



design  
that  
talks

# Life after Covid...

SNAPSHOT OF POST PANDEMIC TRENDS

# 6 Post Pandemic Business Trends

If you have a business making or selling products that are made in the UK, what are the biggest trends that will impact you in 2022? Look at these trends as opportunities, and think about how you might be able to incorporate them into your business. As well as safeguarding yourself for the future.

...IN  
2022



## 1. Everything is going local...

The combination of the pandemic and Brexit have sped up the transition to make locally. It probably would have happened anyway, but not at such a fast pace. We've seen supply chain issues; the rising cost of importing goods that have occurred as a result of Brexit; and the general disruption that various lockdowns around the world have had on productivity. So it's not surprising that many brands that had previously been making overseas are now looking to get a foothold in a UK factory. Now is not the time to be looking around for a different manufacturer in order to save a few pennies. Be loyal to your manufacturer in 2022 and it will reap dividends.



## 2. Sustainability is the new normal...

Have you noticed how the 'S' word – sustainability – is now absolutely everywhere? A bit like using the word 'British', many brands are throwing around the word sustainability. They're hoping that it will gain them a few brownie points with customers, with very little to actually substantiate it.



## 4. The price of everything is on the up...

There is no doubt that the price of products and services is going to go up in 2022. The consumer price index has risen by over 5% meaning that shoppers are going to have to pay more for things across the board. Although UK manufacturers and suppliers will see costs rising, their increases may not be as high as the additional transportation fees and duties that are added to goods brought in from overseas. This will mean that the difference between comparable goods made locally, and those made in places such as China, will lessen, and make UK-made goods look less expensive in comparison.



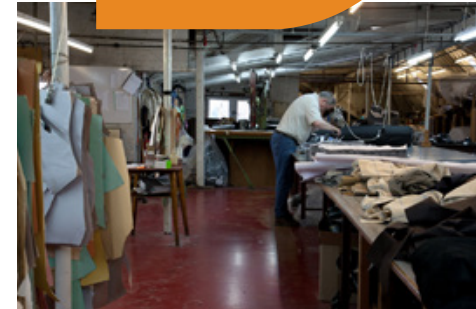
## 3. Simplicity is key...

Keeping your business simple involves not having a huge collection of products, or trying to appeal to everyone. Doing that just spreads your risk and confuses customers. Instead, it means knowing exactly who your customers are, and what they want, and offering it to them.



## 5. Marketing that worked last year won't necessarily work this year...

At the start of the pandemic when everyone switched to working from home, many small businesses that had no offline presence or brick and mortar stores, did very well out of the extra time that lockdown afforded shoppers to browse online. A combination of a good website and some time spent on Instagram reaped great rewards in 2020. But by the end of 2021 many brands struggled to see the same amount of engagement they had seen previously.



## 6. The rise of the factory brand...

Taking control of your own production, and being master of your own destiny, is becoming more compelling to brands as they face longer lead times from manufacturers that are over-stretched and increasingly in demand. Traditional contract manufacturers have spotted this opportunity too. More and more factories are now launching their own brands, following in the successful footsteps of manufacturers.

# Post Covid Food Trends...

...IN  
2022

From the big shop to buying local, indies have been tasked with responding to erratic shifts in consumer spending throughout the pandemic. What's next? Without a doubt, the word of 2020-2021 was 'unprecedented'. It filled headlines and TV screens as experts scrambled to make sense of the Covid-19 pandemic and the way it was changing our lives. But even as the virus appears to be loosening its grip on the UK, the food sector is left with questions: are Covid's influences here to stay or will things go back to normal after the restrictions are lifted? According to Morgaine Gaye, food futurologist, we should give up the idea of a return to 'normal'. "I don't think anything will go back to what it was, You often hear people say 'I can't wait for things to get back to normal.' That's not going to ever happen again. This is normal..."



## ONLINE SALES VS BRICK-AND-MORTAR STORES

In some cases, Covid has simply solidified consumer behaviours that were already taking shape. Online food shopping was making marginal gains for years,

but since the pandemic hit it has soared to record highs. As Covid-19 fades and physical stores continue to make a comeback, online shopping will continue – though not to as great an extent. Independents have also found success with the online experience, through click and collect, delivery and even drive-through models. These created new ways to cater to customers locally and nationally as demand for their products grew.

