

Trends
Volume 35



Human Accelerations



Setting the scene

Human Accelerations

In the return of our Trend Tracking series we uncover a range of trending phenomena on the web regarding what we call the search of a ‘perfect human’.

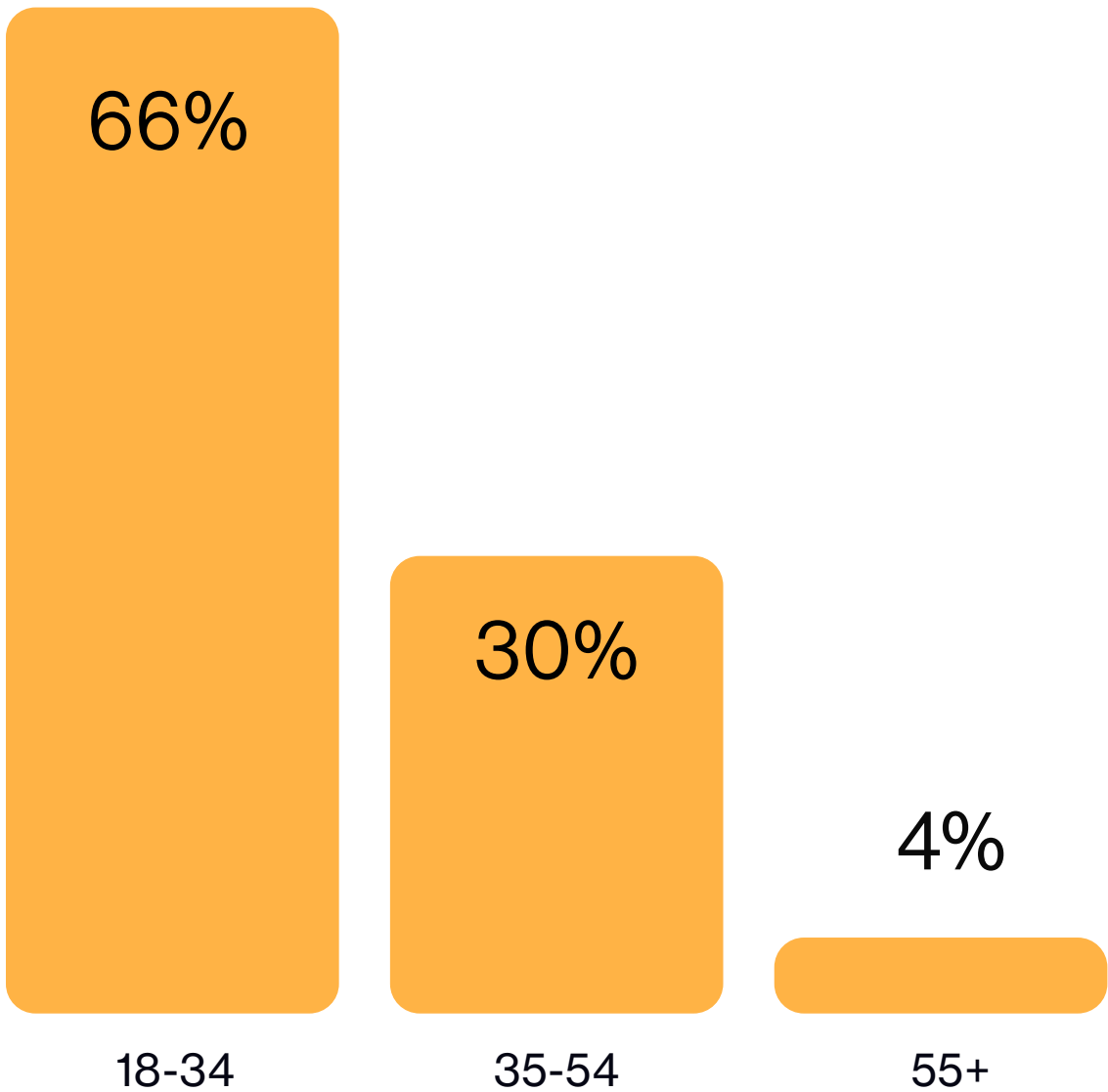
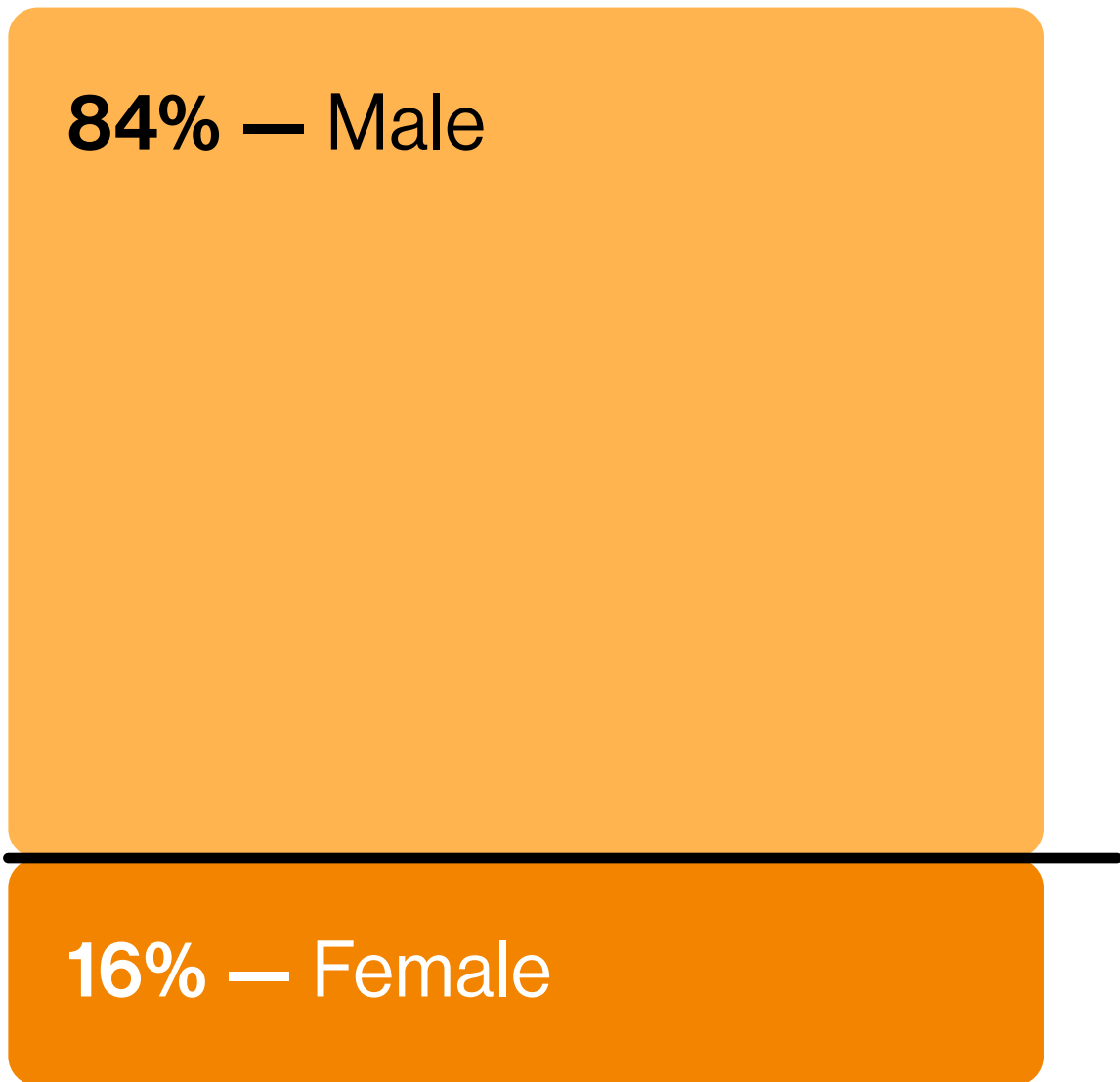
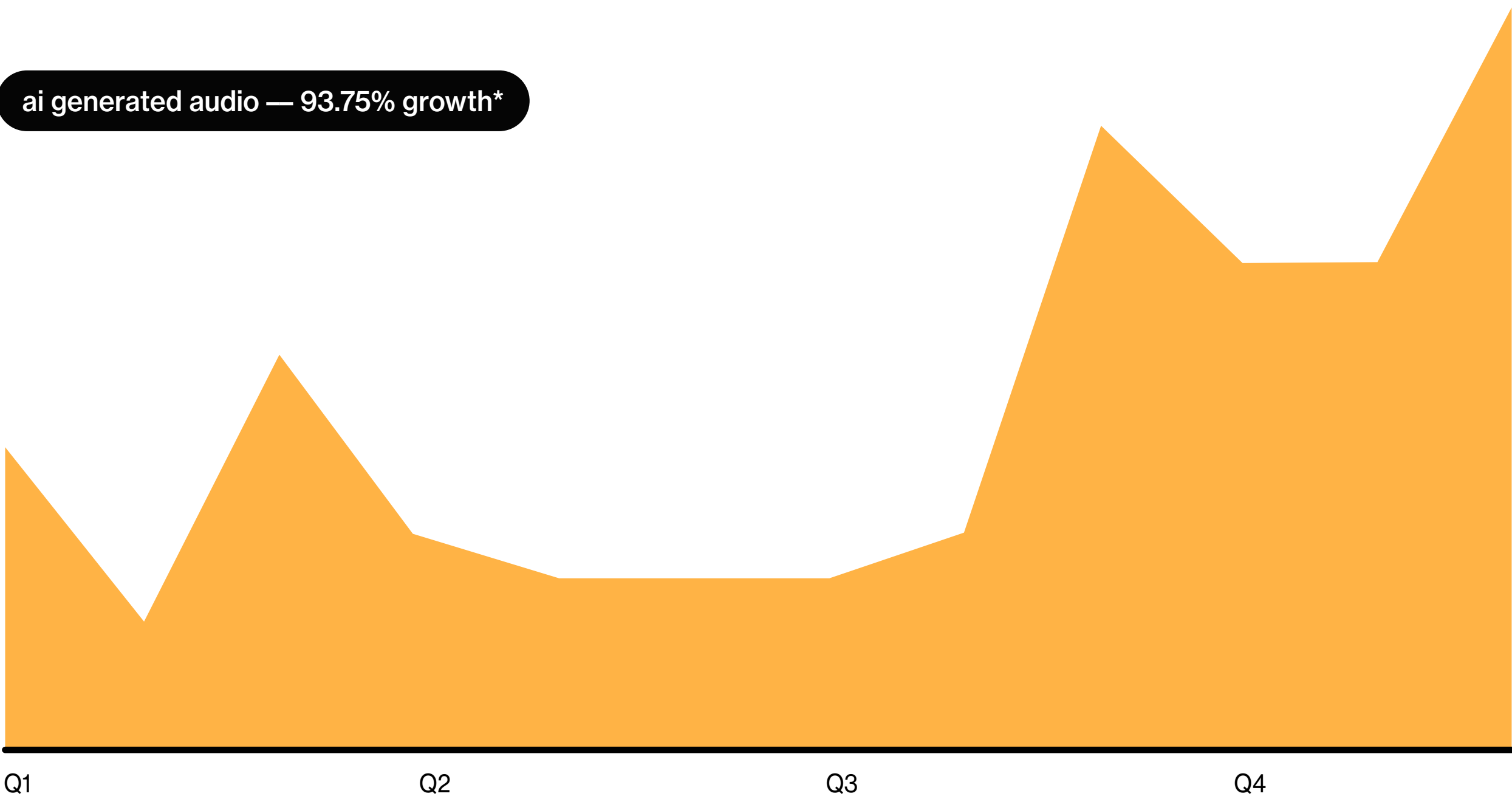
The encroachment of digital exposure in regular daily lives has instilled a culture of tracking, measurement and improvement either through screen-time usage or workouts.

