



Welcome!

This report examines a wide range of sectors in which consumers spend their leisure time. These include food and drinks, sports, social media, hobbies, and more.

Consumers spent time alone during the pandemic. Due to the measures imposed by the government, many had to rethink their free time, and some of the habits imposed during the pandemic remained alive.

As life has returned to normal, consumers have returned to their former leisure activities, but integrated these new leisure activities into their new lives.



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What we offer

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in the trend report, as well as a breakdown of the scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
 8.8 Score
 Popularity: ██████████
 Activity: ██████████
 Freshness: ██████████

Customer Insights: The what and why of major industry shifts. customer insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles
 9.2 Score
 Popularity: ██████████
 Activity: ██████████
 Freshness: ██████████

Specific Examples: Carefully selected individual innovations to provide more in-depth analysis.

Top Lists
 Top Lists are collections of products, services or concepts curated according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can browse and filter at TrendHunter.com/keyword/top-lists.

- Top 100 Travel Trends in 2019
- Top 100 Food Trends in December
- Top 30 Pet Innovations

Clustered Lists: Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Demographics:
 The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
 The relative newness of an article.

Activity:
 The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
 Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
 All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

Megatrend Matrix

Each trend relates to one or more of 18 megatrends defined by TrendHunter.
The megatrends are categorized under 6 patterns of opportunity (A-F)

 <p>A) Acceleration 1. Perfecting One Thing 2. Aspirational icon 3. Exaggerated Feature 4. Reimagined Solution</p>	 <p>Prosumerism From user-generated content to maker culture, today's customers are content creators and experts</p>	 <p>B) Cyclicity 1. Retro . Nostalgia 2. Generational 3. Economic. Seasonal 4. Repetitive Cycles</p>	 <p>Nostalgia Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years</p>
 <p>Catalyzation Businesses have taken a role of accelerating the personal development of customers</p>	 <p>AI We are entering a transformative new era, denoted by an exponential growth in data, RAM and intelligence.</p>	 <p>Naturality The desire for sustainable products. Including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life</p>
 <p>C) Reduction 1.Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription</p>	 <p>Instant Entrepreneurship New services make it easier than ever to conceptualize, fund launch and companies</p>	 <p>D) Redirection 1. Refocusing 2. Reversing 3.Surprising 4.Gamifying</p>	 <p>Tribalism Allegiant groups are more readily formed around specific interests, causes and even companies.</p>
 <p>Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity In a fast-paced, cluttered world simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification The application of game dynamics to real-world problems results in a world that's more competitive and engaging</p>	 <p>Experience In a world abundant with stuff: experience becomes a more important currency and life priority.</p>
 <p>E) Convergence 1. Combining + Layering 2. Adding value 3. Co-Branding 4. Physical + Digital</p>	 <p>Multisensation Tech, AR and interactive experiences are raising our expectations in the realms of entertainment, retail –even food.</p>	 <p>F) Divergence 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashioning 4. Generational Rebellion</p>	 <p>Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation Businesses, products, services and customers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization Small batch production technologies and more personalized media are creating an expectation for personalized</p>	 <p>Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy</p>

Trends & Insights

Missed opportunities and examples

The global customer trends and insights highlight the what and why of major industry shifts.

They are split into two sections:

the trend section, which identifies a new opportunity in a given industry, and

the insight section, which explores the specific target customer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.



DIY Hobbyism (DIY)

Consumers seek out increasingly niche hobbies and kits to enable them



Consumers seek out increasingly niche hobbies and kits to enable them

Trend - In response to social distancing rules introduced during the pandemic, consumers have had an increased interest in the DIY movement. Kits that enable people to ease into these hobbies can be seen more frequently. These kits provide a way for consumers to quickly learn and test various hobbies.

Insight - Consumers spent an increased amount of time alone during the pandemic. This prolonged boredom created a desire to find ways to fill the time; combine this with the desire to use the downtime wisely, and the average person had an increased interest in hobbies. Additionally, these hobbies tend to be more analog than digital. The fear of social media addiction was already on the rise pre-pandemic, but was exacerbated post-pandemic as social media became the main way to connect to the outside world.




