

Trends
Volume 30



Seasonal Sensations



Setting the scene

Seasonal Sensations

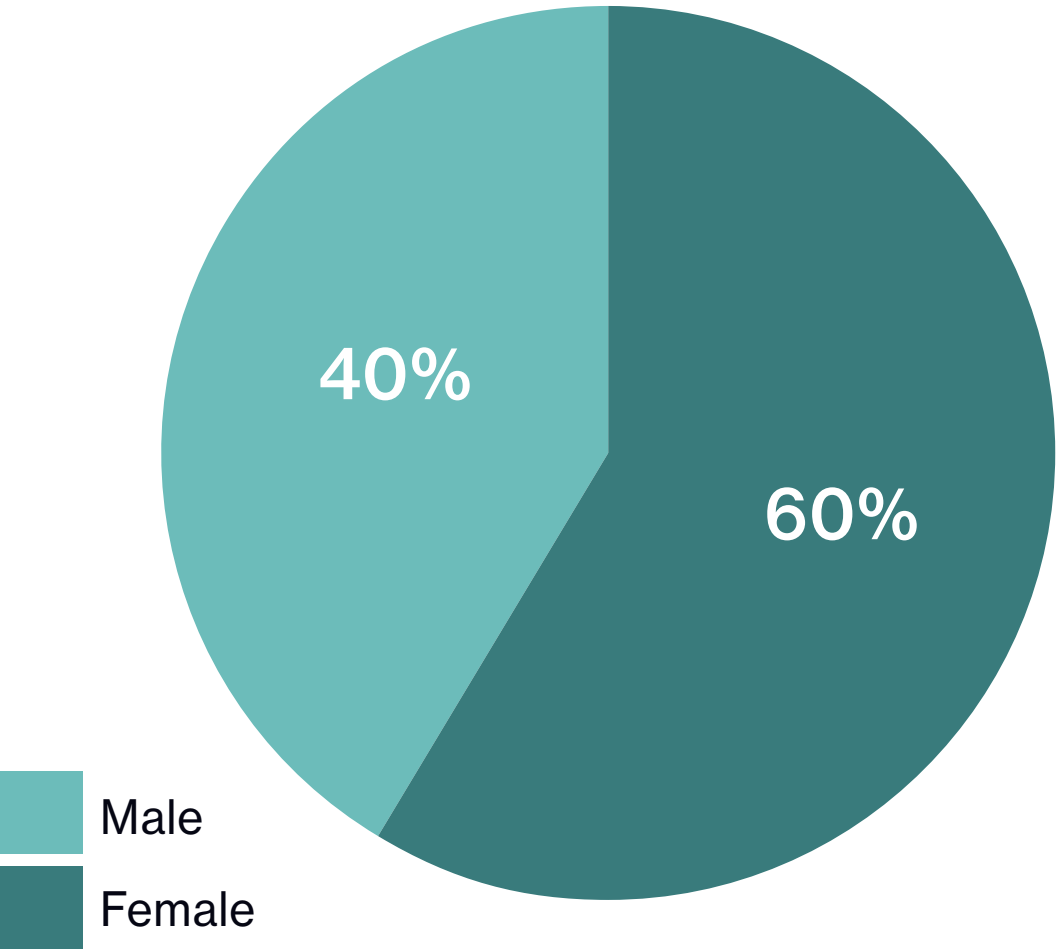
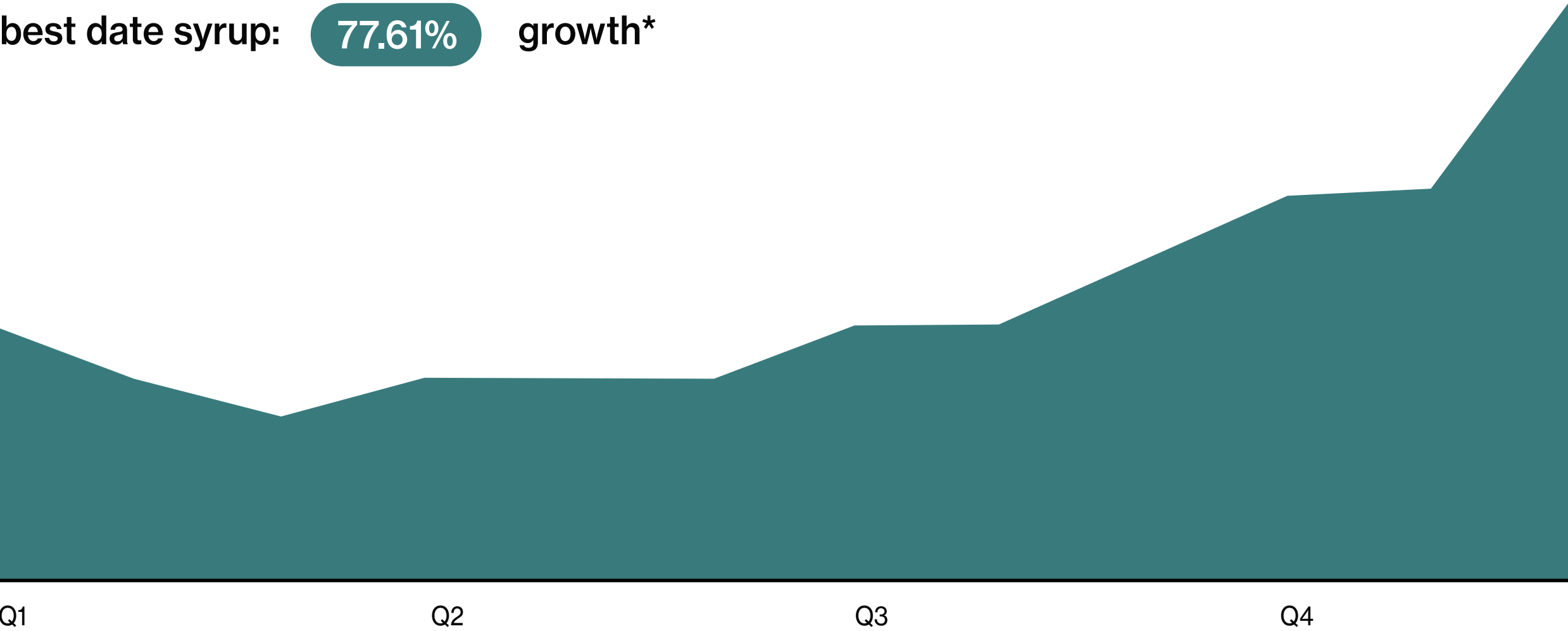
As spring turns into summer in the Northern Hemisphere, the impact of two years of restricted movement and COVID anxiety comes further into focus.