One trend that may vanish in the post-Covid world, however, is the big weekly shop. As consumers began to feel safe enough to visit the shops more often, the return of the 'top-up' shop started. Data from Kantar in October showed that consumer habits were settling at a new baseline, with the trend for bigger, less frequent shops set to stay. But the return of this familiar consumer behaviour brings opportunities for indies. "This return to top-up shopping and a growth in confidence to 'shop around' is an opportunity for specialist retailers, especially as provenance and supporting local businesses is a shopper priority, which once again, has been driven by the pandemic," Michael says.

Thanks to the easing of lockdown restrictions, retailers can now focus on building loyalty with existing customers and attracting new ones by positioning themselves as a shopping destination. "This is particularly appealing to those shoppers who are looking to focus more on quality when purchasing food and groceries. For some shoppers, there is an emphasis on food shopping becoming an experience to enjoy, given the current restrictions relating to social life."

## The health trend

The rise of the health shopper over the course of the Covid-19 crisis will stay relevant in a post-pandemic world. "Nearly nine in 10 shoppers are actively trying to improve their diet in some way, whether this is through eating more fruit and vegetables, reducing sugar or drinking more fluids," Michael says.

The immunity trend will also be of particular interest to the everyday consumer who is looking to boost their personal wellbeing. "Everything will be immunity – 'with added immunity', 'this helps with your immunity'. That'll be the newest marketing watch word," Morgaine says.

Functional foods, which offer benefits in addition to their basic nutritional value, will also play into consumer demands for food experiences and products that boost their mental health. "We've already seen the beginning of this trend of people wanting food that does something – it makes you calm, it makes you sleepy, it makes you feel something not just 'oh that's delicious'," Morgaine says.

New consumer research carried by taste and nutrition company Kerry found that the functional beverage category will gain traction as new products target holistic attitudes towards health, diet and lifestyle. Its survey of consumers in the UK and elsewhere in Europe revealed that when asked about health concerns that have become more important since the Covid-19 outbreak, 59% said immunity, and half said mental health. "Consumers are willing to pay a premium for beverages with a functional benefit and will repurchase if that benefit is proven to work. This means that manufacturers need to use ingredients that are backed by science and trusted by consumers," says Breda Kelly, Kerry's nutritional beverage lead for Europe and Russia.



## BACK TO BASICS

As the popularity of functional foods shows, conscious consumers expect more from their food today. But beyond this, they also want it to tell the story of where it comes from or how it was produced – and this desire is only going to grow. "We are moving into a golden era of food," Kevin says. "The quality of food is being reframed by the consumer to incorporate broader perspectives about topics such as importance to local economies, the environment, climate change and animal welfare. I believe fine food is well placed to be at the forefront of this debate."

Morgaine and Michael agree that food awareness is growing. "We're just caring a little bit more about our food," Morgaine says, "and I think that will definitely continue. I think what consumers want is meaning. People want to be involved, they want to feel connected. They want to find ways to connect with people." For a retailer, this means continuing to focus on what they do best – connecting with customers, telling the stories of local products and showing shoppers why they should care about the food they eat.



# What's new in food...

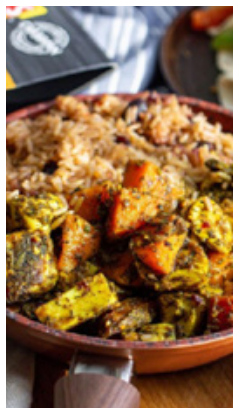
It's a new year and that means a whole new batch of food and drink crazes to get excited about. Last year was all about fermented kimchi and sherry spritzers, while 2022 sees a fun combo of blended ingredients and retro dishes making a comeback. Check out these 8 new food trends to try this year...



## 1. UMAMI PASTE

Pronounced "oo-maa-mee", the ingredient is known as the fifth taste after sweet, bitter, salty and sour, adding extra depth to broths, soups, stir-fries and any other everyday meal – plus it's vegan.

Waitrose predicts umami to be one of the biggest food trends in 2022, reporting a 17% increase in sales of their signature umami paste in comparison to 2019. For years, it has been a well-kept secret in the restaurant trade."



## 2. CARIBBEAN FOOD

Caribbean and island food is set to be a big trend for 2022. A recent survey by Mintel found that Caribbean food now comes under the four super popular world foods (Chinese, Indian, Mexican and Thai food). The brand Grace, for example, is Jamaica's oldest food brand - celebrating its 100th birthday in 2022 - and the world's largest

supplier of traditional Caribbean food and drink products. Caribbean culture, in general, is having a moment right now and set to continue with Jamaica will celebrating 60 years of independence this year - which will be particularly celebrated in the UK, US and Canada.