Premium DIY Candle Kits
Siblings is Launching a New Candle Scent in Time for Mother's Day




Alphabet DIY Gardening Kits
The 'Succulent Letter DIY Kit' is Handmade and Uses Recycled Materials



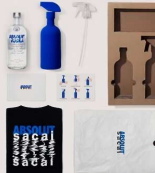
DIY Poppy-Growing Kits
The Jonsteen Company's Poppy Flower Seed Grow Kit Boasts 30,000+ Seeds




DIY Winemaking Kits




DIY Bamboo Knitting Kits
We are Knitters Has Launched Bamboo Fiber Kits for the Hot Summer Weather




Bottle Upcycling Kits
Absolut & Sacai Created Limited-Edition Sets for Repurposing Vodka Packaging



Combined Cheese-Making Kits
This Mozzarella and Ricotta Cheese Making Kit is Beginner-Friendly



DIY Caramel Apple Kits



Artisan Bread Kits

7.1
Score



-  Naturality
-  Catalyzation
-  Prosumerism

9 Featured, 80 Examples
150,791 Total Clicks
URL: [Hunt.to/449253](https://hunt.to/449253)

★ Advisor Pick

8

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eLearning Entertainment

Consumers are increasingly learning new skills
for fun, not employment



eLearning Entertainment

Consumers are increasingly learning new skills for fun, not employment

Trend - Pre-Pandemic, consumers would seek out eLearning mostly to learn necessary skills or increase employability. In the post-Pandemic world, acquiring new skills has become somewhat of a hobby. Platforms and niche brands alike are offering tutorials and learning formats more akin to entertainment than education.

Insight - Over recent years, social media platforms like YouTube, Instagram, and more recently TikTok have shifted to prioritize monetization for content creators and advertising opportunities with audiences. However, In the midst of the Pandemic, people have consumed and created more content than ever and are exhausted by monetization. The consumer attitude has shifted toward the belief that not every hobby must be monetized. It's about eLearning for the sake of fun, not to learn new employable skills.



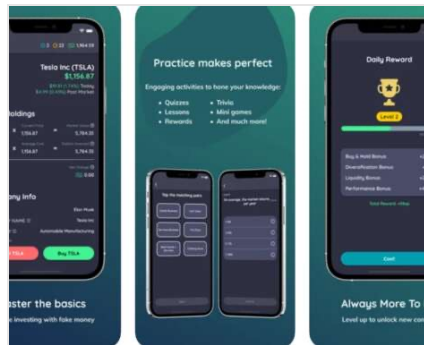
Entrepreneurial E-Learning Apps

The 'Makerpeer' App Helps Professionals Create and Collaborate



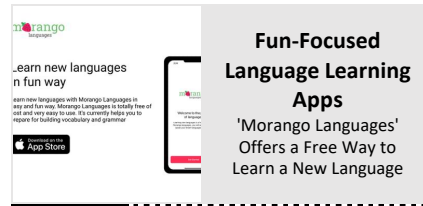
Virtual Learning Platforms

Simbi's Read For Good Challenge Uses AI to Improve Literacy



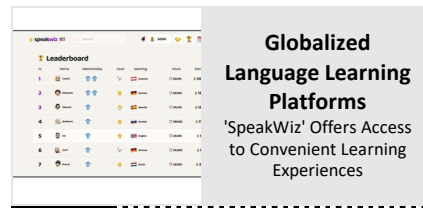
Gamified Stock Trading Apps

This App Uses a Play-Based Curriculum to Teach You About Stocks



Fun-Focused Language Learning Apps

'Morango Languages' Offers a Free Way to Learn a New Language



Globalized Language Learning Platforms

'SpeakWiz' Offers Access to Convenient Learning Experiences

5.2 Score



Catalyzation



Prosumerism



Authenticity

5 Featured, 63 Examples

88,222 Total Clicks

URL: [Hunt.to/459888](https://hunt.to/459888)

Baby Boomer Hobbyism

Aging consumers pick up increasingly niche hobbies during the pandemic



Baby Boomer Hobbyism

Aging consumers pick up increasingly niche hobbies during the pandemic

Trend - Hobbyism is the concept of turning typically mundane aspects of one's daily life into hobbies by becoming experts in these areas. Particularly popular during the pandemic, hobbyism is an offshoot of the Prosumerism Megatrend. Recently, the Baby Boomer generation has engaged in this behavior alongside younger generations.

