



Mini Mania



Tiny gardens continue to trend on TikTok

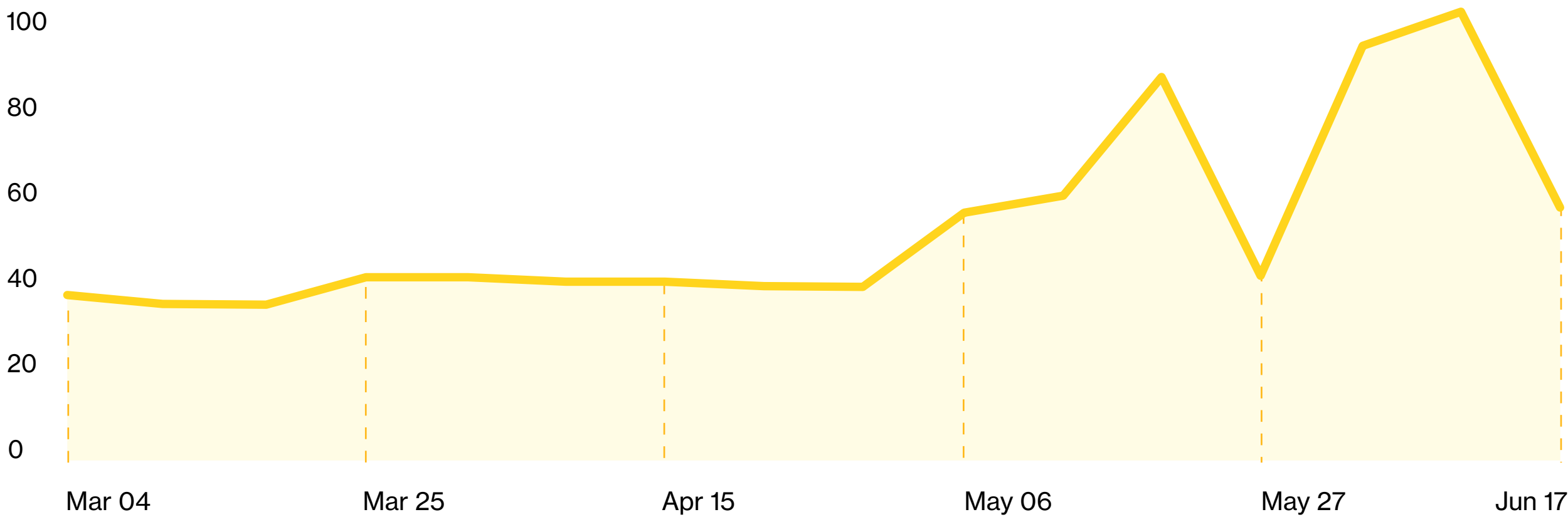
Past 3 months:

