

The Pulse.

Tracking what's hot right now with micro-trends picked by our own Gen-Z Panel.

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Country is back, and we're not mad about it.

Country music is hitting the charts' number 1 spots for the first time since the '60s. A whopping 36% of Spotify's top 50 songs in America are country tunes, even outshining the beats of hip-hop and R&B (The Economist).

In the midst of this musical revival, cowboy boots are being dusted off and have become the standout footwear. With so much cultural recognition, they have strutted their way into the top 10 'tattoo inspiration' searches on Pinterest.

It's no secret that consumers are increasingly drawn to authenticity, and with its relatable, homespun, and genuine storytelling roots, is it any wonder that the country genre is forging such a deep connection with audiences on such a grand scale?



Imperfectly captured.

Not to scare anyone, but Myspace is back!

Well, not really, but the photo aesthetic is. So why the digital hype? In our world of endless aesthetic revivals, one where many of us are still infected with the Y2K bug and the visuals of digital camera photography are a nostalgic delight, the compact cam plugs us into the past, recreating the imagery that once seemed so cutting-edge, taking us back to simpler times.

In the past 12 months, videos with the #digidigcam have amassed more than 220 million views on TikTok, and other popular e-commerce sites have not been left in the dark – even Depop sellers have identified the demand curve.

Ditch the filters and embrace the nostalgic vibe of the digi cam.

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From big nights out to board nights in.

From butter to burger boards, we've seen it all! With even roast dinner sharing platters having their moment! But the sharing saga doesn't stop there; it extends into the realm of sippable savours...

You guessed it: Cocktail boards. Stemming from the TikTok phenomenon of 'bring a board' night, where each guest brings boards to match the chosen theme, it's an accessible, TikTok-able, and stress-free way to host.

According to Instagram's hashtag counter, #cocktailboardparty has over 1.4 million posts.



Dupeshop.

Dupe culture.

Ain't no shame in a knock-off these days. 52% of 14-24 y.o in the EU have bought at least 1 fake in 2023 (WGSN). Finding dupes is now a source of pride for the generation that doesn't gatekeep.

TV presenter Annalese Dayes proudly took to TikTok to flaunt her very own House of Sunny dupe; the video gained over 760K views. Popular mainstream brands like Olaplex soon followed when they launched its own Oladupe, a stunt that generated over 670K engagements on social media.

Dupes aren't just about widening access but also lowering the tone and playing into the ironic humour of this generation.

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Era of swicy.

In the last year, sweet and spicy menu pairings have seen a 38% increase in sales. This trend is filtering all the way down to classic cupboard essentials. Hot honey is projected to outpace other culinary essentials (Datassential).

Fruity heat is also gaining popularity, from jalapeño rosé to sweet and spicy peach and harissa gazpacho. The buzz is gaining momentum and reaching more unpredictable corners of the trend world every day.

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