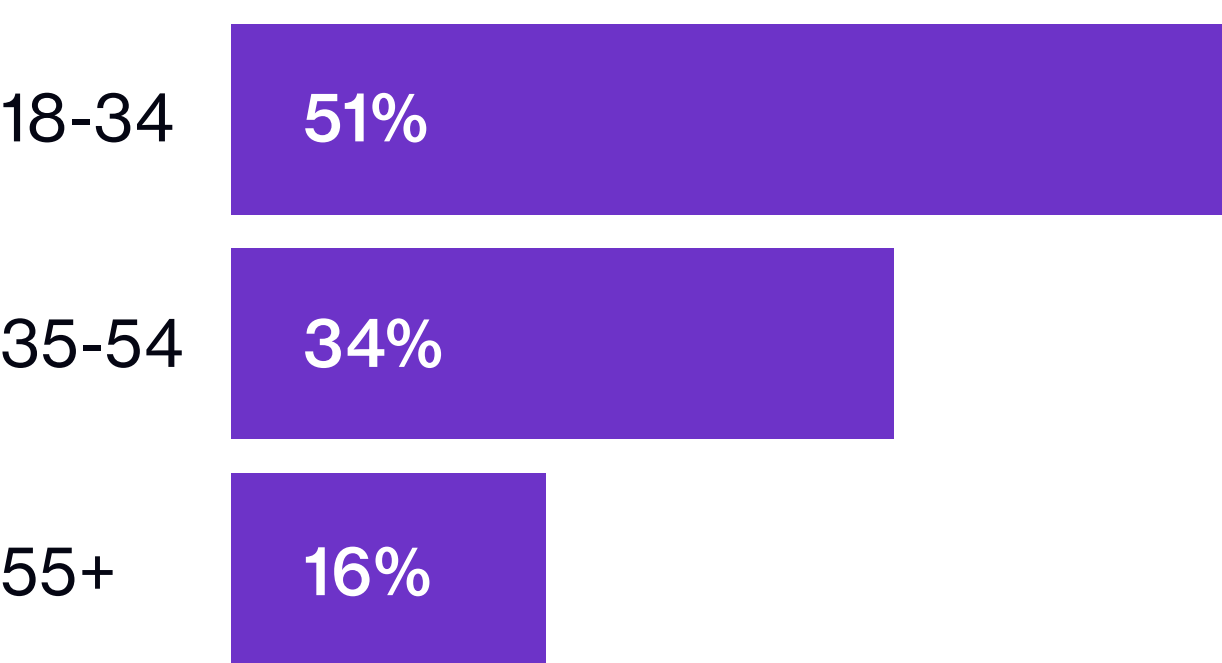■ Male
■ Female

30%

70%
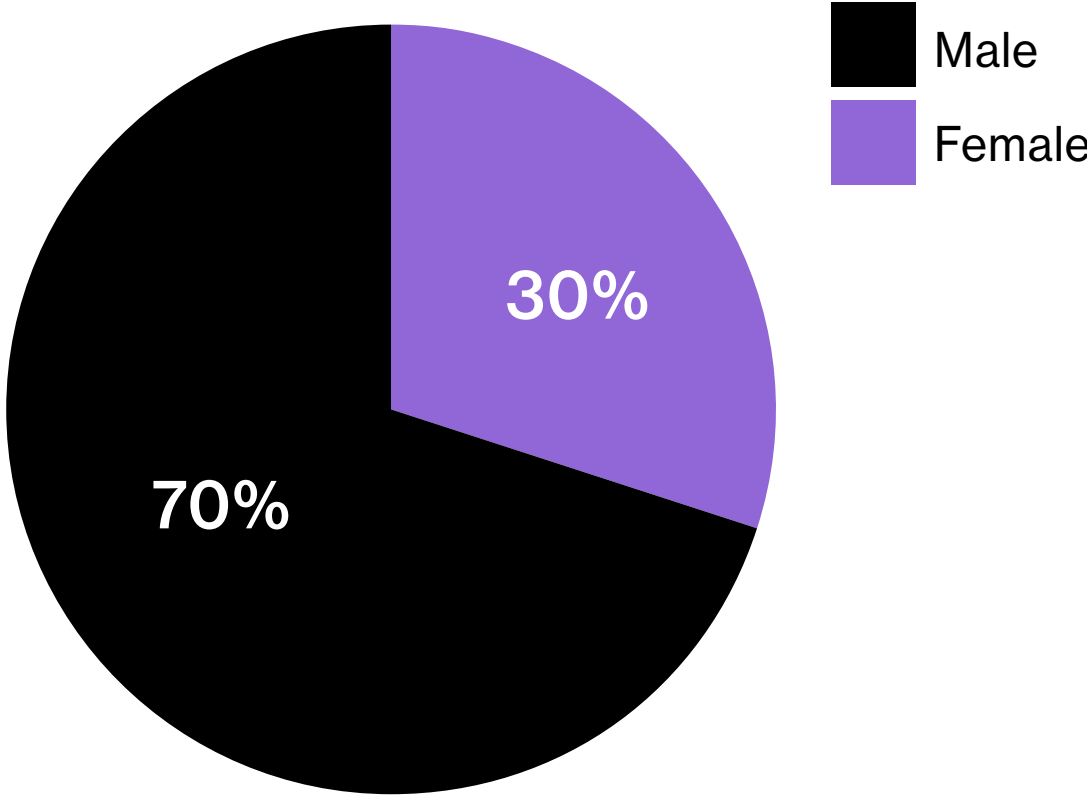