Insight - Baby Boomers, particularly Neo Boomers who belong to the younger part of the cohort, are known to enjoy new experiences and seek out ways to stay busy, even during retirement. This desire to continue evolving was even more pronounced during the pandemic. This aging demographic was recognized as more at-risk and, therefore, likely living in a more restricted manner. In the absence of opportunities to see friends and family, this generation turned to self-education through hobbyism.



Baby Boomer-Friendly E-Bikes

Islabikes Launches Two New E-Bikes Designed for an Older Generation



Active Aging Programs

ARORA Helps Baby Boomers Stay Active, Healthy, Fit & Social



Elderly Exercise Machines

PhysioPedal is an Assisted Cycling Therapy Machine for the Elderly



Elderly-Friendly Gaming Subscriptions

'Arkadium Advantage' Makes Gaming Accessible to the Elderly

7.3
Score



- Tribalism
- Experience
- Prosumerism

4 Featured, 70 Examples
77,909 Total Clicks
URL: Hunt.to/457897

Kid DIY

Children's DIY toys are mimicking the social media trends they view



Children's DIY toys are mimicking the social media trends they view

Trend - Toy brands are now taking inspiration from social platforms by offering DIY sets that imitate popular online trends. These sensory-based DIY kits help children engage with toys in a way that connects with their virtual interests.

Insight - Consumers across generations have been impacted by social media platforms in some way, but today's young Gen Z are the true digital natives. For young consumers, the virtual world is something that's inherently part of their lives and lifestyles--so real-life trends that mimick those they see online will always hold influence.



Children's DIY Necklace Kits

The Gunner & Lux DIY Love Necklace Kit Encourages Creativity



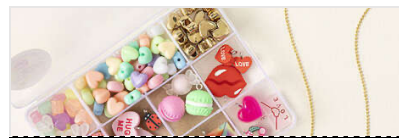
DIY Colourful Dough Sets

'the dough project' Makes All-Natural Children-Friendly Modeling Dough



DIY Sundae Kits

Friendly's is Offering Make-Your-Own Sundae Kits This Summer



DIY Love-Inspired Jewelry Kits

The 'Love Bug Jewelry Gifting Kit' is an Engaging Activity for Kids



DIY Bath Bomb Kits

Lush Cosmetics' Do-It-Yourself Bath Bombs Entertain Kids During Lockdown

6.7
Score



Tribalism

5 Featured, 54 Examples

91,484 Total Clicks

URL: [Hunt.to/472312](https://hunt.to/472312)

Membership Dining

Members-only dining establishments take on new business models



Membership Dining

Members-only dining establishments take on new business models

Trend - The concept of a members-only restaurant isn't new, but with the ongoing pandemic and changing consumer values related to accessibility--they're adopting modern business models. Now, these establishments offer everything from affordable memberships to dining access through NFT purchases.

Insight - The average modern consumer is much more preoccupied with accessibility now than they are with exclusivity. North American consumers' changing values surrounding personal status have forced brands to prioritize the same--with new business models that run on accessibility and innovation instead of exclusion.



Chef-to-Consumer Meal Subscriptions
CookUnity Creates an Elevated Dining Experience at Home



Subscription-Only Restaurants
Omar's La Boite is a Speak-Easy Style Club That Adopted a New Model



Monthly Dining Clubs
With the Help of Table22, Lynhall Has Launched a Membership-Based Service



Members-Only NFT Restaurants
Private Dining at Flyfish Club Can Be Accessed with an NFT Purchase

7.3
Score



Experience

4 Featured, 29 Examples

31,412 Total Clicks

URL: [Hunt.to/470642](https://hunt.to/470642)



Trends & Insights Overlooked Opportunities & Examples

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They are split into two sections:

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Premium Reading Platforms

Webtoon Announced 'Yonder' as a Serialized Fiction App for Fans

'Webtoon,' the online content delivery platform centered around a community of writers and creatives, announced the creation of 'Yonder,' a new reading application focused on premium content. While Webtoon places its focus on content written by the community and freely accessible on the platform, and the company's other service 'Wattpad' places its focus on all forms of freely accessible writing projects, it will be taking a different approach with Yonder.

