

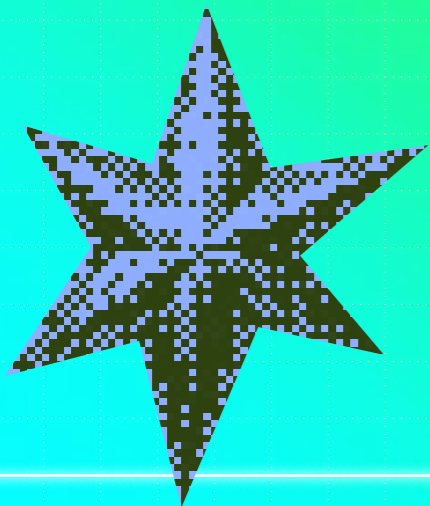
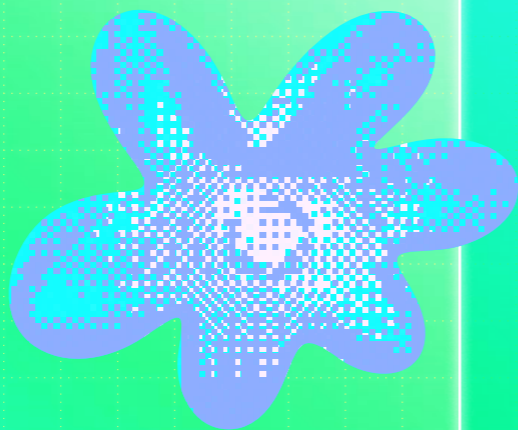


Trend Report

Free Highlights



Ready when you are ⚡



This is the time to run with four trends reshaping business in 2025: **LOOPLIFE**, **SENSESCAPING**, **WORTHWISE** and **HUMANIFESTO**. Plus, meet TrendBaby — our (and your!) AI-ideation sidekick serving up fresh innovation ideas throughout.

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Happy innovating!

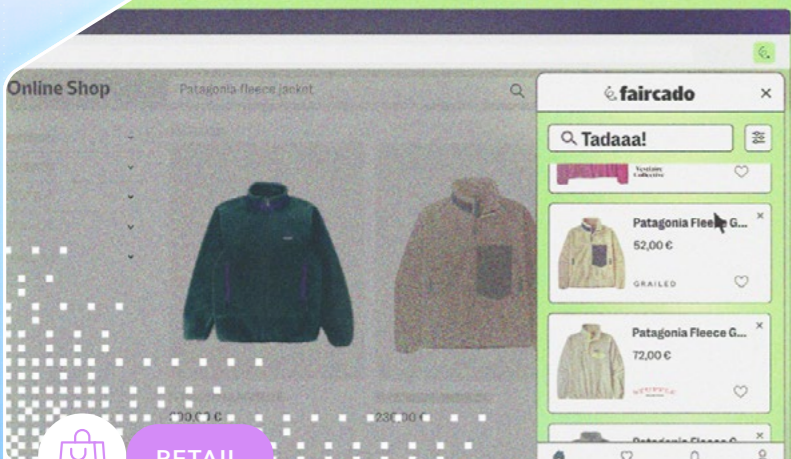


Looplife

AI solutions simplify and normalize the shift to circularity

Climate change remains the top global risk for the third consecutive year, with 63% of experts and 45% of the general public ranking it in their top five concerns. But heightened awareness doesn't always translate into behavior changes, with good intentions thwarted by barriers like high costs and inconvenience. While consumers rightly demand corporate and government action on sustainability, AI is revolutionizing what's possible. It's already a powerful education and curation tool. Now, brands will put it to work to bridge that persistent say-do gap and make circular living frictionless. In 2025, can you develop products and services that make LOOPLIFE practices the default? As AI simplifies sustainable choices, it promises to reshape not just individual behaviors but broader consumption patterns. The opportunity extends beyond eco-friendly nudges to reimagining how people consume.