## 3. THE 'REDUCETARIANISM' TREND

If you're thinking of going plant-based but aren't quite ready to give up meat, this is the food trend for you. In Whole Foods Market's latest Trends Council report, 'reducetarianism' was dubbed a top trend to watch for 2022. A reducetarian is someone who chooses to reduce the amount of animal products, such as meat and dairy, they eat. Unlike vegans or vegetarians, a reducetarian doesn't try to eliminate these things from their diet but rather makes an active choice to reduce the quantity.

## 4. GIN-INFUSED FOOD

Yum, this sounds like our kind of foodie movement. It's gin, but in your supper. Hijingo, the multi-sensory bingo experience in London, have just added gin-infused food to their menu. Think Drunken Mushrooms, GinCured Duck Breast, Crab croquettes with a G&T blood orange gel.



## 5. CBD WINE

Yep, it's a thing! According to Ocado's Trends of the Year report, wine infused with CBD is set to be one of 2022's biggest food trends. Researchers have predicted that the market for CBD could almost double over the next two years, as benefits for CBD infused foods and drinks ride the wave of popularity.



## 6. OAT MILK CHOCOLATE

As more and more shoppers search for plant-based products, this chocolate alternative arrives on the scene. Ocado's Confectionary Buying Manager, Keith Clydesdale commented: "We're already seeing a rise in demand for oat milk chocolate, which combines an oat milk base with single-origin cocoa. Earlier this summer, we introduced HiP vegan-friendly oat milk chocolate to our plant-powered line up on Ocado.com".

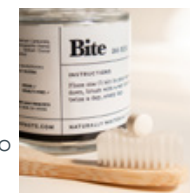
## 7. SALAD DRESSINGS ARE BACK

Classic salad dressings are officially fancy again! Chef Fredo Nogueira, Executive Chef of Cane & Table and Cure, says we should all be looking out for Caesar variations, green goddess, ranch, and more old favourites in 2022. Bye-bye virgin olive oil, hello yummy old-school dressings.



## 8. CHEWABLE TOOTHPASTE

Great for cleaning teeth during the day when out and about, chewable toothpaste is the next big thing. "Allowing consumers to 'ditch the tube' and take care of the environment while providing the correct amount of toothpaste for every brush, chewable toothpaste tablets are seen as a more convenient option than toothpaste, especially on-the-go."



# TRENDS 2022

# Cooking in the Dark...

The pandemic has changed the way people eat out these days. Shorter menus, fewer servers, vaccination cards for entry, earlier closing time, QR codes, tricky deliveries, greater surcharges in response to rising food costs, to name a few. Here we look at the rise and success of the 'Dark' Kitchen and the British takeaway revolution.

## THE TAKEAWAY REVOLUTION

Since the pandemic, in London alone, restaurants are selling an extra 900,000 meals a week via popular apps like Deliveroo and Uber Eats. The industry is certainly booming, with the pandemic presenting new opportunities for takeaways. One big development has been the rise of dark kitchens.

'Dark kitchen' is one of the phrases used to describe the concept of setting up a catering venue for the sole purpose of providing takeaways - as opposed to a restaurant or other catering facility that would serve food to patrons. Dark kitchens have grown markedly in number since 2020 - in part thanks to the restrictions put in place by the UK government, preventing customers from eating inside restaurants and cafes. Their growth is not simply a response to Covid though. The resilience of the hospitality industry in adapting to changing consumer behaviours and many predict that dark kitchens will only grow in popularity as the population adapts to the 'new normal' but retains the habit of ordering in.

In 2017, Deliveroo launched its Editions scheme to promote the idea of dark kitchens (or 'virtual kitchens' as they call them) to a wider audience, by providing hubs where catering businesses are set up solely to make food to be delivered to homes. Paving the way for dark kitchens, the scheme has been successful in its launch and following years.

## WHICH REGIONS USE DARK KITCHENS THE MOST?

Looking at Deliveroo's Editions brands, there was a 12% increase in vendors using its kitchens as a base for delivery-only services up to a total of 402.

London's nine locations including Islington and Whitechapel make up almost two-thirds of these dark kitchens. Many of the cloud kitchens outside of the capital have also been taking on more brands. The Editions sites in Manchester and Leeds nearly doubled in size during 2020, and are set to grow even further as the two cities' populations expand.

The chart below shows the areas in the UK where dark kitchens (or 'ghost kitchens') have seen the biggest increase in number when we compare 2020 to 2021. As shown, the north of England has seen the greatest proportional growth, with Leeds up 100% and Salford up just under 93%.