This week, we explore a few signs of how summer 2022 will be different from summers past, as the world moves forward from the stresses of COVID (... straight into the new stresses of inflation and a looming recession?)



Date syrups sweeten the shift into beach-body season

best date syrup: 77.61% growth*

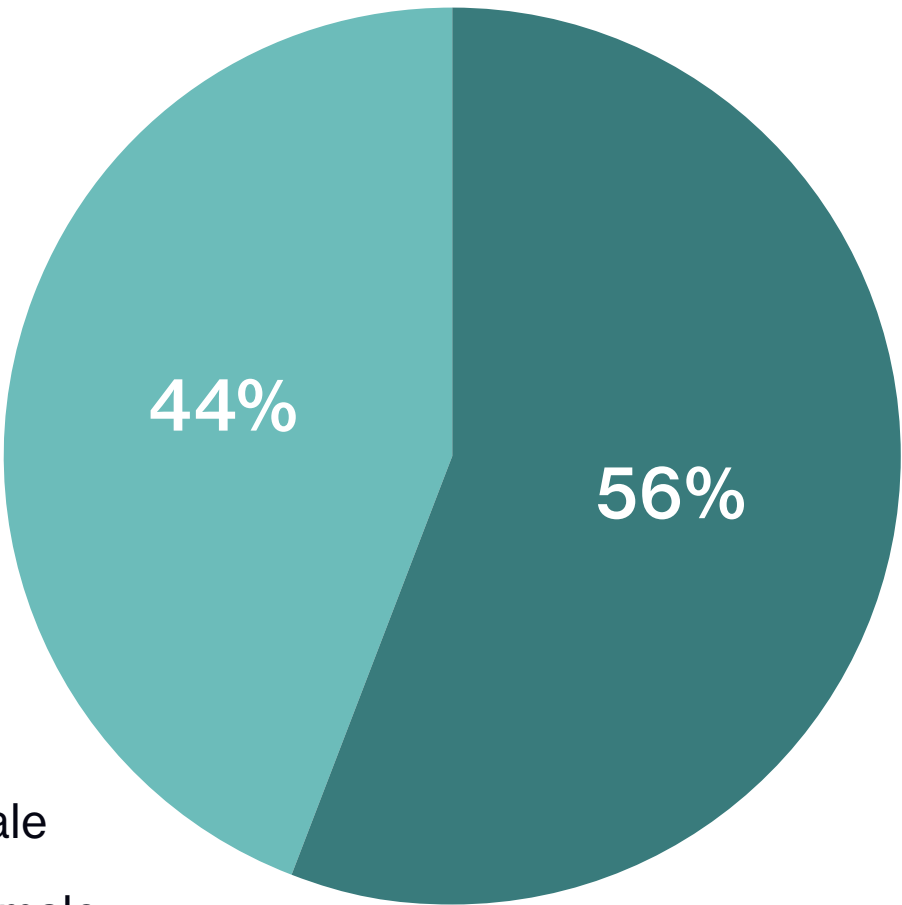
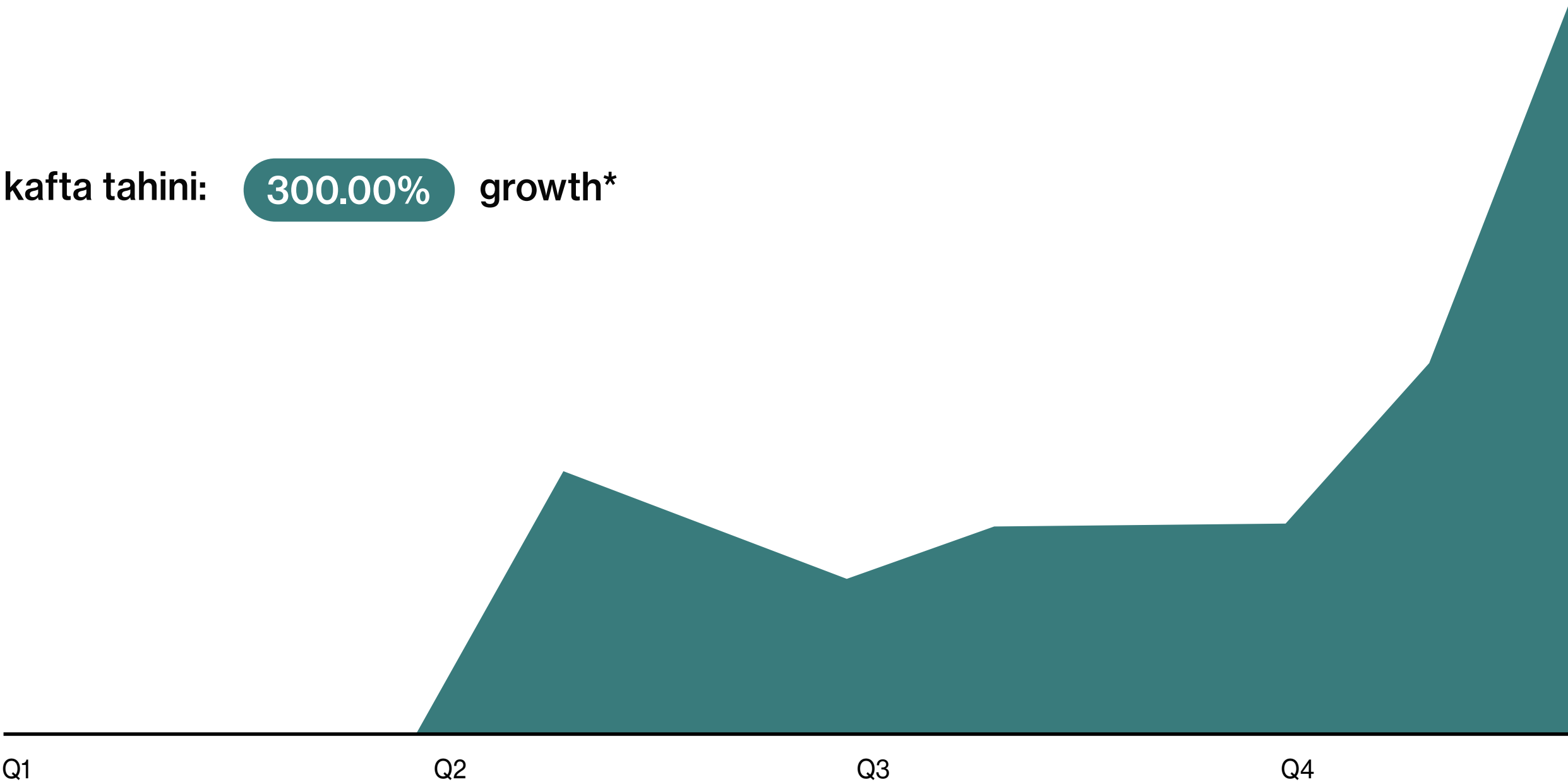