RETAIL

Faircado

Browser plugin automatically finds cheaper secondhand items

Berlin-based Faircado triumphed at the Slush 100 competition in December 2023, securing EUR 1 million for its AI-powered browser plugin that finds cheaper secondhand shopping options online. Partnering with over 50 platforms, such as eBay, the startup streamlines the shopping experience, earning revenue through commissions and fees for traffic redirection. The goal is to address the fragmented secondhand market and meet rising consumer demand for sustainable shopping. Faircado will use the winnings to expand the team and develop an app.



HOME & LIVING

Binit

Gadget sorts household rubbish to boost recycling efficiency

Finnish climate tech company Binit has developed the Binit Waste Tracker, a device designed to reduce household waste. Mounted in the kitchen, users scan trash using built-in cameras and sensors. LLMs are employed to analyze waste and provide feedback through an app, which includes features like a weekly rubbish score. Founder Borut Grgic reported a 98% accuracy in trash recognition. After pilot tests in the US and Europe, the device is set to launch in Q4 2024 for around USD 199, offering free basic analytics with premium features expected via subscription.



FOOD & BEVERAGE

Carrefour Argentina

AI-powered markdown technology reduces supermarket's food waste

October 2024 saw Carrefour Argentina partner with Wasteless to tackle food waste in 640 stores across the country. Wasteless' AI-powered tech automatically adjusts discounts on perishable items to ensure they sell before their expiry date. According to the brand, this reduces markdown costs by 54%. The system uses machine-learning algorithms to predict which items are likely to be wasted. Wasteless AI was already in use in Carrefour stores across the US, France and Germany.





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PackSmart

Smart containers that adapt in real-time to the contents they hold. DHL's PackSmart taps nanotechnology and adaptive cushioning to adjust the interior environment, ensuring optimal protection and minimal waste. Future iterations could pre-emptively adjust packaging based on product history and/or weather forecasts.

Unique Selling Points

- ✦ Prevents unnecessary purchases by optimizing meal planning
- ✦ Updates to a virtual pantry and highlights expiring items



IKEA Loop Kitchen

A modular, AI-enhanced kitchen system designed to minimize waste and maximize efficiency. The Loop Kitchen from IKEA uses intelligent sensors and AI algorithms to track food inventory, suggest recipes based on available ingredients, and provide real-time tips for reducing food waste.