## DARK KITCHENS AND CUISINE DIVERSITY

One of the many major changes we've had to face through Covid-19 is that of strict travel restrictions that have turned our wanderlust into wondering about when we might once again travel to foreign shores. And that's where the restaurant industry has provided some hope for us all, in the form of a greater diversity of cuisines than ever before.

The rise of the dark kitchen has had a positive impact here, with the costs of waiting staff and other overheads being hugely reduced. This allows budding restaurateurs to get a foot on the hospitality industry ladder - increasing variety and driving cuisine diversity on our menus. Milton Keynes saw the biggest rise in diverse takeaway options over the course of the pandemic, with almost double the food choices now available - compared to the start of 2020. There was also a surge in options across the West Midlands, with Tamworth, Stoke-on-Trent, Rugby and Birmingham all in the top 10 by percentage increase.

Across the UK, the number of delivery options was up on average by 45%. London's outlets rose by 40%, with more than 21,000 different options now on offer. With those numbers, you could order from a new place every night for 57 years!



FOCUS ON...

## DARK KITCHENS: A SIGN OF THE FUTURE?

With Amazon's investment, and newer start-ups entering the industry all the time, dark kitchens could potentially become much more popular - even in a post-Covid world. Suppliers will no longer need a storefront to sell to customers, reducing overheads and other costs such as staffing in the process. Vendors using Deliveroo's Editions sites in Leeds and Salford increased by 100% and 93% respectively, with a total of 59 dark kitchen vendors between them as of March 2021.

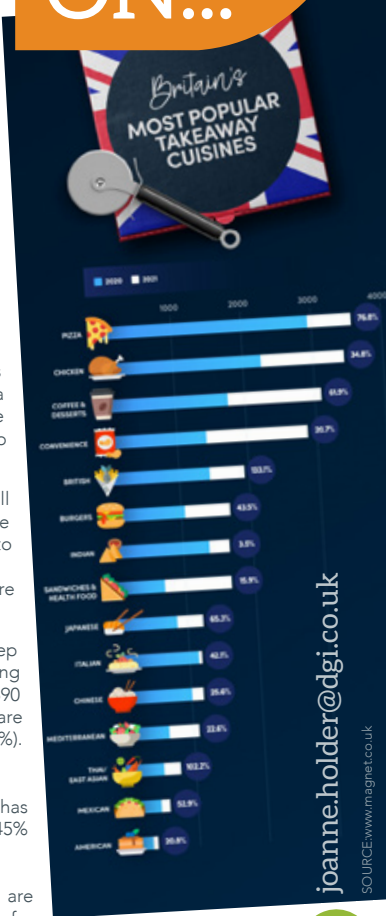
Discussing the success of cloud kitchens under the Editions scheme, Deliveroo's spokesperson commented: "We have seen a 70% increase in average order volume per Edition kitchen since March 2020, demonstrating the vital role Editions have played to support restaurant partners during the COVID-19 crisis."

This touches on a key feature of app-owned dark kitchens - as well as providing another revenue stream for food delivery apps like Deliveroo, these establishments offer an option for businesses to trade even if they can't afford the expense of physical premises. Particularly in difficult times like these, virtual kitchen schemes are offering a helping hand to up-and-coming brands.

Despite the clear increase (12.3%) in dark kitchens we should keep things in perspective. It's worth noting that locations such as Reading and Dulwich saw notable decreases. Moreover, of the 50,590 locations on Deliveroo across Britain right now, just 402 of them are delivery-only services operating from Editions sites (less than 1%). And this takes into account only one of the food delivery apps.

The last year of lockdowns and temporary restaurant closures has dramatically altered Britain's takeaway landscape, leading to a 45% rise in the number of UK food outlets on Deliveroo overall.

Whatever happens over the next few months, industry experts are confident that while the pandemic has opened up opportunities for new restaurants to enter the game using takeaway and delivery primarily for custom, demand still firmly remains for physical restaurants for people to go and be wined and dined without the worry of doing the dishes afterwards. As locations begin to open up in the coming months we will be keeping an eye out on independent restaurants and dark kitchens to see how they can maintain momentum in the coming months and years!



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SOURCE: www.magnet.co.uk



# What's growing in the garden market...

The pandemic saw many of us dust off our gardening gloves and make the most of our outside spaces – and if the stats are anything to go by, interest in gardening is showing no signs of slowing. “More people than ever are getting into gardening and discovering the joy of seeing garden birds, and that connection with nature will only strengthen in 2022,” says Organic Way editor Kim Stoddart.