These digital optimisations have strayed into the ‘biological’ world as netizens seek perfection in themselves, appearance, culture and arts. This week, we explore 3 manifestations of users in search of human Accelerations.



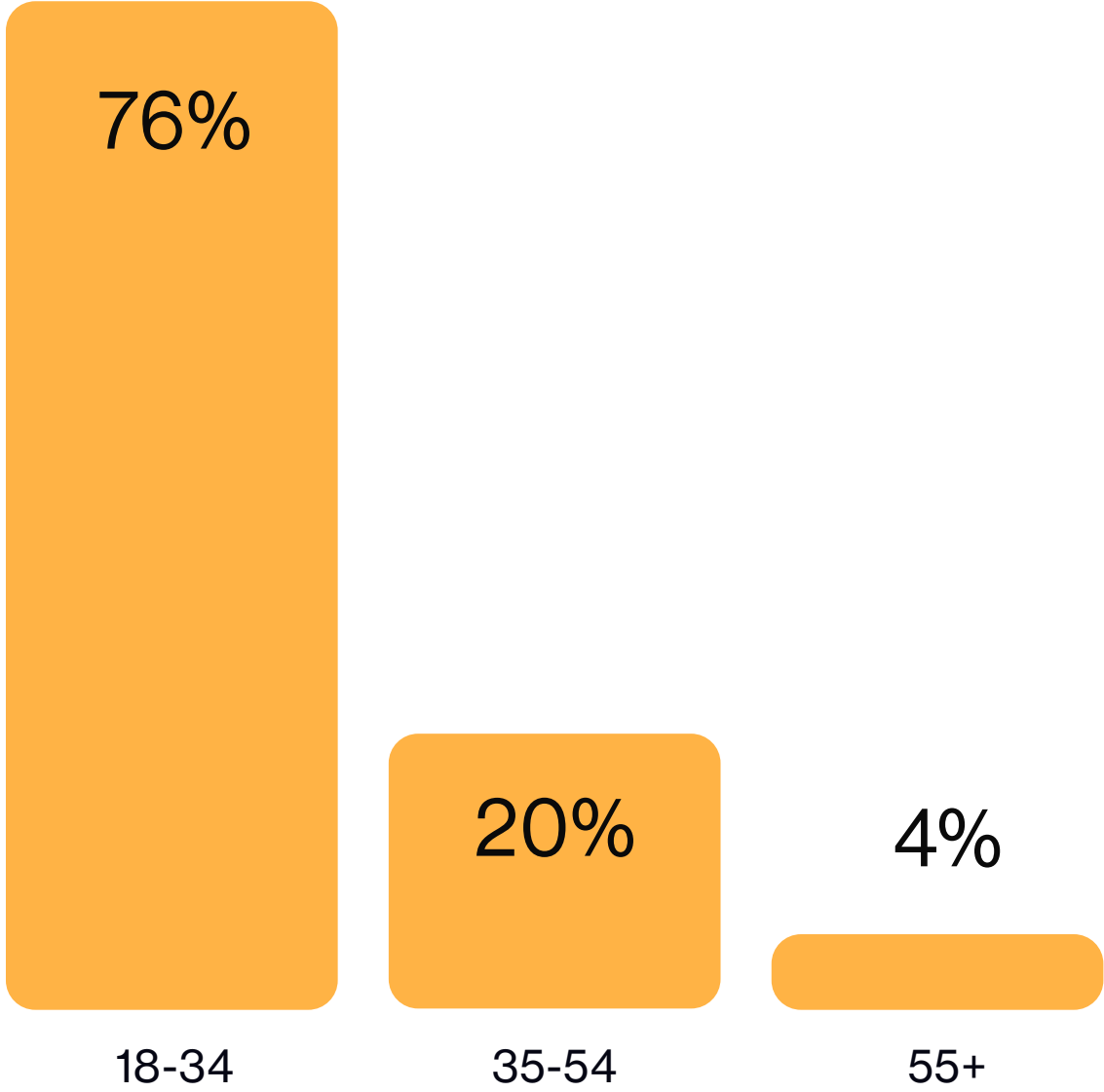
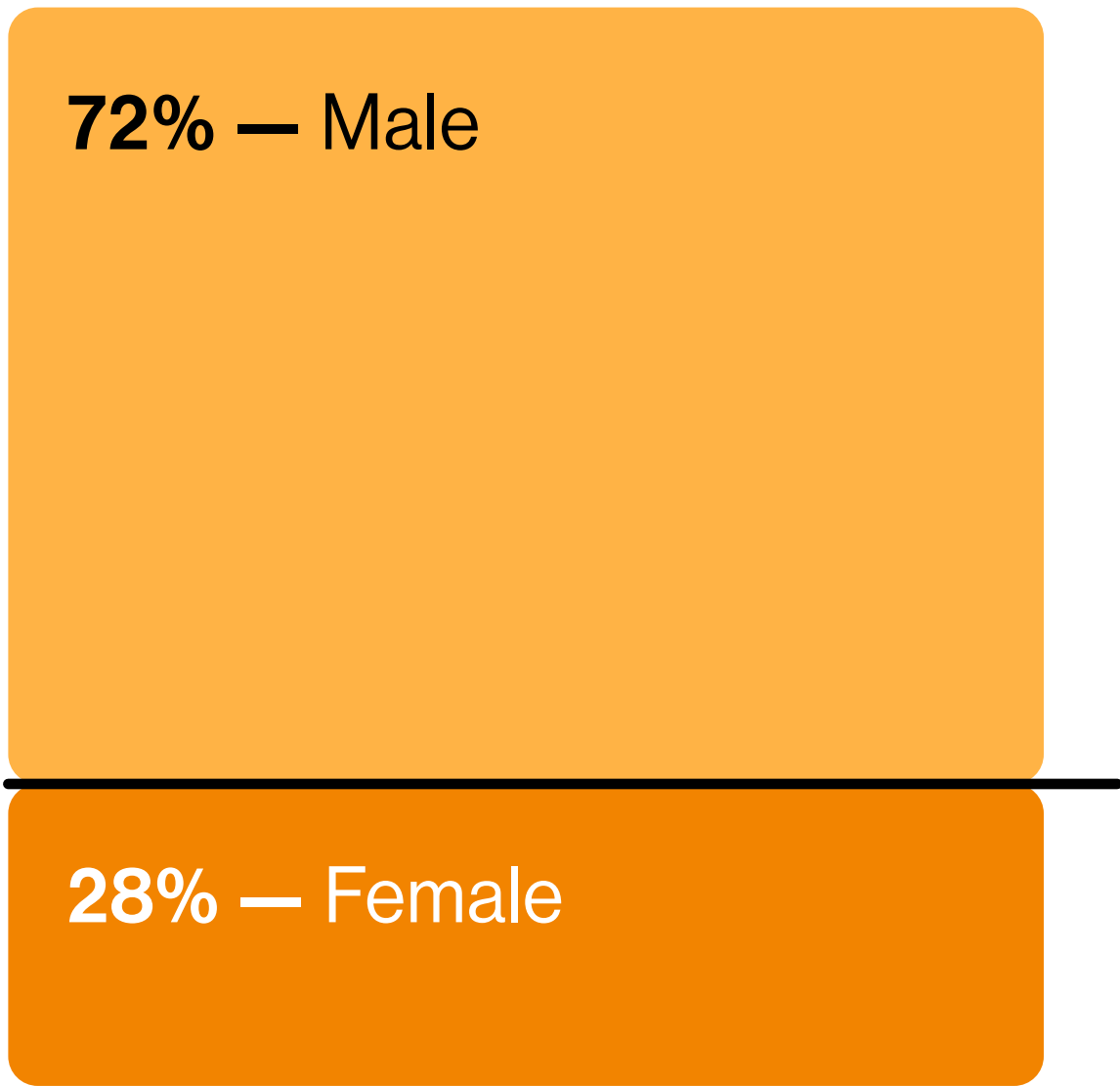
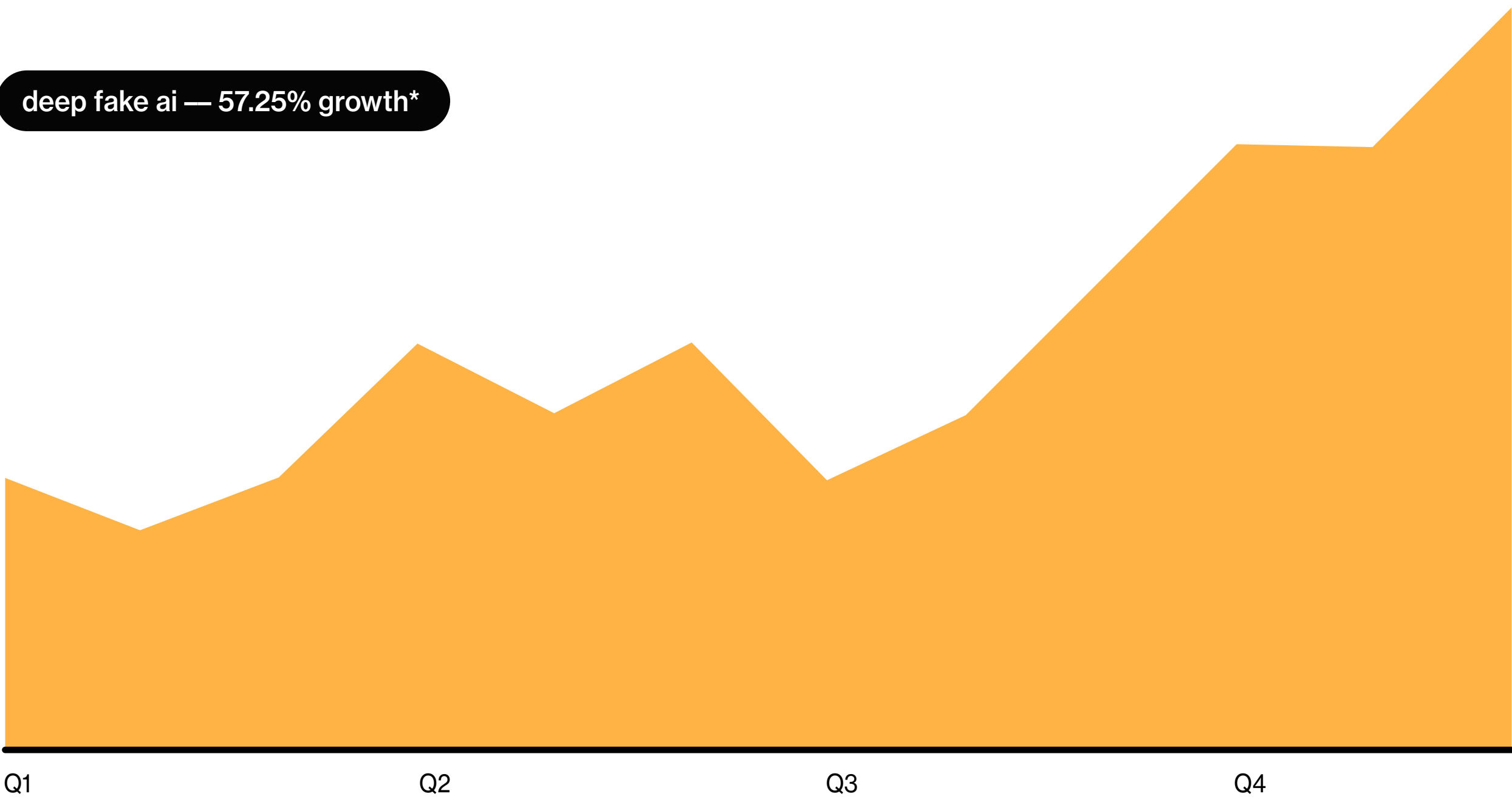
Musicians despair as netizens move towards AI generated audio

