

# Three Cheers





# Setting the scene

## Three Cheers

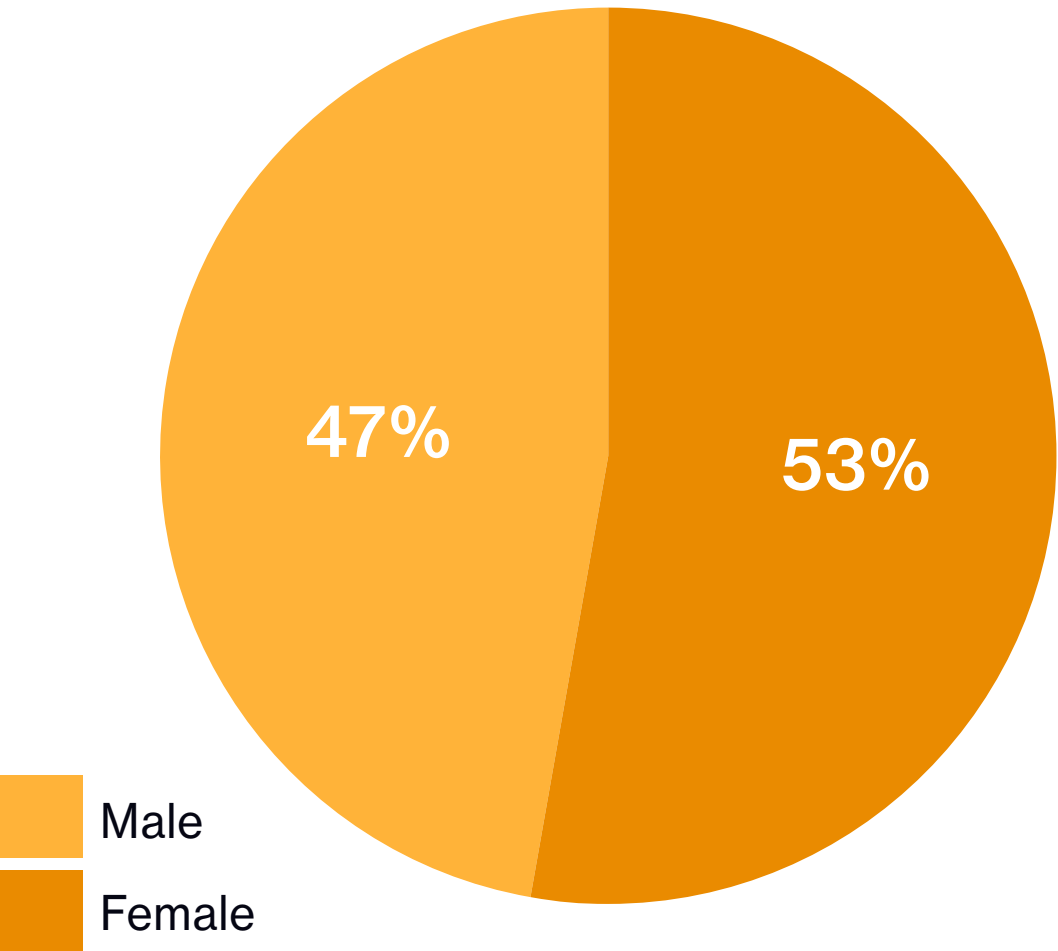
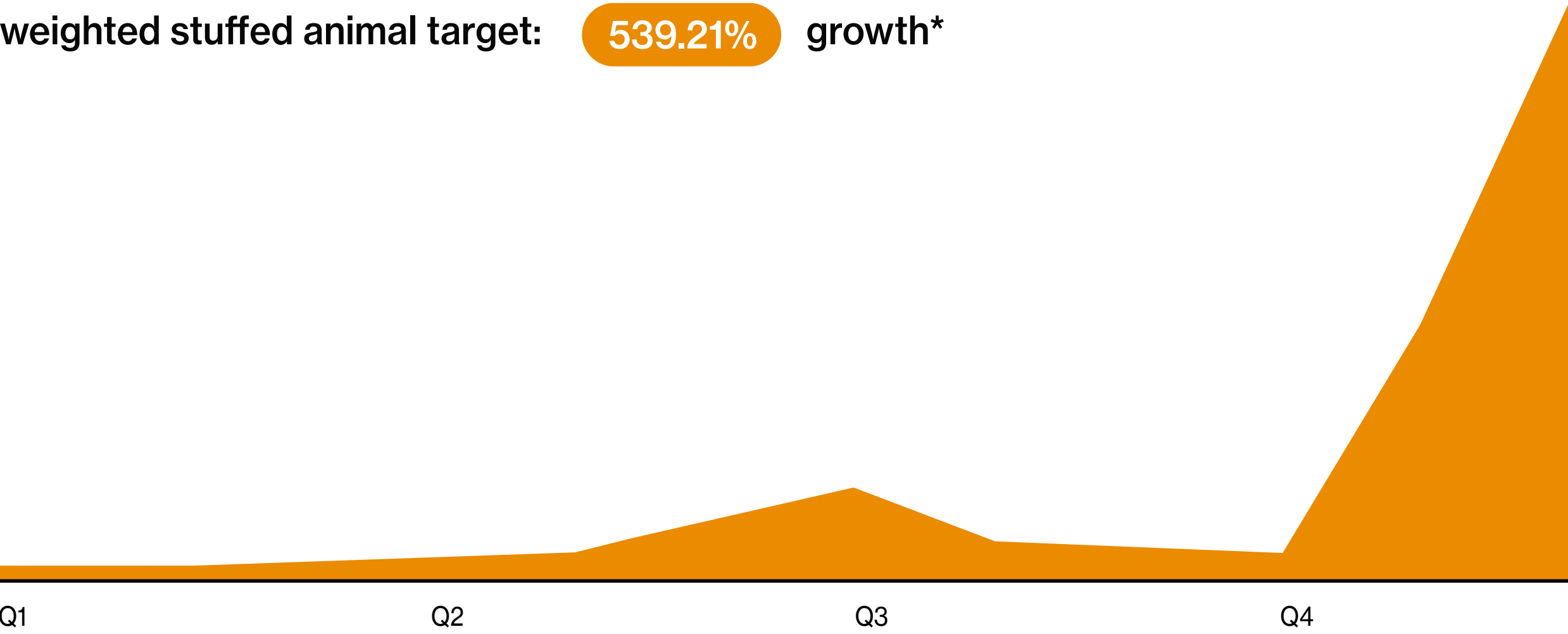
Something a bit lighter this week.