As we gear up for a new gardening year, let's look at the key gardening trends we can expect to see in 2022...

## TRENDS 2022



### TAPESTRY LAWNS

What is 2022's alternative to a grass lawn? A tapestry lawn – and it's perfect for small city gardens. Ana Sanchez-Martin MSGD of The Garden Company explains that they are created using a combination of many different mowing-tolerant plant species: 'Like meadow lawns, they are low in maintenance and of higher ornamental and environmental value. The need to mow a tapestry lawn can be reduced by up to two thirds compared to a regular grass lawn and, as a consequence, a greater number of both plant and insect species are able to inhabit the lawn. 'In small urban gardens, meadow lawns are not usually very practical, but a tapestry lawn could be a great solution for city gardens.'

### DROUGHT-TOLERANT PLANTING

Filippo Dester MSGD from Garden Club London says there will be a focus on Mediterranean and drought-tolerant planting this year: 'We are experimenting with new plants that are indigenous of warmer climates to create alternative planting palettes, whilst constantly re-imagining how the already tried-and-tested species can be mixed with more traditional choices to create innovative, interesting schemes.'



### THE INSTAGRAMMABLE DAHLIA

Dahlias will continue their meteoric rise in popularity in 2022, with this spectacular exotic flower exceeding more than 1.8 million posts on Instagram. Hollie Newton, Chief Creative Officer at Sproutl, says the dahlia will steal the Instagram crown from the peony as the UK's favourite flower this year. 'Dahlias provide a season-long burst of spectacular blooms from mid-summer right through to the first frosts. They're also one of the best garden plants to grow for cut flowers – as they have a long vase life, but the more you pick them, the more they keep coming. An invaluable plant for any garden border or in a patio container.'



### NEW (SUSTAINABLE) GARDEN SKILLS

Whatever level of experience, gardeners are eager to upskill, with the majority keen to lessen their impact on the environment. The RHS predicts that this is set to spur a resurgence in home composting techniques – such as Bokashi which breaks down even meat and dairy, and scything, which is easier than a mower on wildflower patches and minimises the need for petrol or diesel-powered tools.



### CONTEMPORARY WATER FEATURES

Water features will be the next big focus in 2022. They're set to stay on trend throughout 2022, with more modern designs becoming the focus. Site searches on Primrose for 'sphere water feature' and 'water blade' are trending, increasing by 56 per cent and 41 per cent respectively. 'The trend of xeriscaping (water-efficient gardens that minimise the need for irrigation) will continue as gardeners prepare for changing climates, and cleverly designed water features that look stylish but also serve as clever irrigation could be set to make waves in 2022,' adds Shannen Godwin, garden expert from J. Parker's. Alongside this, Mediterranean-inspired fountains to create an oasis of calm, will prove popular. Gentle trickling streams reinforce the wellbeing benefits that gardens can bring, as sensory gardens are still an essential element of landscaping.

### 'Snow White' Apples

Red-fleshed apples, high in anthocyanins which are thought to be anti-inflammatory and anti-viral, will become big in gardens in 2022 and follow the success of newly introduced varieties 'Tickled Pink' and 'Surprise', say the RHS. Continuing the trend for red produce, gardeners will also experiment with more exotic fruits such as pomegranates, chokeberries and serviceberries.



### The return of bird baths

Water features made a splash at the Chelsea Flower Show, and the bird bath is now making a return to British gardens,' says Will Foulkes, product expert for Sproutl. 'New styles and designs have reimaged the humble bird bath. 'While birds need a dependable supply of fresh, clean water for drinking and bathing, a bird bath may attract birds that don't eat seeds and wouldn't otherwise visit your garden.'



# The Pet Industry and Millennials...

Lockdown has profoundly affected our buying habits as a country – most notably, the pet owner market. One-third of young adults aged 24 to 35 now have a pet in their household, according to a Covid-19 survey from Pet Food Manufacturers' Association. This rise in younger pet owners means millennials are now the largest segment of pet owners.



## BRANDS WITH PURPOSE

Research by LinkInfluence found seven classic values that millennials hold dear: animal rights, sustainability, feminism, anti-racism, inclusiveness, LGBTQ+ rights and environmental protection. And a separate study found 50% of millennials will shop with brands where their dedicated

purchase supports a cause. So expect to see more petcare brands stepping up to fight for a cause.