Unique Selling Points

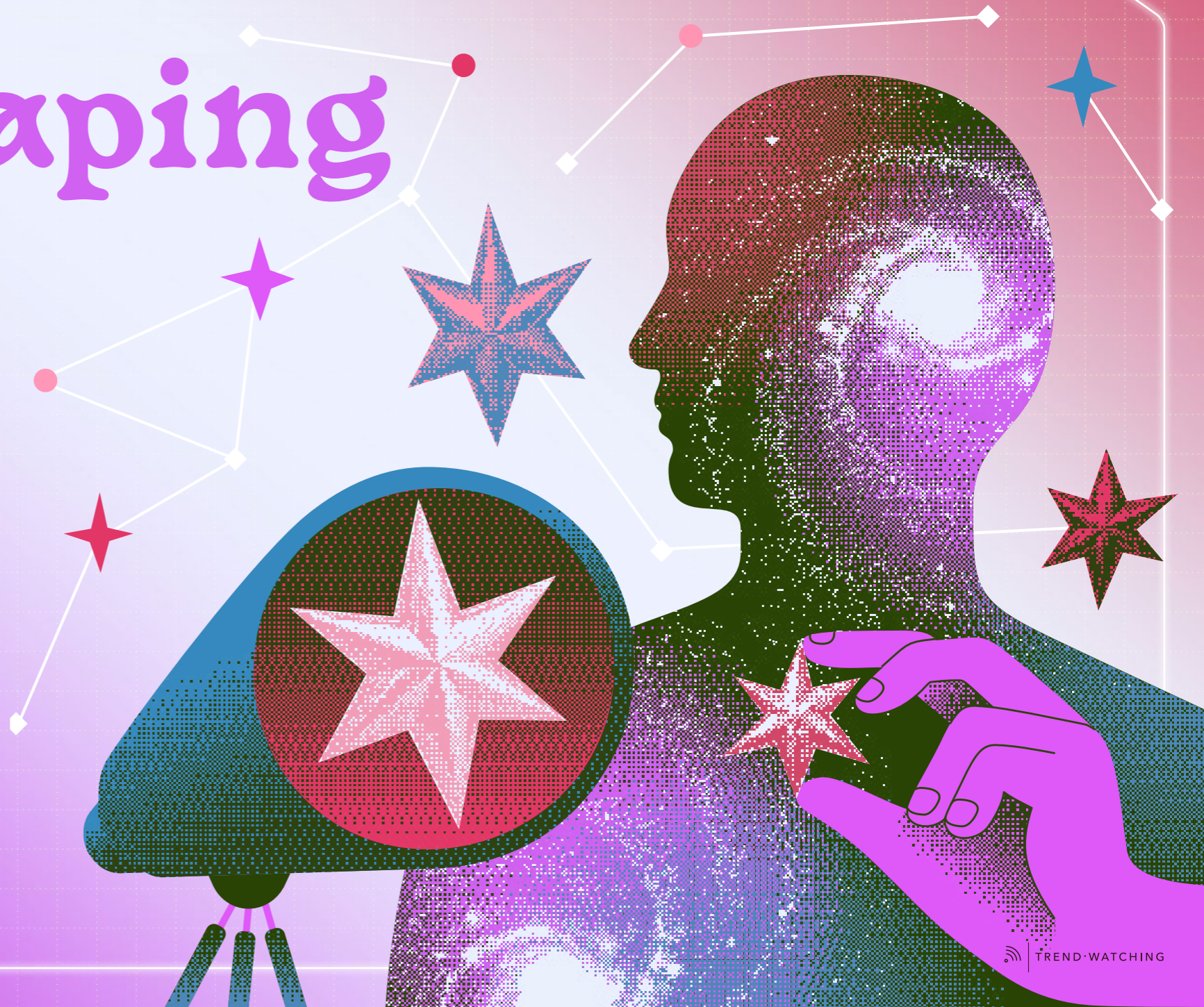
- ✦ Prevents unnecessary purchases by optimizing meal planning and ingredient use
- ✦ Automatically updates the user's virtual pantry and provides alerts for expiring items



Sensescaping

Sensory experiences reveal inner truths

The quest for wellness remains a powerful driver of consumer behavior, but in 2025 the path to enlightenment will intersect with a growing interest in personalized experiences (up 20% between 2022 and 2024, per [Deloitte](#)). Technological innovation is driving the emergence of immersive, sensory-focused experiences that can be tailored to the participant's emotional cues and physical responses. The next step? Giving people the opportunity to learn something about themselves in the process. How will your brand bridge the gap between data and discovery? Create sensorial experiences that don't just monitor internal states, but transform them into pathways for deeper self-knowledge.





TRAVEL

Turkish Airlines

Artist uses neural technology to reveal psychological benefits of travel

Turkish Airlines launched a unique art project titled Inner Portrait in collaboration with renowned artist Refik Anadol at June 2024's Art Basel. To create the series of four works, Anadol sent four people who had never traveled abroad before to new destinations and used sensors to capture their raw emotional data in the form of heart rate, skin conductance and EEG outputs. This information was then translated into virtual immersive experiences which aim to demonstrate the connection between travel and neuronal activity. The airline is releasing a 30-minute documentary about the portraits in Q4 2024.



CONSUMER TECH

Instax

Campaign taps AI to print 'lost memories' from human imagination

The [Mind]ography from FUJIFILM's instax used AI and neuroscience to recreate lost digital memories. Working with Dr. Paul Scotti of Princeton Neuroscience Institute, the team reconstructed support worker Nicole Toum's memories, which she lost in digital form. After functional MRI scans mapped Nicole's brain activity as she visualized each memory, AI algorithms generated images from her thoughts. The campaign generated significant social impact, reaching 12 million viewers. The exhibit premiered at Sydney's China Heights Gallery, coinciding with FUJIFILM Australia's 20th anniversary.