The popular smoothie/oat accompaniment is said to be healthier than honey. It's gaining in popularity as people search for ways to get into shape for their first summer out since 2019.



"Kafta tahini" brings a new flavour to Eid

kafta tahini: 300.00% growth*



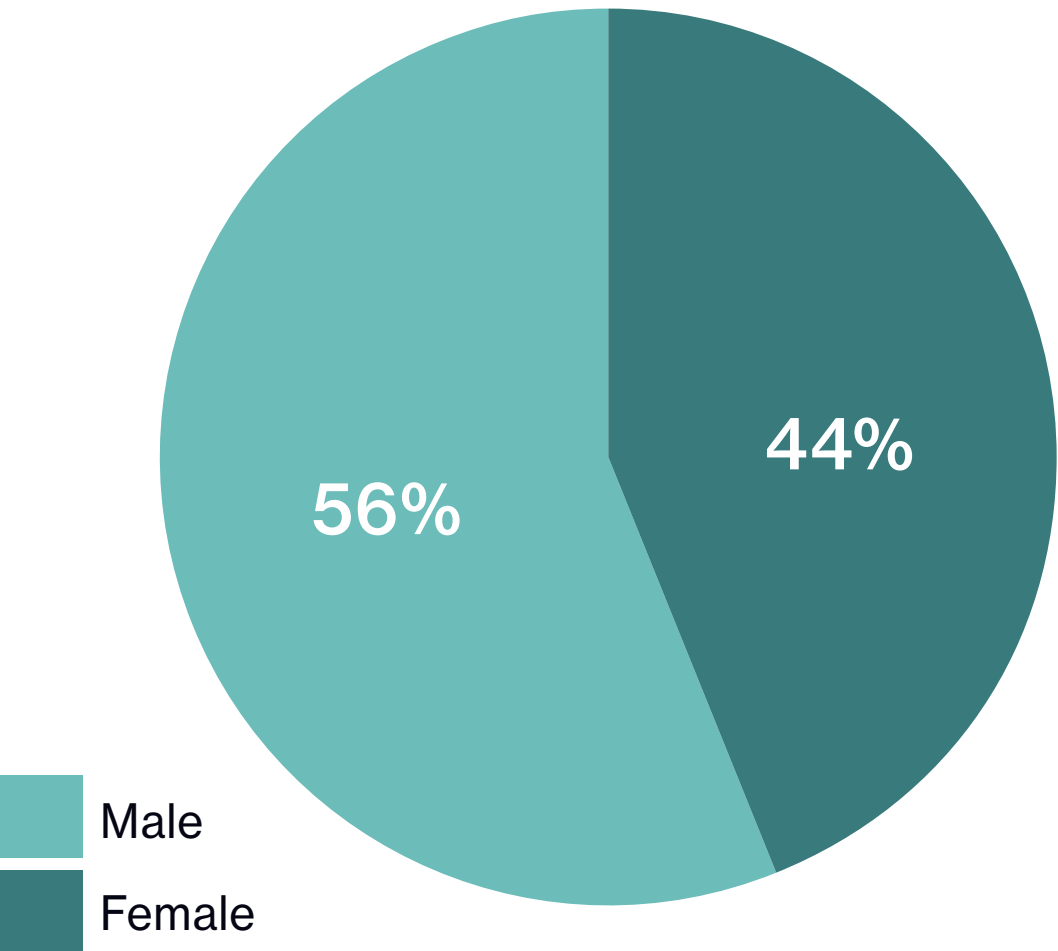
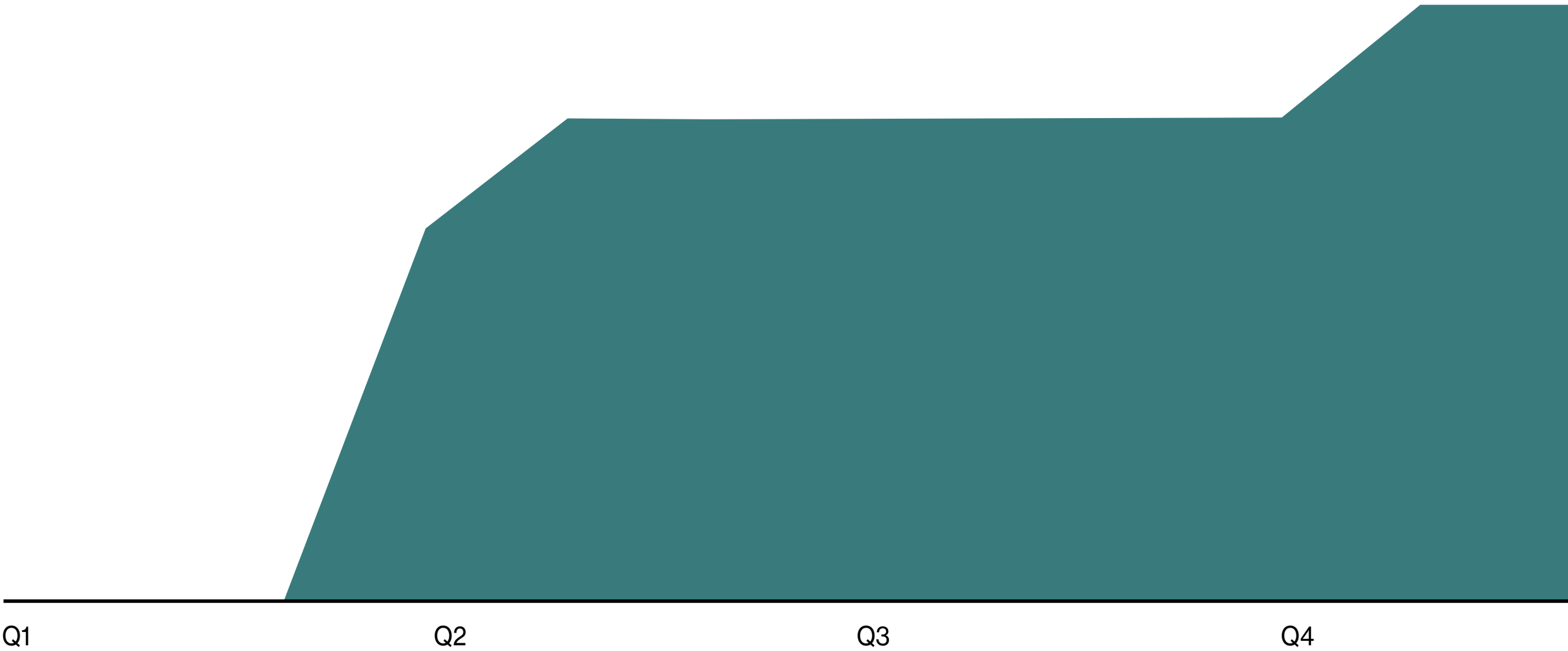
Male
Female

Tahini -- a Middle Eastern condiment -- has been gaining in popularity as an accompaniment to kafta or kofta. Interest in this tasty combination surged recently as Muslims around the world prepared to celebrate the first restriction-free Eid holiday in three years.



People turn to oni tattoos to spice up their summertime look

oni back tattoo: 133.33% growth*



Rooted in Japanese folklore, oni tattoos are traditionally thought to punish evil and unjust acts. As people venture out post-COVID, it appears they're potentially enhancing the skin they're bearing with this powerful wish for a better future



1 Bare more

Date syrup and new tattoos may be evidence of a renewed interest in 'baring more' through the summer, as consumers emerge from a period of wearing pyjamas and sweats at home for two years.