Take the Woof Gang Bakery, which created an initiative that saw 43,000 pounds of petfood donated to animal rescue shelters in the US. The donation goal was set and achieved by the shop and its customers, and together they made a difference to their local animal shelter community. The message? Rescue dogs deserve a second chance, too. This campaign not only generated a lot of food for needy animals, but it showed the community that Woof Gang Bakery wanted to make a difference. This circles back and appeals to the millennial generation values concerning animal rights. The bakery also hosts in-store adoption events, donated grooming services and raised \$54,000 in the same year.

## DIGITAL SUBSCRIPTIONS

Younger generations buy many products on subscription. In fact, millennials drive the subscription model. So it's not surprising to see petfood subscriptions becoming more popular. Millennials value brands that add something to their lives, and a digital subscription saves time, money and serves an essential purpose – to feed their pet.

Tails is a great example. They make every owner and their dog feel special by generating a meal plan specifically tailored to their pet's requirements from 'a million possible combinations'. They promise better digestion, skin and joint health through well-balanced vitamins and ingredients that target the pet's health care needs.

This is perfectly attuned to the millennial market. It's digitally accessible, and they take individual pet health concerns seriously - they want the best for your dog.



## Humanisation of Pets

The humanisation of pets has long been a trend in the pet industry. Fast-forward 10 years and that trend is becoming even more apparent. Just look at the pet-friendly chocolate or doggie ice creams on offer (Ben & Jerry's has just launched its new range, by the way).

And it's not just all about 'treats'. Younger owners are also more interested in their pets' emotional needs and basic needs. Over half of dog and cat owners in a recent study showed an interest in food with 'calming' ingredients, including chamomile and CBD. With 7.5% of millennials giving up meat, plant-based petfood is also gaining ground. In fact, 40% of dog food buyers aged 16 to 24 prefer to give plant-based meals to their pets regularly, a recent study found. So expect to see more petfood that's not only nutritionally balanced but meat-free and potentially vegan, too.



## PET OWNER EDUCATION

Another important trend, not necessarily in a direct monetary sense but an obligation sense, is pet owner education.

We already know many millennials bought a pet in lockdown to keep them company during social distancing and to improve mental wellbeing, but research conducted by The Kennel Club found that out of those buying or adopting a new dog in lockdown, one in four said they weren't sure if their dog was from a puppy farm, and a fifth said they weren't sure their new pet would fit into their pre-lockdown lifestyle.

Brands have taken it upon themselves to educate this new generation of pet parents, including The Kennel Club, which launched #bepuppywise, which, as the title suggests, is a campaign focused on educating those wanting to buy a puppy.

There's an opportunity here for all petcare brands to play their part in educating what could turn into a lifelong customer.



RAPID  
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## THE 18 MOST COMMON UK PET INDUSTRY STATISTICS

1. Pet ownership has been increasing in the UK since 2015.
2. Pets help owners with their mental health.
3. The majority of pet owners live in the cities in the UK.
4. In the past few years, pedigree cat and pedigree toy dog breeds are gaining popularity in the UK.
5. People spend more than £3 billion on pet food each year.
6. Wet food dominates the pet food market in the United Kingdom.
7. Amazon is a major player in pet sales in the UK.
8. The RSPCA took in more than 29,000 cats, 10,000 dogs, and 700 horses and microchipped more than 218,000 animals in a single year.
9. Within the pet industry in the UK, dog food brings in the most money.
10. Mars is currently the biggest player in the pet food industry.
11. Whiskas Complete is the most popular dry cat food in the United Kingdom.
12. Experts expect organic cat litter to take a larger market share from 2021 to 2027 due to increased demand.
13. The most popular types of organic litter are wood and paper.
14. 20% of pet owners in the United Kingdom spend at least £20 per month on outfits for their pets.
15. Most dogs in the UK require some form of grooming every 4-6 weeks.
16. People spend about double the amount of money on dog food versus cat food.
17. People in the United Kingdom keep 15-20 million fish in aquariums.
18. More than 200,000 reptiles and 200,000 snakes are in the United Kingdom as pets.

# The Future of Work



The last 24 months have changed everything. For businesses. For leaders. For employees. Now, as the dust settles, one fact becomes clear: Power has shifted. From organizations to people. From profit to mutual prosperity. From “me” to “we”. Employees are now starting to ask human questions about the work they perform. Why am I doing this? What is it for? How can we do it better? Many are choosing to leave their jobs. The competition to attract new talent is growing fiercer than ever.