ENTERTAINMENT

Budweiser

Interactive festival experience visualizes attendees' dreams

Budweiser hosted an interactive experience at Tomorrowland Brazil in October 2024, inviting festivalgoers to share their dreams in the 'Circle of Dreams'. Participants voiced their aspirations and had their portraits taken. These were then transformed into digital artworks that blended their likeness with visual representations of their goals. The artworks were displayed on stage screens, resulting in a collective showcase. The goal was to empower attendees to embrace and manifest their goals, and encourage them to take steps towards achieving them.



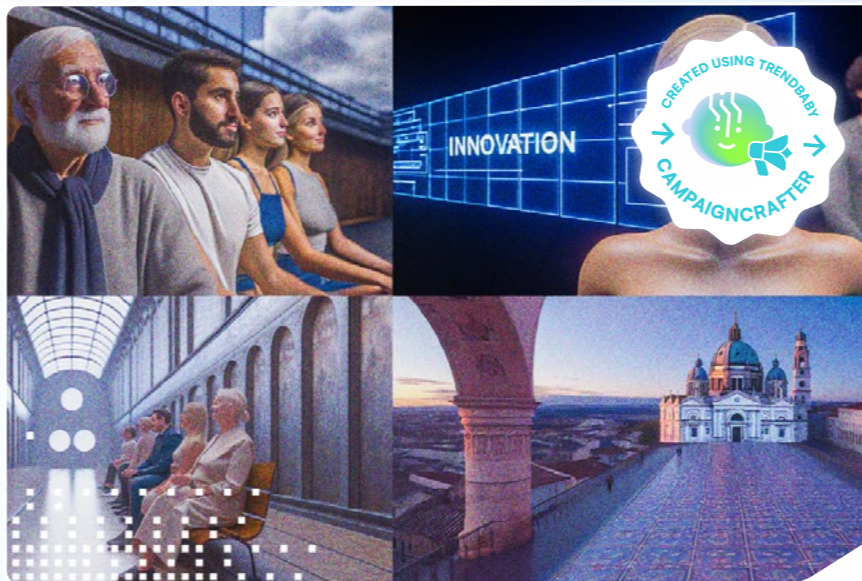
↳ a sense of the future?

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VR Vibes: Mood Museum

Combining art and technology, VR Vibes is a personal Mood Museum that mixes AR and AI to curate a living gallery of art, music, and interactive experiences that shift with the user's emotional state. It's a new way for people to explore and gain insights into their psyche.

Unique Selling Points

- ✦ Tailored to emotional data
- ✦ Deeper understanding of wellbeing via curated artistic expressions



ECHO Beauty

Utilizing the emerging field of psychoacoustics, this campaign introduces a range of L'Oréal products crafted to enhance beauty routines through sonic experiences. Each product is paired with a unique sound frequency that resonates with personal wellbeing, unlocking inner beauty through outer care.

Unique Selling Points

- ✦ Taps into the connection between sound and emotion
- ✦ Explores the concept of sonic beauty