Webtoon stated that it will allocate a minimum of \$2 million USD per year to acquire premium written content exclusively for Yonder. This content will be accessible in a serialized manner where users can purchase individual volumes, or entire series, at their leisure. Yonder's Chief Content Officer, Sue Johnson, stated: "Every single thing that appears on Yonder has been hand-selected for us."



7.3
Score



9 Related

7,669 Total Clicks

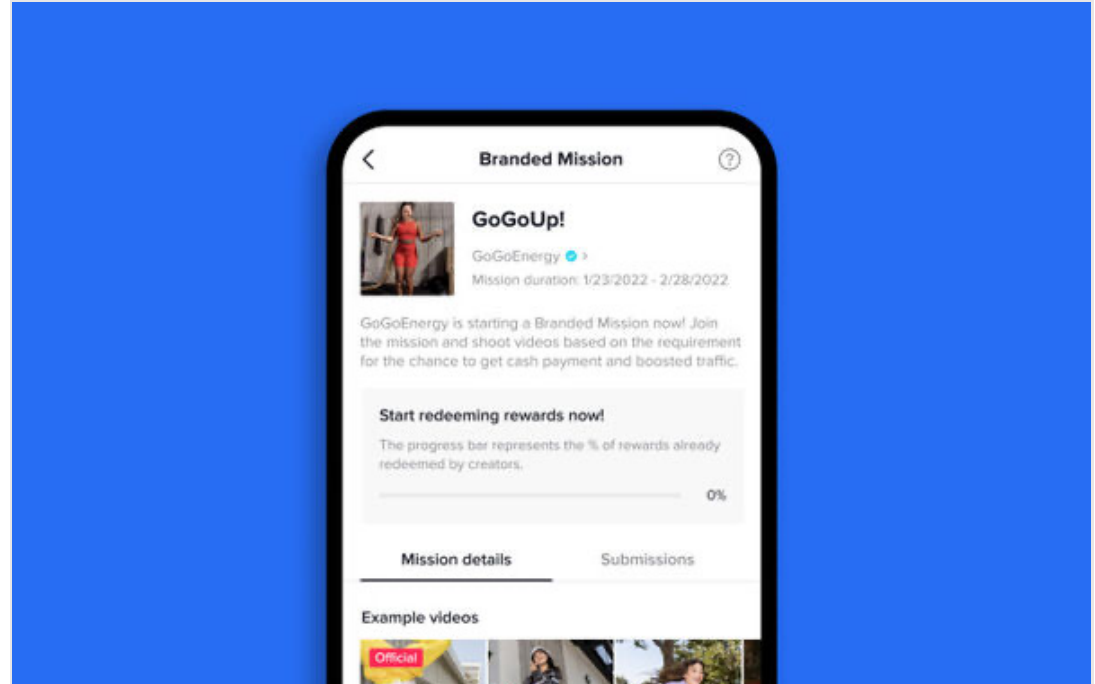
URL: [Hunt.to/490457](https://hunt.to/490457)

Creator-Based Marketing Opportunities

TikTok Announces its Branded Mission Ad Product for Creators

Branded Mission is TikTok's initiative to provide creators with branded marketing opportunities through its video-sharing app. The new ad product will allow creators to connect with brands to take part in branded campaigns while possibly receiving rewards for video creations.

Moreover, the new tool allows advertisers to crowdsource content from creators and transform existing videos into ads based on the videos' performance. In addition, to further encourage creators to participate in the Branded Missions, brands have the opportunity to develop and release advertising briefs to the creator community. Once the brief is posted, creators can decide which Branded Mission to take part in. Eligible TikTok creators must be 18+ and have at least 1,00 followers.