It appears as though ‘human’ music is no longer enough, as curious netizens lean on AI to enjoy new symphonies.



Appearances remain deceiving as Deepfake interest grows further

While Deepfakes are nothing new, Apple made news recently after the corporate giant was granted a new **patent** to help users alter their facial features and expressions.

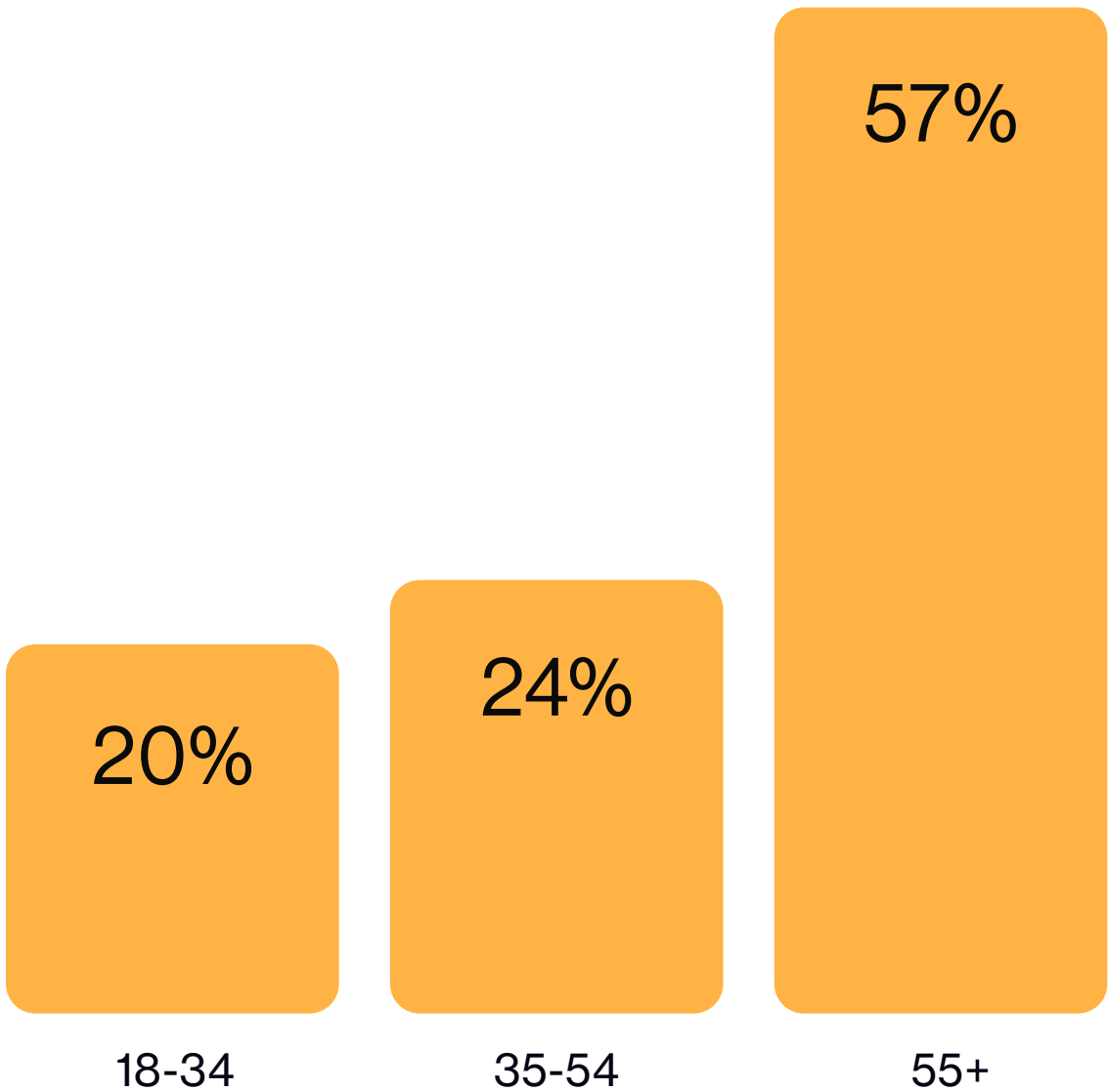
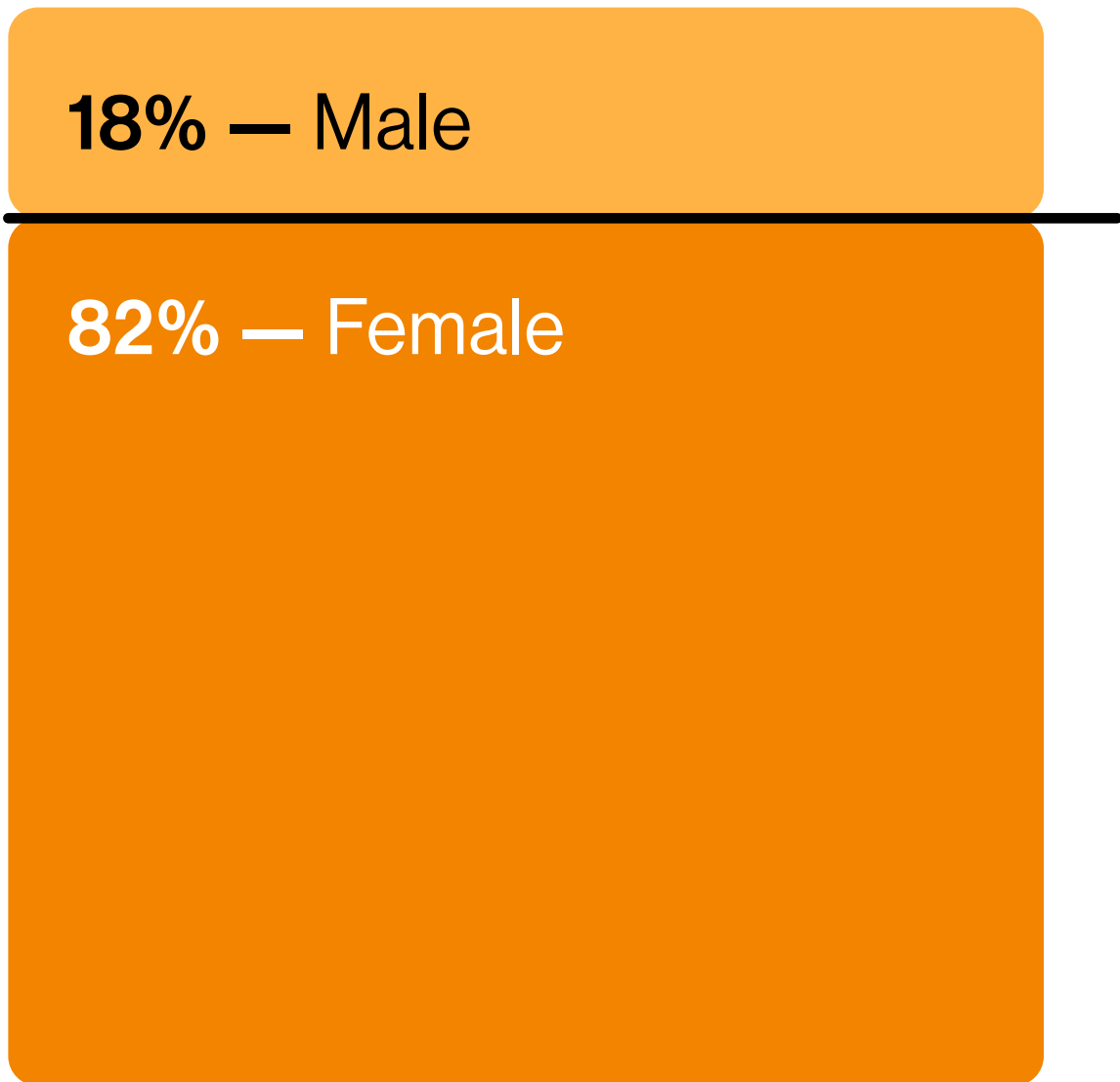