While we've previously explored rising anxieties and the general atmosphere of doom and gloom pervading the world today, there are still many signs of joy and cheer in the world.

In this edition, we look at some of the more quirky products that people are turning to in order to brighten up their surroundings and create more happy days.



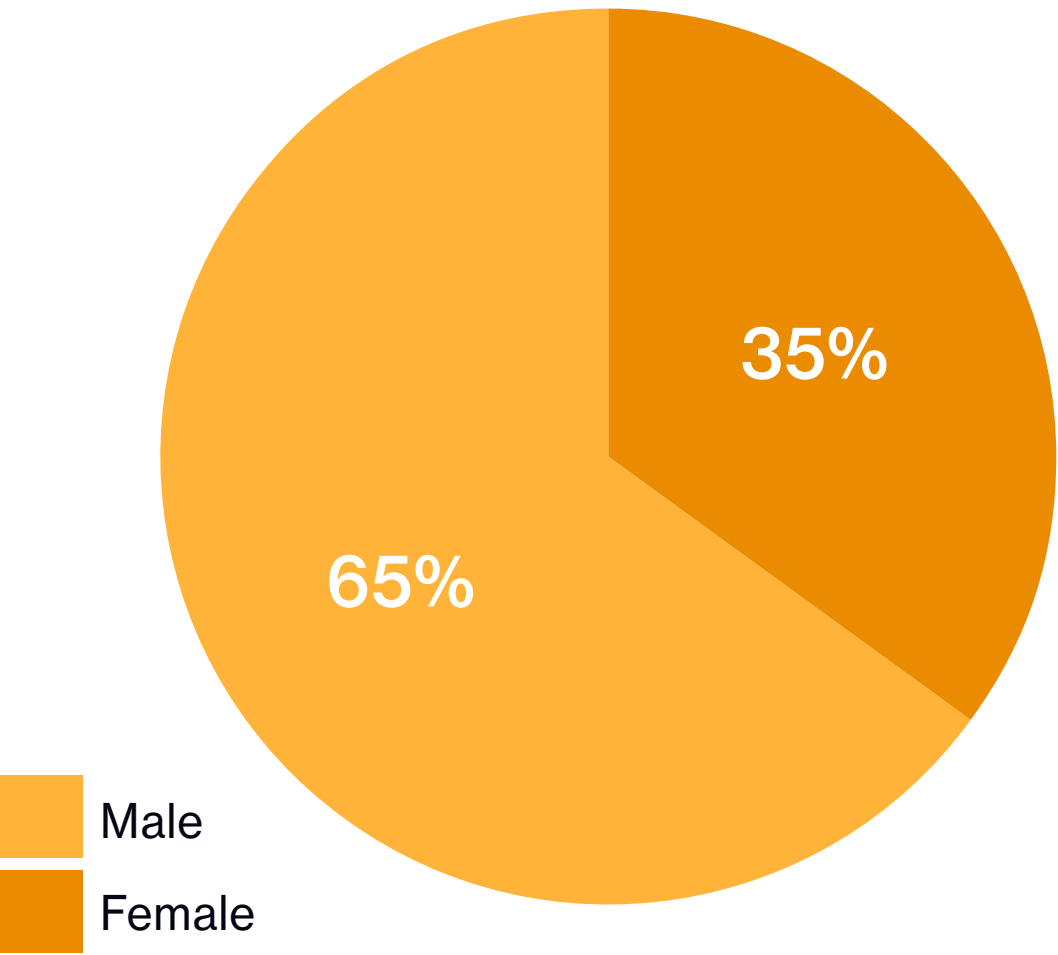
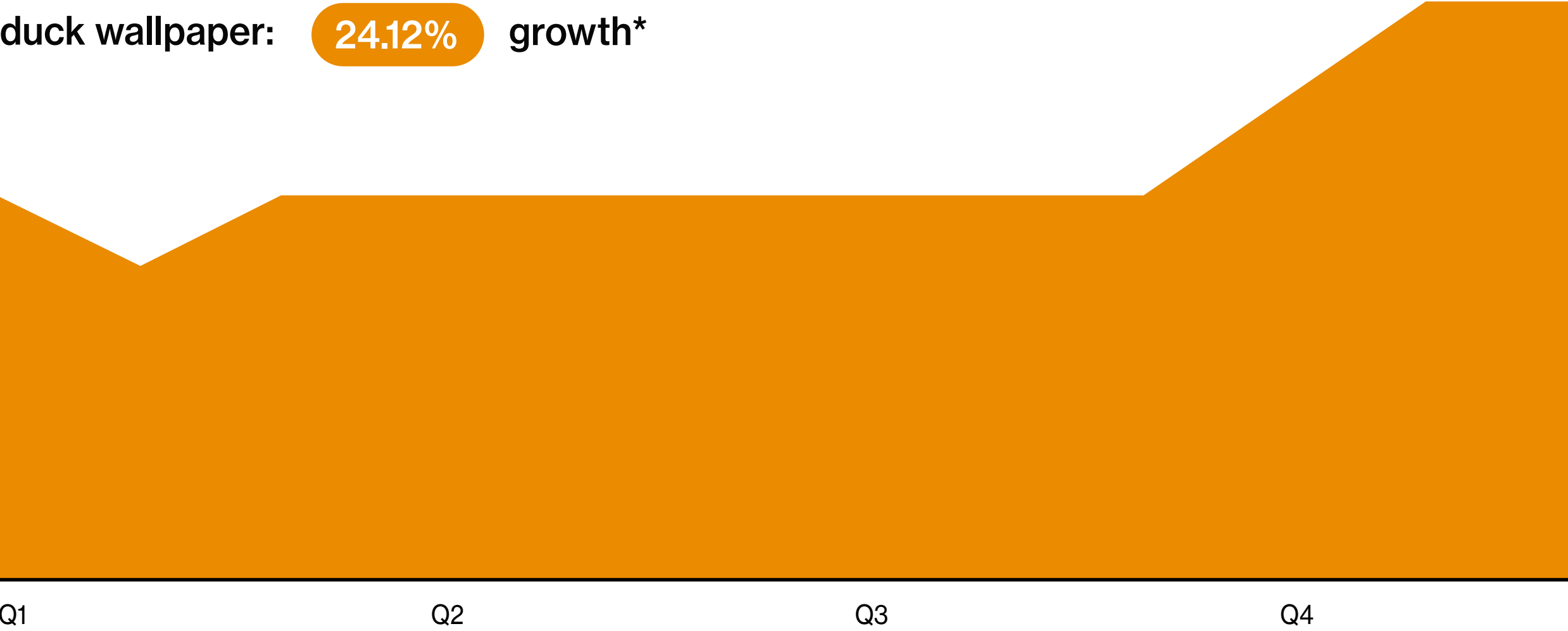
# Netizens seek cuddly comfort in weighted stuffed animals