5.7
Score



9 Related

1,852 Total Clicks

URL: [Hunt.to/481010](https://hunt.to/481010)

Accessible AR Creation Tools

TikTok Launches New AR Tool for Brands Called Camera IQ

Social media giant TikTok will be venturing further into the world of augmented reality with the launch of its new Camera IQ software tool. The new feature officially launches today and will be available through TikTok's Effect House -- the app's new experimental hub for content creators.

Camera IQ allows brands partnering with TikTok to create custom AR effects without requiring they write their own code. Before, the brands interested in creating their own AR activations -- including those for TikTok as well as other platforms -- were required to spend large amounts of money and time on developing and building them. Camera IQ aims to make AR building for the platform substantially more accessible and affordable.

So far, a number of major brands have already begun using the tool, one of which is Cartoon Network. Earlier this year, the kid's media giant used Camera IQ to build an effect based on a character from its hit show 'Steven Universe.'



5.9
Score



9 Related

3,516 Total Clicks

URL: [Hunt.to/477263](https://hunt.to/477263)

Friendly Cartoony Serving Robots

This Robot Server Concept is Inspired by the Minions

This robot server concept has been designed by Dawn BYSJ, Juwon Lee as a technology solution for the home to provide inhabitants with a friendly way to serve refreshments.

The robot is inspired by the Minions characters from the Despicable Me franchise, and thus features a yellow and blue color scheme with a scooter-like design. The robot is outfitted with an eye-like headlight that gives the unit an even more character-like appearance from afar.

The robot server concept is imagined as the perfect solution for the restaurant industry to provide servers with a way to delivery refreshments to guests in a contact-free way. The robot identifies how advanced solutions require a touch of friendliness to prevent them from being too foreign for humans to feel comfortable around.



7.5
Score



9 Related

3,325 Total Clicks

URL: [Hunt.to/492177](https://hunt.to/492177)

Bath Bomb Starter Kits

The Candlemakers Store Offers a DIY 'Complete Bath Bomb Starter Kit'

The Candlemakers Store now offers the 'Complete Bath Bomb Starter Kit,' a kit that allows consumers to create one-of-a-kind, high-quality bath bombs from the comfort of their homes. The kit includes two pounds of baking soda, one pound of citric acid, one pound of corn starch, one pound of Epsom salt, four 1 oz. bottles of fragrance, and a 1 oz. bottle of food coloring. By using these ingredients along with eight ounces of vegetable oil, consumers can make four batches of seven 1 ¼ inch bath bombs.

Mixing all the dry ingredients together will result in a smooth liquid, and the bath bombs will become shiny and fizzy by adding the Epsom salts. When the wet and dry ingredients are incorporated, the mixture will become dehydrated so that it can be packed into the molds firmly.

The 'Complete Bath Bomb Starter Kit' is available online at The Candlemakers Store.



4.0
Score

Popularity



Activity



Freshness



9 Related

3,256 Total Clicks

URL: Hunt.to/492058

Luxurious 10-Piece Mixology Sets

The Mixology Bartender Kit Helps You to Make Impressive Cocktails

Those looking to create elevated cocktails may be drawn to the luxurious 10-piece Mixology Bartender Kit. The kit is available in stainless teal, gold, and silver and features a string spoon, a jigger, a corkscrew, ice tongs, a muddler, two liquor pourers, a strainer, a shaker, and a bamboo display case.

The first-class cocktail kit also functions as a sophisticated way to store and display bar tools. Moreover, the heavy-duty and high-grade martini shaker cocktail set will stand the test of time and is dishwasher compatible -- making it a great investment piece.

Whether you're an amateur bartender or a professional cocktail mixing guru, whether you're setting up a bar at home or at work, this bar set is a brilliant way to hit the ground running.