This poses an existential threat to businesses everywhere. An organization is only as good as the people it employs; those organizations that want to survive and thrive in 2022 will need to respond to the new power dynamic in kind. Look beyond financial goals to consider the needs of all their people. Treat employees as human beings, not parts of a machine. Break down silos and overcome remote working challenges to ensure people feel connected to the company purpose and vision and each other. Embrace the possibilities of the future and make work, work for everyone.

FOCUS  
ON...

## REINVENTION

### - THE FLIPSIDE OF DISRUPTIVE CHANGE

The last two years have just been about surviving. Change was forced, extreme, reactive. But out of all this disruptive change we learned to work in an entirely different way. We collaborated, innovated, were agile and flexible. The future will continue to be full of opportunities and challenges. Climate change. Digital disruption. Global shortages and supply chain issues. And don't forget the fickle customer. Business models will change, more flexible production methods tailored to our customers' needs. We'll put people at the heart of everything we do but empower their productivity with technology. And we'll reconnect to each other and the purpose of the organization.

## SCARCITY

### - SURVIVING THE TALENT SHORTAGE

It's a huge issue with some big reasons behind it. Fast economic expansion. Projects delayed due to COVID-19. But there's also a skill mismatch. Jobs don't match the people. The bad news is as digital innovation accelerates; this record-breaking talent gap will only widen. 700 professionals were surveyed, and almost a third said they were thinking of leaving their job even though they didn't have another one lined up. That's how confident they are in their value. The talent shortage is so widespread it's even got a name, The Great Resignation.

And it isn't just people that are in short supply. Material shortages and supply chain bottle necks are causing major delays and growing costs.

## VITALITY

### - EMPLOYEE WELLBEING TAKES CENTER STAGE

Investors. Partners. Customers. Employees. They're all turning their backs on businesses that won't commit to building a sustainable future. And demand for companies to act will only grow in 2022. We expect to see more and more organizations waking up to the reality that talk alone will not get them where they need to be. They need to commit to action, action that transforms. We need to change mindset and skill sets. Organizations must connect everyone behind a purpose they can be proud of. Otherwise, sustainability efforts will fall short. The time has come for a more people-focused approach to building a sustainable future.

## INDIVIDUALITY

### - EMPLOYEE EXPERIENCES ARE PERSONAL

We can never go back to the way we used to work. The past two years changed everything. Now we know we can work anywhere we're asking employers, "Why can't I?". We want a better work/life balance with less commuting. We want to come to the office to connect with our colleagues, collaborate, and feel energized. Not to sit alone at our desks. We're asking the hard questions, questions that are difficult for companies to answer, such as "What does it matter how I do my job, as long as I do it." We want greater control over our careers, our lives, our wellbeing. To keep people happy, motivated, and in your business, you'll have to start giving them the employee experience they're after. 2022 is the year of the employee. Putting people at the center of your strategy.

## INCLUSIVITY

### - UNLEASHING THE POWER OF ALL

To say these past 24 months have been immensely tough is an understatement. We've dealt with conflict, a global pandemic, inequality, irrational narratives, and people who put their interests above societies. But we have also seen incredible community spirit. Scientific communities came together. Neighbours helped each other, connecting even in the darkest of times. People took to the streets to be heard, to be seen. Individualism has a place, but what we need now is to unlock the power of all. "Togetherness" and community don't just give us meaning. They give us results. In 2022, expect to see a rise in purpose-led organizations. Collaboration will be empowered no matter your background, experience, gender, or race. Organizations will need to address the issues of "invisible people and unheard voices" to unlock the true power and potential of all. Get ready for the big shift-from "me" to "we".

## ACCOUNTABILITY

### - TRUST OR BUST

Since the pandemic forced people home, you've asked it, or at least thought it, "are my people really working?". Trust seems to be in short supply. According to a recent survey, 78 percent of firms are using software to measure employee productivity. But accountability in the post-pandemic era is about a lot more than monitoring keystrokes. Flexible working is now a thing, so we need to accept that and build a culture to support it. And it's not just the people on the floor. Corporate accountability will be increased. They will need to hire and develop people from unrepresented groups. Pay equitably, take stands on social issues, and combat climate change. If they don't, the organization risks losing out on talent, customers and, dare we say it, profit. Reconnecting will be at the heart of 2022.



# The Influence of Gen-Z

Instagram have released their first edition of the Instagram Trend Report. This report is a guide to the upcoming trends, as defined by Gen-Z, that will shape culture in 2022. In order to create this report, Insta tapped into the minds of Gen-Z to learn more about the rising Instagram trends across categories including music, fashion, creators and celebs, beauty, social justice, and so much more.