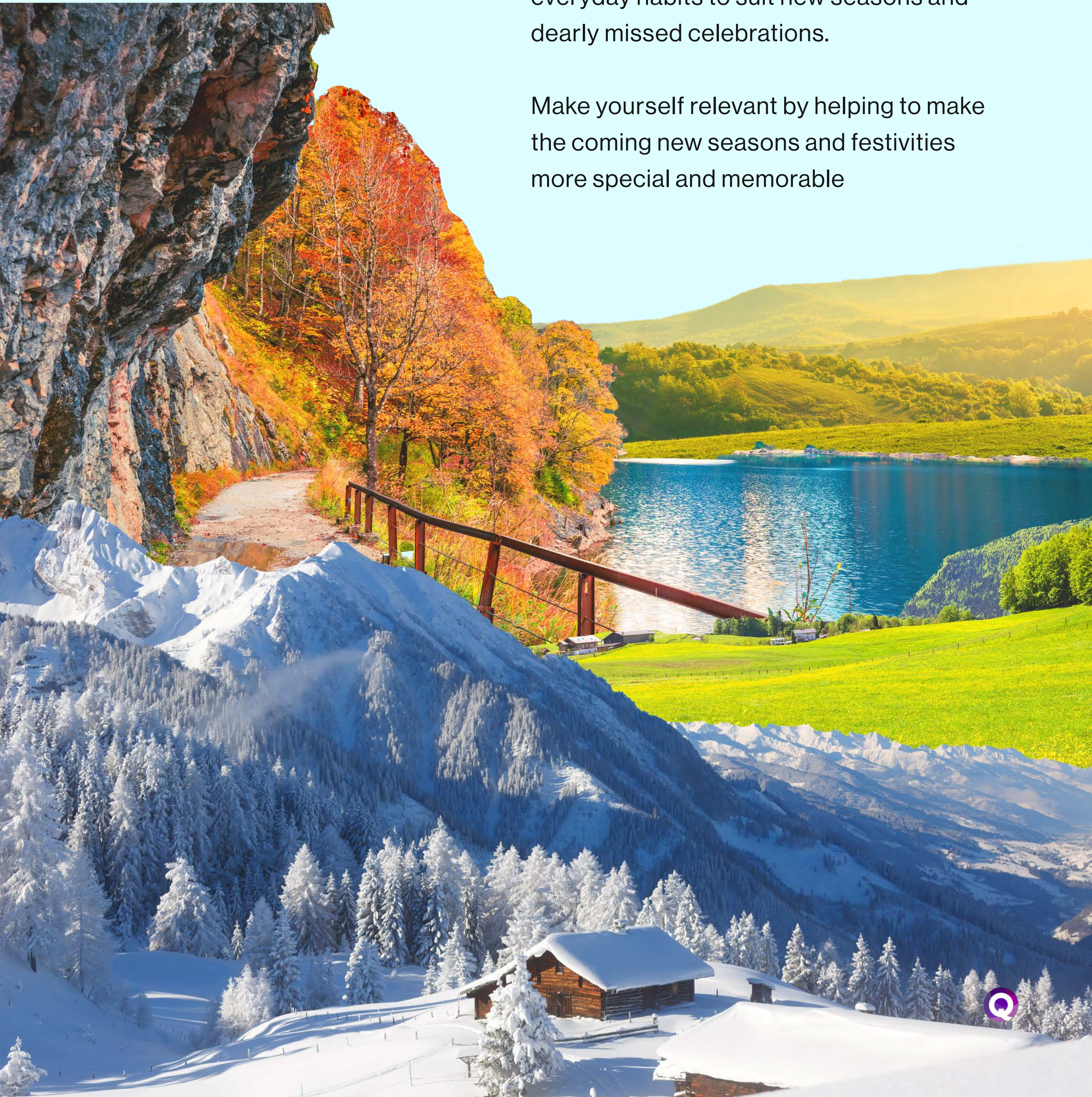
More broadly, this is part of the health and wellness meta-trend which shows no signs of slowing down.



2 A Return To Seasons

After two years of sameness, people are relishing the opportunity to change everyday habits to suit new seasons and dearly missed celebrations.

Make yourself relevant by helping to make the coming new seasons and festivities more special and memorable



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