Weighted blankets help calm anxiety to promote better sleep. People are taking this one step further by looking for weighted stuffed animals, like this dinosaur that has recently gone **viral** on TikTok.



# Wallpaper that truly quackers gains appeal with those looking for brighter rooms

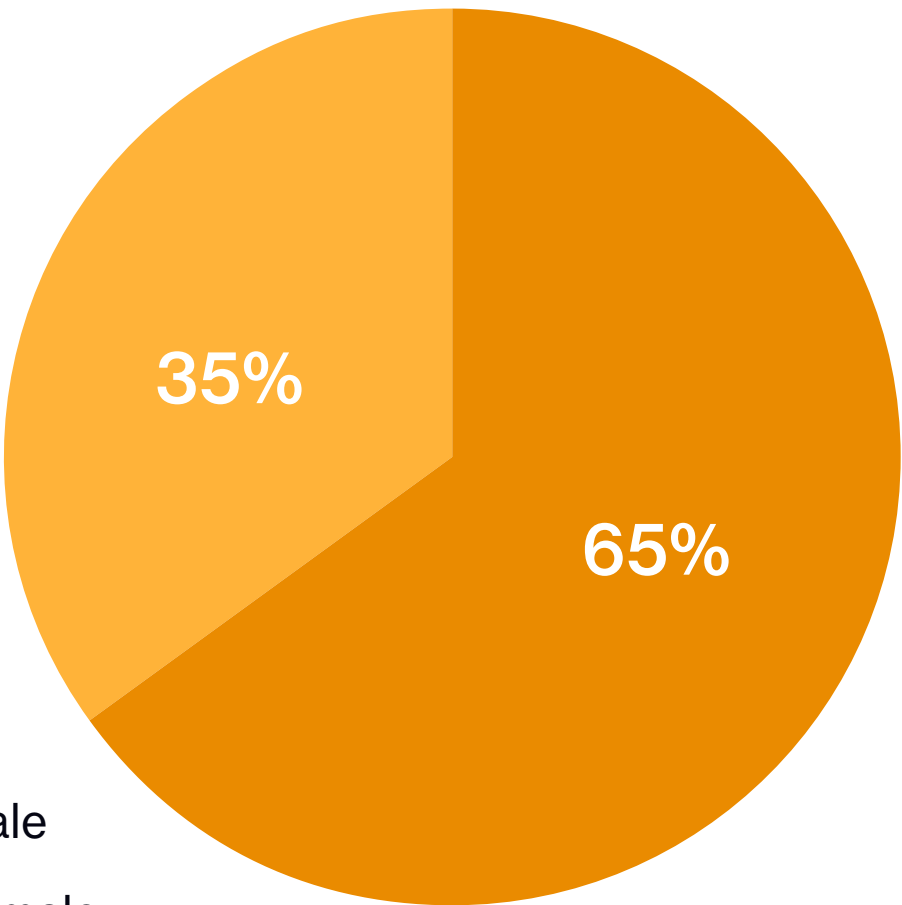
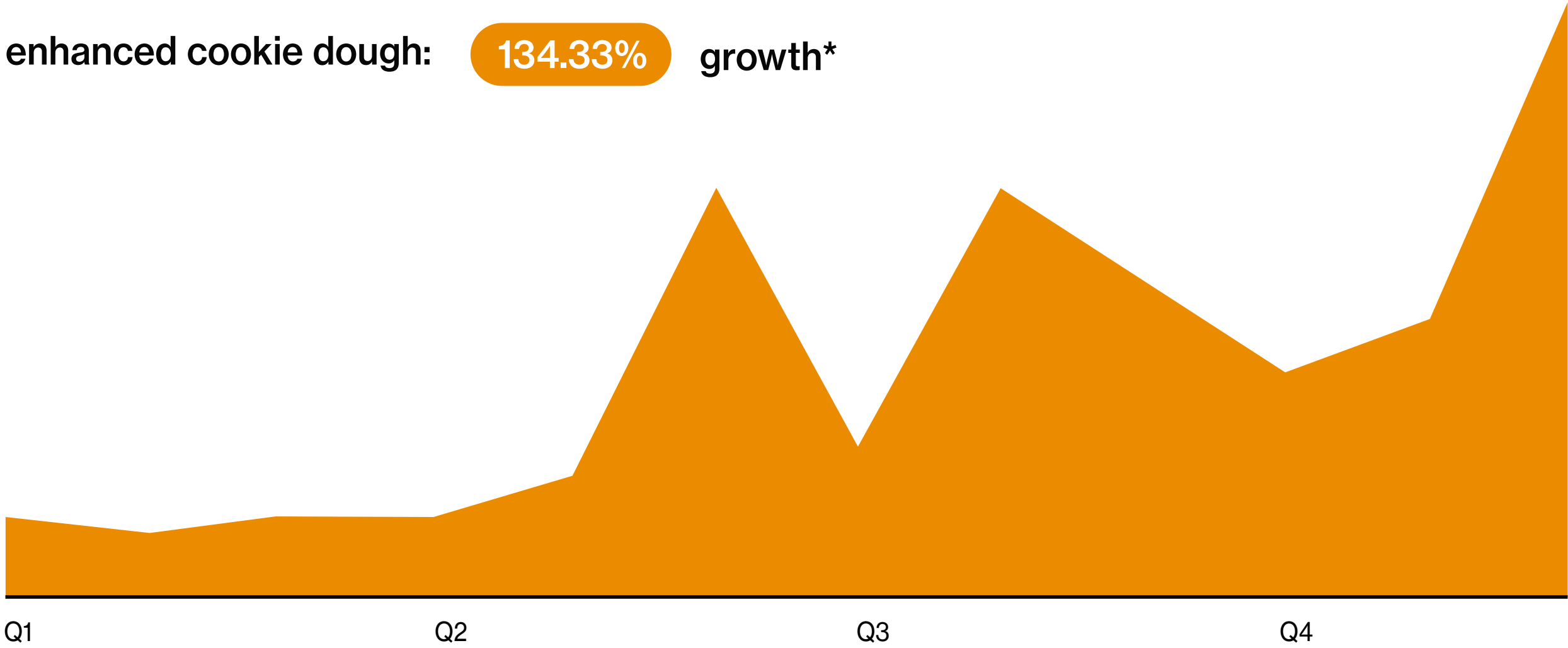


Duck wallpapers have been trending recently, and come in a variety of styles, ranging from cutesy to classy to downright artsy. Whatever the look, they’re adding cheer to rooms everywhere.



# ‘Enhanced’ cookie dough makes comfort food healthy

enhanced cookie dough: **134.33%** growth\*



Male  
Female

Companies like **Deux** have fortified cookie dough with functional ingredients like immunity vitamins, collagen and protein to make healthy eating fun, and guilty pleasures wholesome.





# 1 Enhance Indulgences

Functional fun foods like enhanced cookie dough are a win-win. Especially at a stressed time when people crave comfort, these food items are great for people's bodies and souls.

Quilt.AI wonder how long it will be until new 'enhancements' arrive to other indulgent favorites like pizzas or chips.





## 2 Lighten Up

Amidst today's atmosphere of doom and gloom, growing interest in things like duck wallpaper is a timely reminder that people feel the need to lighten the mood.

Weighted stuffed animals and cute wallpaper help people make their homes feel more cozy and happy. Brands should do what they can to follow suit.





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