4.1
Score

Popularity



Activity



Freshness



9 Related

4,475 Total Clicks

URL: Hunt.to/492459

Friendsgiving Hosting Kits

Wasa's Kits Feature Athleisure Outfits for Low-Key Get-Togethers

To help friends make the most of time shared together this Thanksgiving, Wasa teamed up with friendship coach Danielle Bayard Jackson to release limited-edition Friendsgiving hosting kits. These kits contain comfort-focused unisex athleisure overalls "that are for a low-key get-together," so that friends can enjoy relaxed celebrations with one another. With Danielle Bayard Jackson's expert advice, a guide has been compiled to help friends focus on finding deeper connections and making more meaningful memories with one another.

Notably, the design of the loungewear pieces boast custom pockets to fit Wasa crispbread flavors, plus an insulated compartment for toppings, two canned beverage pockets and a holster for a topping spreader. Available in two festive fall colors, the overalls pay tribute to Wasa packaging.



7.5
Score

Popularity



Activity



Freshness



9 Related

3,194 Total Clicks

URL: [Hunt.to/491852](https://hunt.to/491852)

DIY Dalgona Kits

The BT21 Baby Dalgona Kit Maker Makes the Popular Korean Treat Easy to Bake

BT21, the product brand for the popular K-Pop band 'BTS,' launched the 'BT21 Baby Dalgona Kit Maker.' This kit allows customers of all ages to produce dalgona cookies from the comfort of their own home for the purpose of eating or playing the popular Korean dalgona game. In this game, players must simply cut out a certain pattern on the cookie without breaking the rest of the cookie, as doing so results in a loss.

The BT21 Baby Dalgona Kit Maker comes with most of the ingredients required to bake the dalgona, requiring only the addition of baking soda and sugar from the customer. The kit comes with seven stencils, each representing one BT21 character, which are each tied to a BTS band member.

The BT21 Baby Dalgona Kit Maker is available online from various third-party retailers at an MSRP of \$69 CAD.



9.3
Score

Popularity



Activity



Freshness



7 Related

4,008 Total Clicks

URL: [Hunt.to/491222](https://hunt.to/491222)

Comprehensive DIY Baking Sets

Santa Barbara Design Studio's Baking Tools Set is Informative

Santa Barbara Design Studio debuted its 'Baking Tools Set' with additional built-in features. The Baking Tools Set includes various measuring spoons and spreading knives, as well as a whisk and a rolling pin. These tools are conveniently packaged in a foldable book-style casing that allows for easy storage.

In addition to coming with the set of tools, though, the Baking Tools Set comes with a set of recommended recipes for customers to try, though the ingredients must be purchased separately. These recipes include sugar cookies and other baked goods. The ingredients used in the recipe range from common household items such as baking soda, sugar, and flour, to more tailored items such as vanilla extract or almond extract.



9.1
Score

Popularity



Activity



Freshness



1 Related

3,597 Total Clicks

URL: [Hunt.to/491221](https://hunt.to/491221)

All-in-One Bath Bomb Kits

Wixy Soap Debuted its Bath Bomb Making Kit with a Recipe Book

Wixy Soap debuted its new Bath Bomb Making Kit that not only comes with all of the tools necessary to create a large set of bath bombs, but also a recipe book that allows customers to continue to make bath bombs once they run out of the provided ingredients.

The Wixy Soap Bath Bomb Making Kit comes pre-packaged with enough ingredients to craft either 12 large or 30 small bath bombs, and it comes with a large and small mold, allowing users to easily craft the size of their choice. The kit also comes with baking soda, citric acid, corn starch, sea salt, a fragrance, and three different colorants. The recipe book informs the customer on how to mix these ingredients to create either size of bath bomb.

The entire retail kit costs \$45 USD, not counting any additional ingredients purchased.