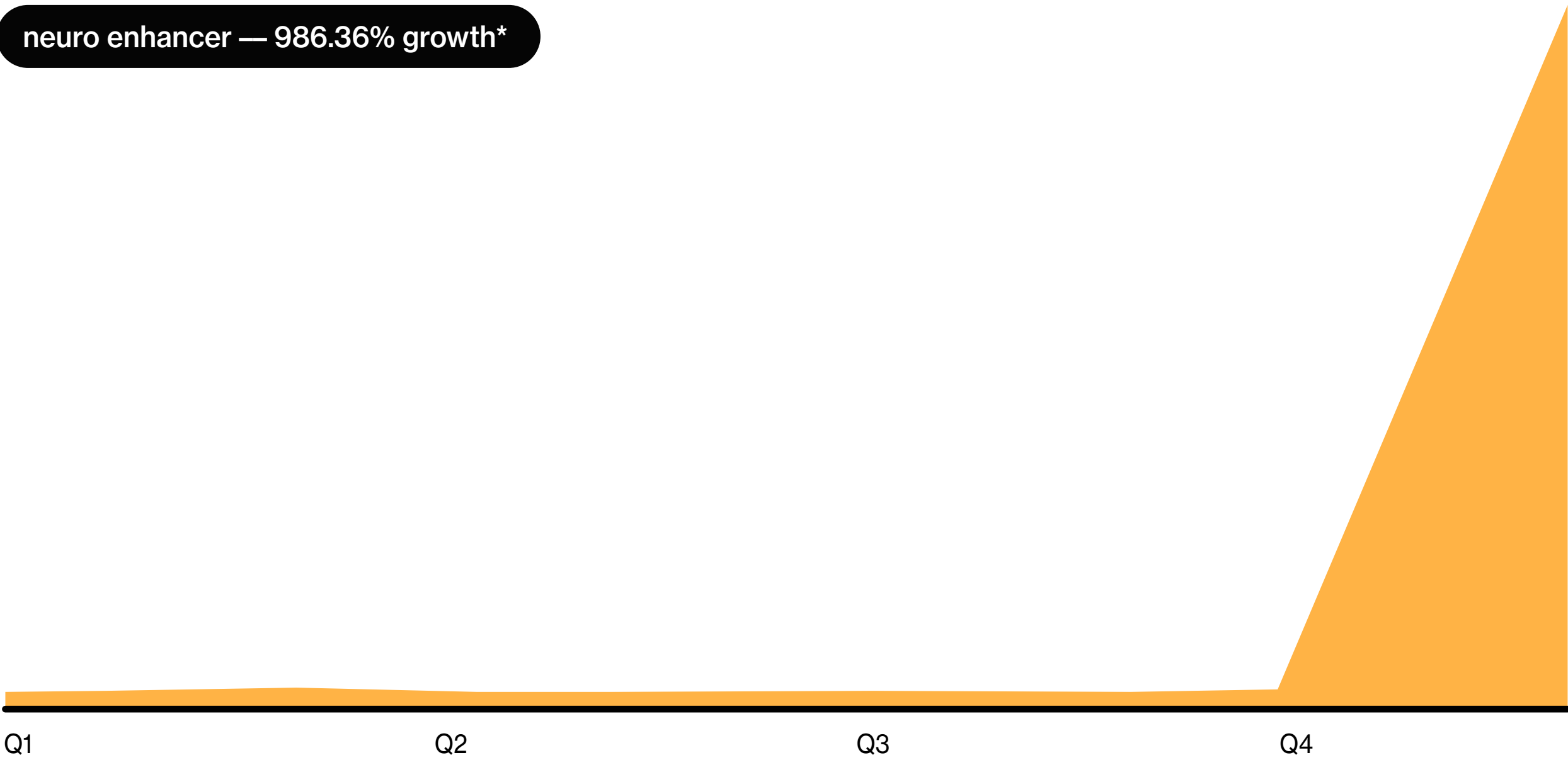


Netizens seek higher awareness as neuro enhancer interest grows

neuro enhancer — 986.36% growth*

In the search for a perfect human, elderly populations have fuelled strong growth in neuro enhancers as netizens look to retain their youth.

Neuro Enhancers, also known as Nootropics, are substances that are claimed to improve cognitive function.



Optimize, enhance, elevate

Today's shifts highlight a range of physical, mental and even emotional enhancements as netizens look to optimize the overall human experience.

This indicates that there is a deeper need, beyond just tech, for other category / brand players to elevate the 'human' experience, whether that's food and beverage, cleaning utensils, personal care and much more.



To find out more, contact
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