From redefining how they approach education and the idea of a "career," to maximalist fashion statements, these future-focused audiences are consistently creating the reality they want to live in. Instagram is where these tastemakers are leading on the creation of culture, exploring new territories, and taking what already exists in unexpected directions.



...IN  
2022

## SHOPPING

### Are Our Carts Finally Ready for Social & AR Shopping?:

We can't live without online shopping, but in 2022, expect it to move away from big box online retailers' sites. More than half of young people who are interested in new shopping experiences are keeping up with their shopping interest on Instagram.

### Digital Thrift Stores & Side Hustles:

Thrift shops help with global sustainability by reusing and repurposing clothing. Young people are curating and selling these threads for the masses.

**Over 1 in 4** (27%) teens and young adults are expecting to shop directly through their social media feeds and special in-app features. Nearly half of young people who are interested in new shopping experiences are keeping up with their shopping interest on Instagram.

## FASHION & BEAUTY

### Maximalist Fashion Takes Over:

After two years spent in athleisure, young people are making bold moves with their style choices, using fashion as a vehicle for joy, optimism, and self-expression. Expect to see alt-fashion (think Goth, Dark Academia, Goblincore, etc.) reach its peak as people spend more time together IRL.

### Minimalist Faces and Natural Beauty:

As young people become more aware of what they put on their bodies, skincare in moderation is trending; Clean beauty that balances glowing skin with minimal products and safer ingredients will only grow in 2022.

### Fashion Creator Spotlight

@beepybella  
@trodytlanallen  
@irika.matoshi  
@kapisun\_kid  
@lexsonator

### Beauty Creator Spotlight

@thedewiest  
@btvckboyglow  
@summermckeen  
@kannanaomi  
@najaajudd

**50%** of teens and young adults are going to be trying bold fashion like Dark Academia, Goblincore, and Nostalgic wear in 2022.

**About 1 in 3** young people are interested in learning more about & buying "clean" makeup / skincare in 2022. This includes plant-based skincare, vegan makeup, using less products on their skin - i.e. skin minimalism, and products with "clean" ingredients.

## CELEBRITIES & CREATORS

### Creators Have Risen to the Level of A-List Celebrities:

When it comes to influence and impact, online influencers' Kout continues to grow and cement these creators as legitimate tastemakers. (83%) believe that creators have as much influence as online influencers - if not more.

**1 in 4**

13-24-year-olds agree micro-influencers with loyal and highly engaged audiences are most important when creating new trends.

**1 in 4**

young people also say social media influencers are the most important spreaders, regardless of the sizes of their followings.

**4 out of 5**

young people agree that "Social media and other online celebrities have more influence on culture than traditional celebrities (like actors).

Today young people are impacted by a wide spectrum of creators and their relationship is more tightly aligned around shared interests and less so on how popular they've gotten.

### Creator Spotlight

@hesitantfallen @axcala  
@wafiaaa @slayd3n  
@officialtydaltime

## CAREER & EDUCATION

### Redefining the Meaning of 9-to-5:

Now more than ever, next-gen professionals are re-evaluating their educational and career goals. The pandemic pause means that teens are rethinking all aspects of their lives.

**90%** of Gen-Z audiences believe the best education comes from real world experiences and given how much college costs, they are seriously considering taking alternative paths. Over two thirds 66% have begun to devalue the extrinsic (as well as intrinsic) value of a college education.

They are also unwilling to allow their jobs to completely consume them (or define them) and are very aware of the dangers this brings. 66% say "work is something I have to do" and "not the most important thing in my life."

## 2 KEY MEDIA AND TECH TRENDS FOR 2022...

- 1 More publishers plan to push ahead with subscription or membership strategies this year, with the majority of those surveyed (79%) saying this will be one of their most important revenue priorities, ahead of both display and native advertising. At the same time, many respondents (47%) worry that subscription models may be pushing journalism towards super-serving richer and more educated audiences and leaving others behind.
- 2 Paying less attention to Facebook (-8 net score) and Twitter (-5) this year and will instead put more effort into Instagram (+54), TikTok (+44), and YouTube (+43), all networks that are popular with younger people. At the same time many news organisations will be tightening their rules on how journalists should behave on social media. In our survey most editors and managers feel that journalists should stick to reporting the news on Twitter and Facebook this year and worry that expressing more personal views could undermine trust.

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Let us know what you would like to see next time...

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