#tinygardening

Views
135K

Posts
30

Source: TikTok Search



Top Subcultures Detected

Bloomcore		30%
Simple Living	7%	
Hippie	7%	

Subculture analysis reveals a ‘mad scientist’ vibe when it comes to #tinyfood

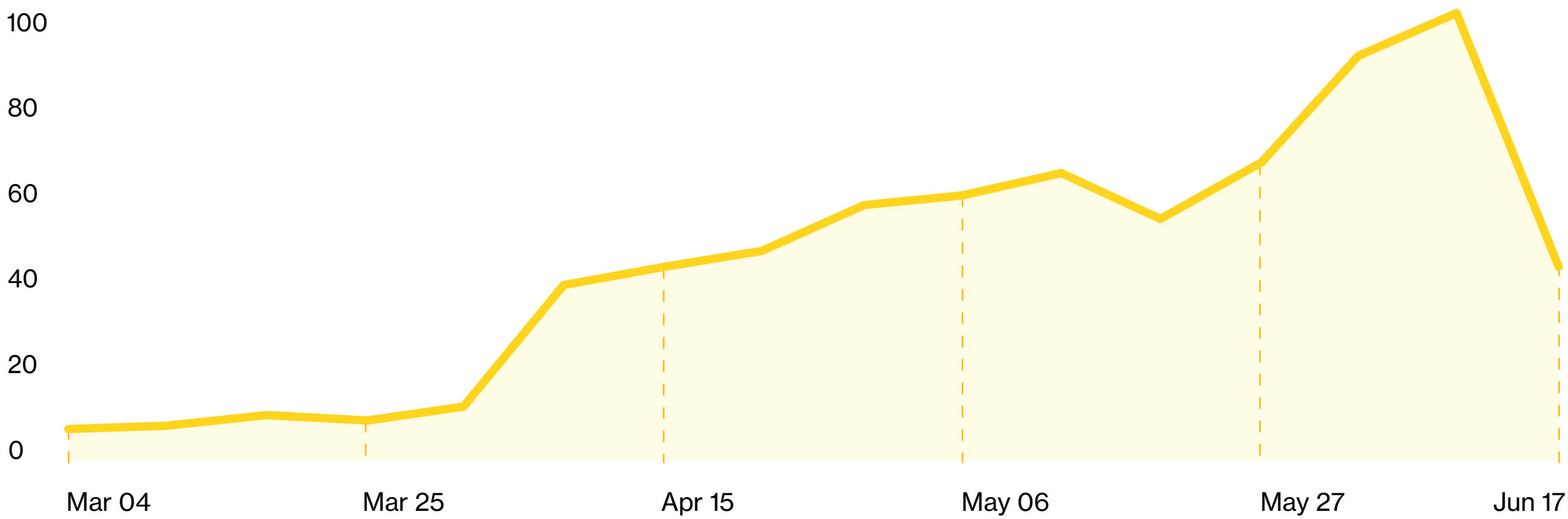
Past 3 months:

#tinyfood

Views
223K

Posts
261

Source: TikTok Search



Top Subcultures Detected

Mad Scientist	15%
Craftcore	9%
Boujee	5%

Tiny tattoos allow timid self expressions without the need for larger commitments

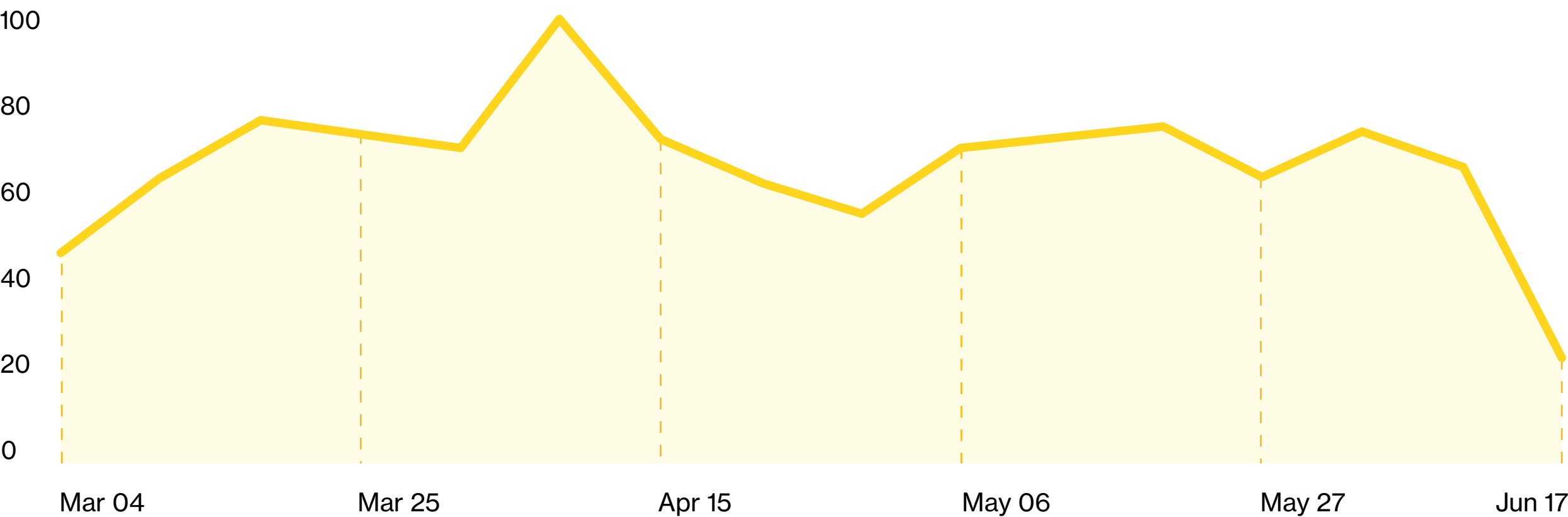
Past 3 months:

#tinytattooideas

Views
6M

Posts
415

Source: TikTok Search



Top Subcultures Detected

Rock	17%
Twee	11%
Craftcore	5%

Tiny houses appear to tap into a growing minimalistic undertone

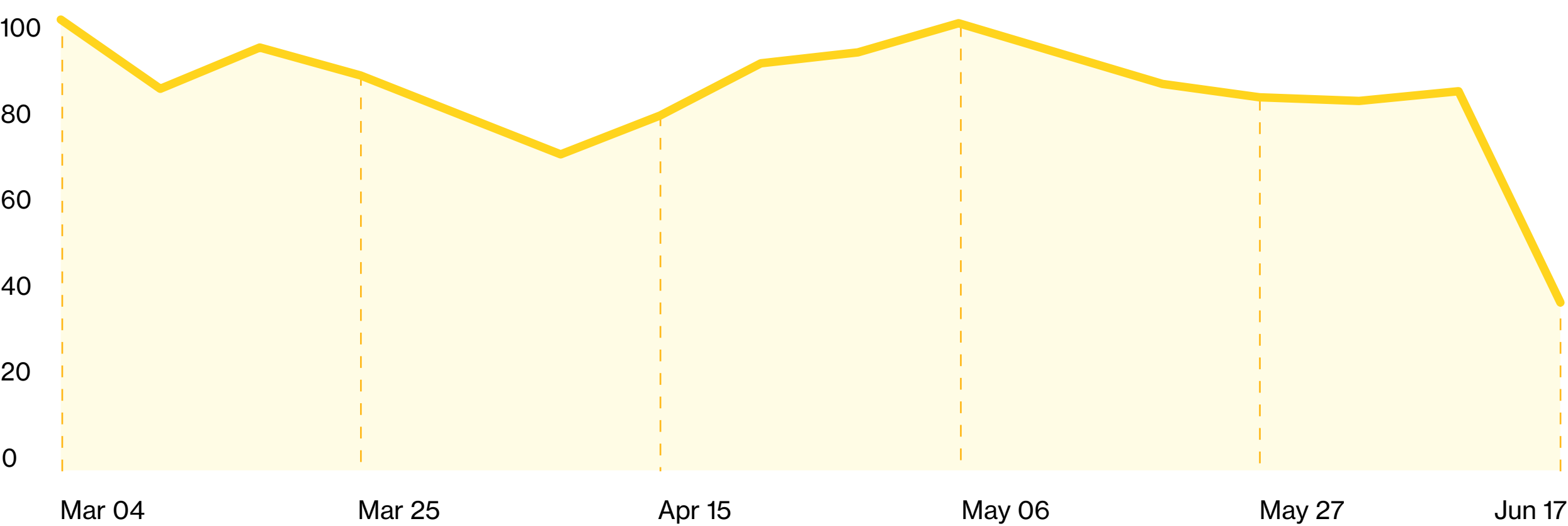
Past 3 months:

#tinyhouseonwheels

Views
106M

Posts
2K

Source: TikTok Search



Top Subcultures Detected

Simple Living	48%
Hippie	8%
Adventure Core	7%

Summing Up Mini Mania

There is a need for tinier stuff.

Mini Mania continues to grow on TikTok, in an apparent ode to the modern day, digitally-enabled 'dollhouse'.

Brands may do well to mirror this phenomena, providing potential opportunities to make regular brands and products a great deal tinier 🔍

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