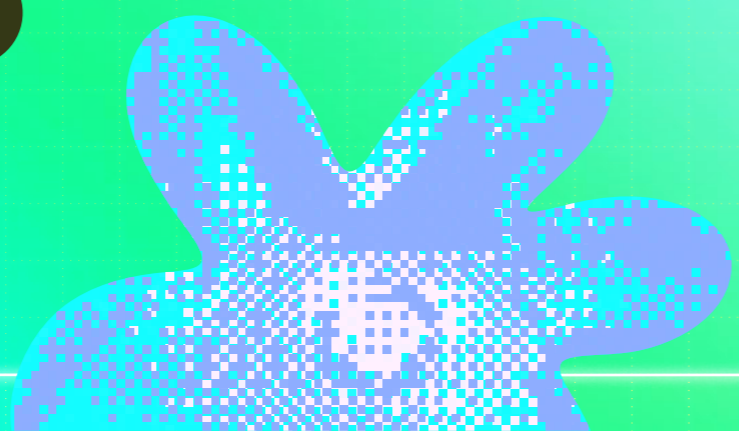
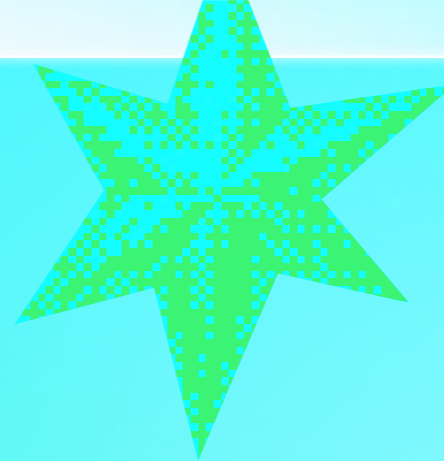
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Worthwise

Rethinking how worth is generated and exchanged

As economic turbulence continues, the coming months will further reshape consumers' definition of value. And given that Gen Z continues to fall out of love with 'traditional' work (49% across five countries say it falls short of expectations), 2025 will see new models for creating and capturing worth emerge. Forward-thinking brands are already building frameworks that recognize these new forms of value creation. They aren't just experimental concepts or alternative payment methods — they represent a deeper transformation in how engagement and loyalty translates into worth. The brands that thrive will be those that help consumers unlock value in unexpected ways. Success lies in creating systems that reward authentic participation and strategic engagement. Time to prove your worth to consumers?





BEAUTY

Glossier

Beauty brand enters community platform to engage with fans

In July 2024, the cult US beauty brand Glossier partnered with community platform TYB (Try Your Best). The platform allows brands to list challenges — submitting a selfie that can be featured on Glossier’s social channels, for example — with customers rewarded with points that can be used for discounts. According to Vogue Business, over 10,000 fans signed up in the first 24 hours. Other beauty brands active on TYB include Rare Beauty, P&G-owned Ouai and Dieux; many use the first-party consumer insights they have access to guide product development and campaigns.



WORK & LEARNING

IKEA

IKEA’s Roblox game offers paid virtual jobs

Launched in June 2024, The Co-Worker Game on Roblox allowed players to experience working in a virtual IKEA universe — helping customers, gaining promotions and exploring various departments. Ahead of the launch, fans over 18 and based in the UK or Ireland could apply for one of the 10 virtual roles, with successful candidates earning GBP 13.15 per hour (IKEA’s hourly rate of pay for a London co-worker). The broader Roblox community could enjoy interactive experiences and win exclusive IKEA user-generated content. The initiative is part of IKEA’s ‘Careers Done Different’ campaign, targeting Gen Z co-workers.



FINANCIAL SERVICES

Alipay

Alipay encourages users to save through gamified short stories

Inspired by a social media trend called ‘Pretend and Save’, where people create imaginary scripts to motivate themselves to save money, July 2024 saw Alipay Little Purse launch an AI-powered game to foster better savings habits. In Scripted Savings users take part in narrative gameplay, answering questions and completing tasks in order to earn virtual gifts — the prices of which are then credited to their Little Purse account. Players with more virtual earnings can engage in richer dialogue and more in-game actions. In the first month, Scripted Savings had 400,000 active users.



It's worth taking note

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Snapstock Exchange

Welcome to SnapStock Exchange where users can 'invest' in their friends' content using virtual credits. Users can buy, sell, and trade content shares, predicting which trends and creators will take off. The aim is to transform passive content consumption into a game-like investment experience and foster deeper engagement with content and creators.

Unique Selling Points

- ✦ Gamifies content interaction
- ✦ Rewards insightful predictions and active participation with virtual gains



Worthlife

WorthLife is a digital ecosystem that transforms Samsung Health into a holistic wellness currency platform. Users earn health credits through physical activities, mindfulness practices, and social engagements, which can be redeemed for wellness products and services or shared within a global community.