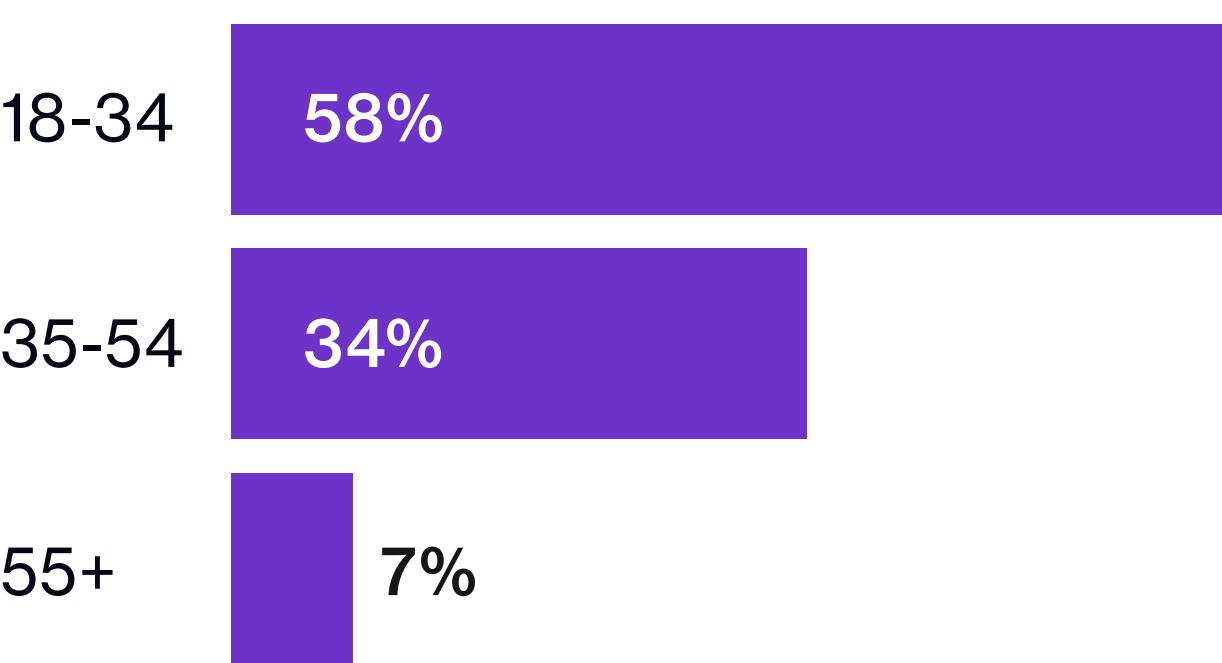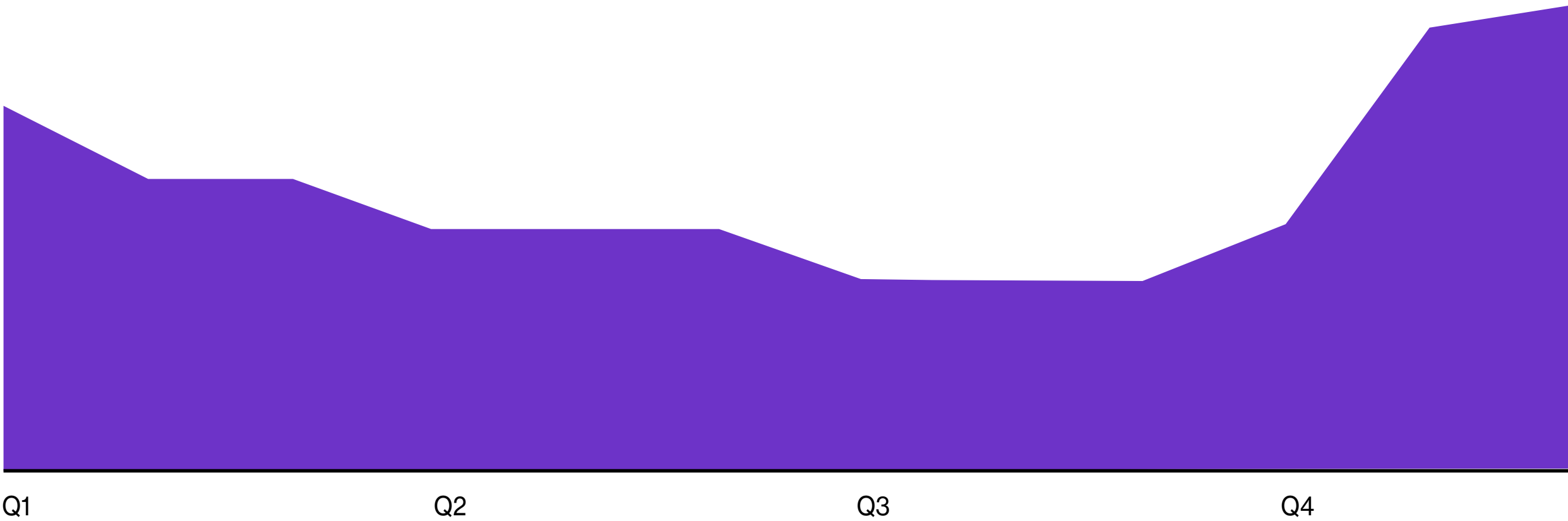