Unique Selling Points

- ✦ Turns everyday wellness activities into a redeemable asset
- ✦ Fosters a supportive wellness community

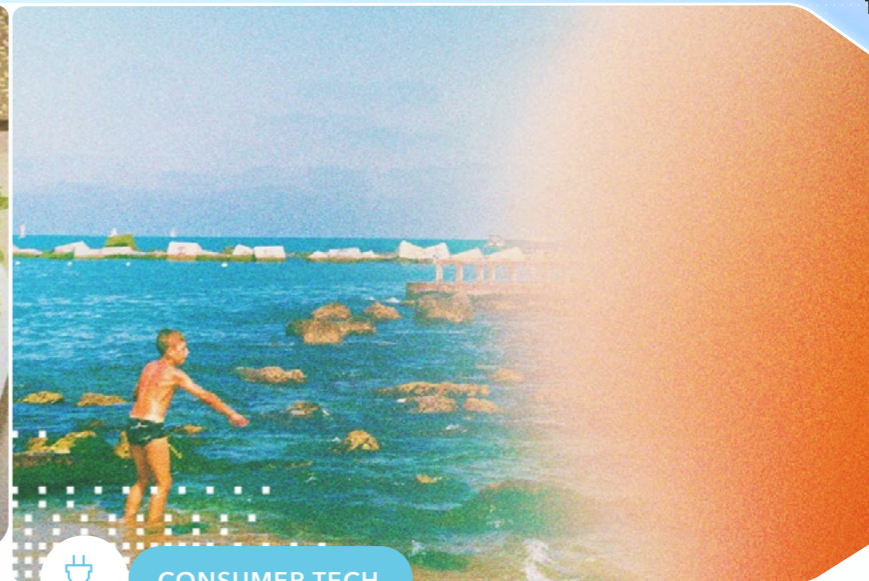
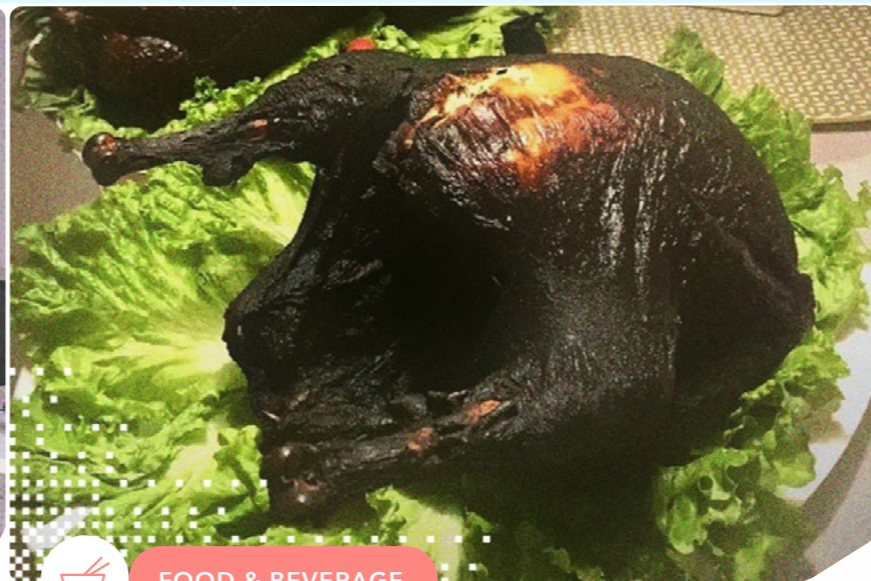


Humanifesto

Celebrating messiness in the age of AI

Rapid advances in technology are prompting a rethink of what it means to be human. And that's manifesting in pop culture phenomenon like Brat Summer and Inside Out 2 which embodied the powerful urge to (re)connect with the flaws, messiness and vulnerabilities that are intrinsic to the lived experience. As algorithmic, AI-centric content and ads start flooding the ether, many are pushing back and embracing the real — in all its messiness. There's a growing desire to recenter the human experience. From a brand perspective, that could mean embracing imperfection. Championing emotional authenticity. Celebrating complexity. Showing that you value variance. In the coming months, how will your brand help write the next chapter of our collective humanifesto?