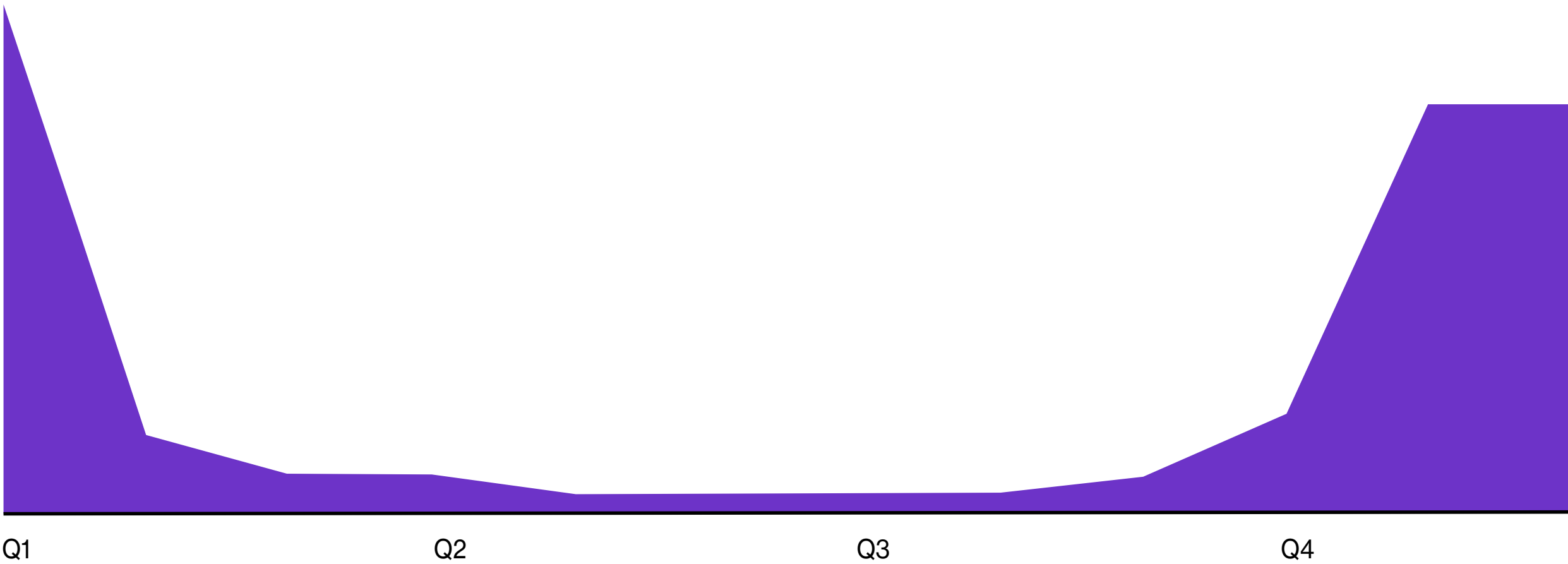# Lush cosmetics trended because of their withdrawal from social media

lush cosmetics social media: 1H to 2H 3400.00 % growth*

Q1	Q2	Q3	Q4

18-34 51%

35-54 34%

55+ 16%

■ Male
■ Female

42%

58%

Q

# Lifestyle brand Arket also continues to grow despite banning 'Black Friday'

arket black friday: 1H to 2H **41.67%** growth*

Q1   Q2   Q3   Q4

18-34   **51%**

35-54   **34%**

55+   **16%**

■ Male
■ Female

58%   **42%**

Consumers follow in brand footsteps by attempting to disassociate themselves with the digital ecosystem

quitting social media 2021: 1H to 2H 302900.00% growth*

Q1   Q2   Q3   Q4

18-34   **65%**

35-54   **27%**

55+   **8%**

■ Male
■ Female

62%

38%
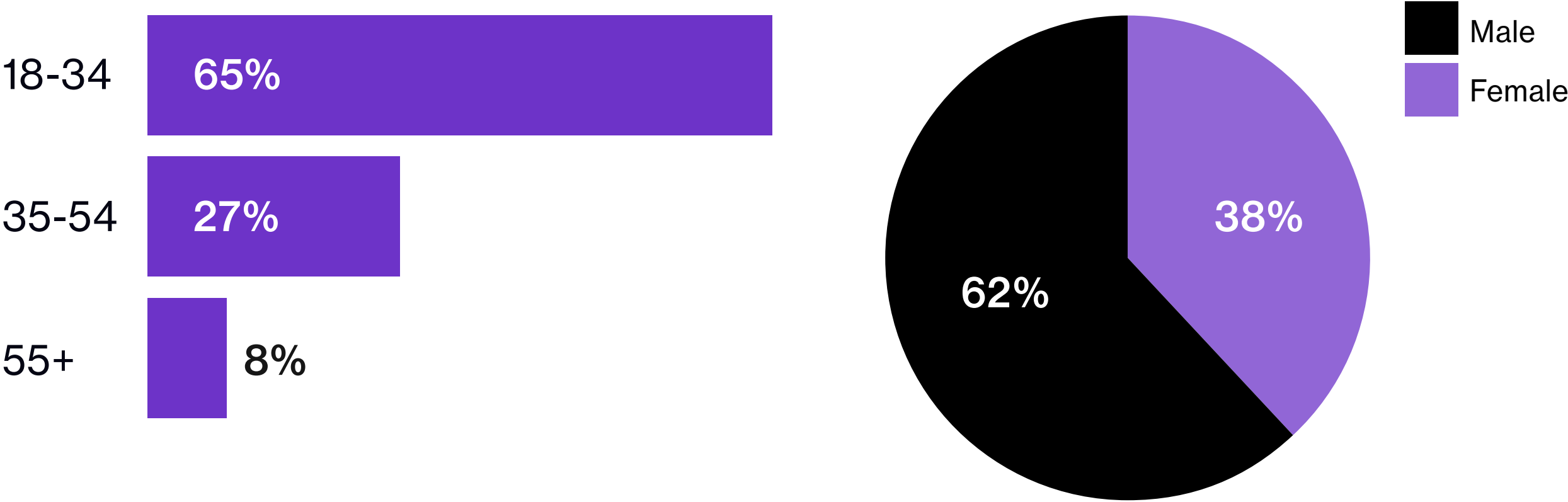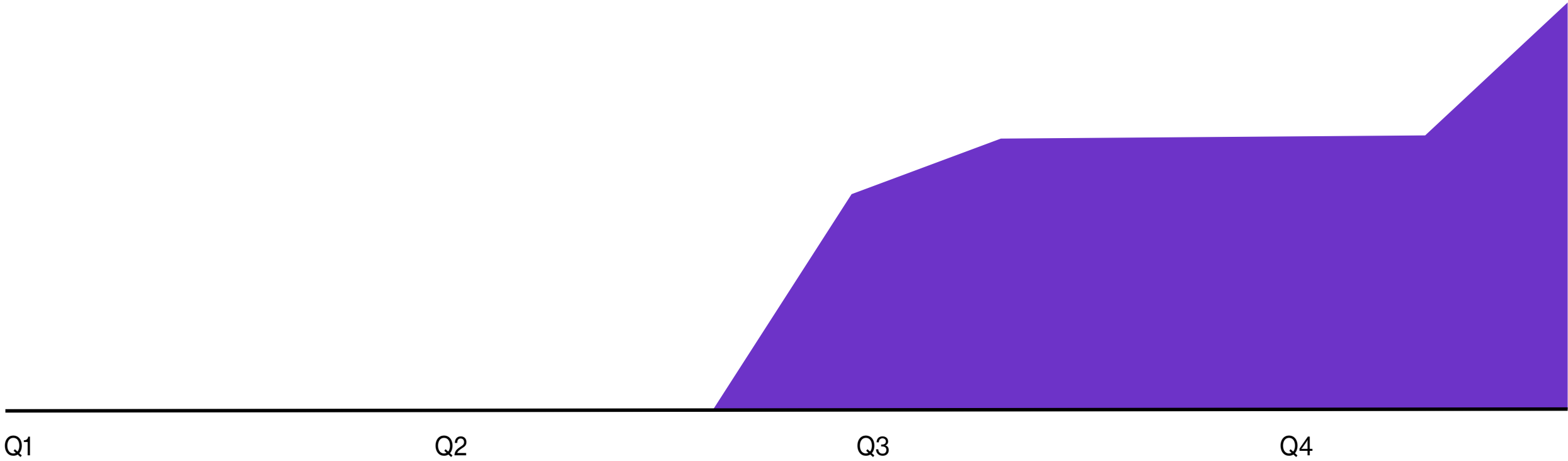
Key brand takeaways

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Treasure the long-term

Expensive furniture and fashionable items designed for years of use with the promise of high quality has largely been exclusively available to wealthier classes.

There appears to be a real need to address this need for the masses if price point can be met by both commerce and consumers alike.

Key brand takeaways

Be anti-social

When it comes to Social Media, amidst a backdrop of 'decoupling', we see a growing need for a Social Media environment that isn't very Social at all.

Growing use of emojis, avatars, and the rise of Tik Tok as a fairly anonymous platform as opposed to Facebook indicates that users are looking for spaces on Social Media to not be very sociable at all.

Get in touch with us for the full report.