RETAIL



FOOD & BEVERAGE



CONSUMER TECH

Miista

Fashion brand launches rage room to soothe status quo frustrations

Give consumers space to feel. London-based fashion label Miista temporarily transformed part of its New York store into a corporate office-themed rage room before it opened in July 2024. The space was decorated with discarded supplies found around the city, and Miista invited members of its NYC community to physically express their frustrations by smashing and destroying everything in sight. The concept evolved into a 'community rage wall' where visitors are encouraged to write their concerns (personal or political) on Post-It notes that are displayed on the wall.

Knorr

#EffortIsEverything campaign celebrates holiday cooking fails

After a survey revealed that 87% of US Zillennials admit to cooking fails during special occasions, Knorr unveiled #EffortIsEverything ahead of Thanksgiving in November 2024. Images of real-life cooking mishaps from three consumers were showcased on the brand's social media channels and a digital OOH ad in NYC. Limited-edition packaging featuring the photos were also available as part of Knorr's Kitchen Confidence Kits, which consumers could enter to win via Instagram. Fans could also post their own meal on social media with the campaign hashtag.

The Surfers

Analog camera celebrates creative mistakes (and grandmas everywhere)

Nonna's Cam is an analog camera ('the type your grandma would use') with a surprising feature: a hyper-realistic finger that partially obscures the lens. A personal project from Madrid-based duo Augusto Callegari and Pedro Mezzini (AKA The Surfers), it was inspired by memories of childhood photos which often feature 'accidental mistakes'. In an interview with It's Nice That in November 2024, Mezzini commented: "In a world obsessed with flawless selfies and photoshopped pictures, we want to celebrate the beauty of imperfection. Embrace amateurism. These so-called 'mistakes' are (literally) fingerprints of our humanity."



Make it messy

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Impact Unpacked

Impact Unpacked is an AI-powered platform that transforms dry impact statistics into deeply personal narratives. Rather than just showing the number of people helped, it provides authentic stories about individual journeys, challenges, setbacks, and small victories. The platform emphasizes the messy reality of development work versus the often sanitized success stories.

Unique Selling Points

- ✦ Humanizes complex development challenges
- ✦ Bridges data with authentic storytelling



Sympathy Quest

Nintendo Sympathy Quest isn't just a game; it's an emotional odyssey where players navigate the intricacies of human emotions. Players engage with characters whose paths are intertwined with emotional challenges that mirror real-life experiences. Haptic feedback technology further immerses players in their avatars' emotional states, creating a bridge between the digital and physical worlds.

Unique Selling Points

- ✦ Fosters emotional intelligence through impactful storytelling
- ✦ Characters evolve in real-time, reflecting the human experience



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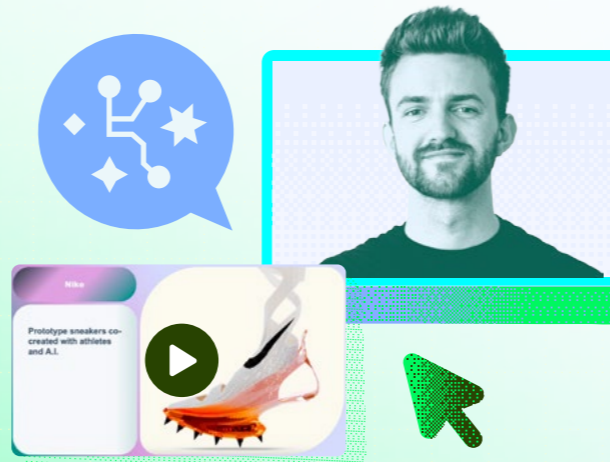
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