6.0
Score

Popularity



Activity



Freshness



0 Related

3,597 Total Clicks

URL: [Hunt.to/491220](https://hunt.to/491220)

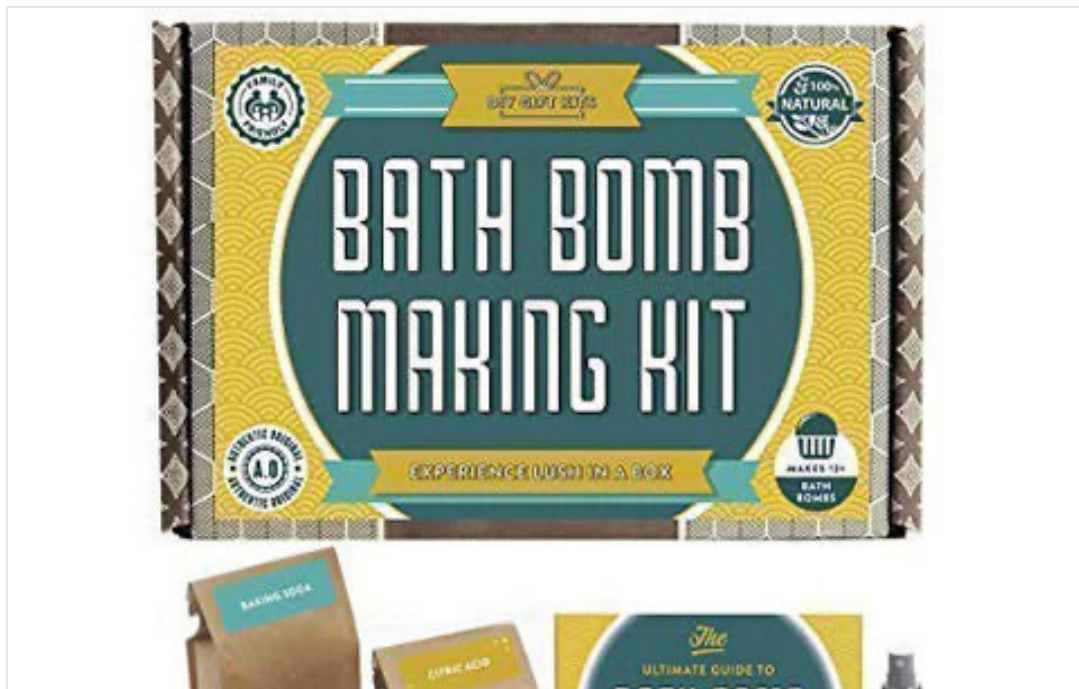
DIY Bath Bomb Kits

Caribou Gifts Debuted the 'DIY Bath Bomb Making Kit' for Interactive Fun

Caribou Gifts debuted the 'DIY Bath Bomb Making Kit,' a fun and interactive experience that allows customers to create a set of 12 bath bomb cupcakes. These bath bombs resemble the shape of cupcakes, as they are crafted in disintegrable cupcake liners.

The bath bomb cupcakes are made with a set of natural ingredients combined with essential oils, scents, and colorings to enhance the bathing experience. The main ingredients of the bath bombs are corn starch, citric acid, and baking soda. The kit also comes with the necessary tools to create the bath bombs, including gloves, mixers, and a spray bottle.

The Caribou Gifts DIY Bath Bomb Making Kit is available online from Caribou Gifts at an MSRP of \$79.95 CAD, or roughly \$50 USD.



5.3
Score

Popularity



Activity



Freshness



1 Related

4,284 Total Clicks

URL: [Hunt.to/491219](https://hunt.to/491219)

Zero-Waste Home Cleaning Kits

Plantish Launched the Eco-Conscious 'Zero Waste Cleaning Set'

Plantish launched a new home cleaning kit titled the 'Zero Waste Cleaning Set.' This is an eco-conscious home cleaning kit that comes with all of the necessary tools for home cleaning. However, the kit does not come with cleaning solutions, only the tools. The company offers common recipes for home cleaning solutions on its website to accompany the kit, though, including mixtures of vinegar, baking soda, and lemon juice.

The kit itself includes various scrubbers with refillable solution-dispensing handles, rigid brushes, cloths, soap dishes, and a sponge. Additionally, the kit comes with one all-natural soap brick for lighter cleaning jobs. The Zero Waste Cleaning Set is available online from Plantish's website at an MSRP of \$109 CAD, or roughly \$75 USD.



9.1
Score

Popularity



Activity



Freshness



5 Related

2,320 Total Clicks

URL: [Hunt.to/491192](https://hunt.to/491192)

Delicious DIY Cannoli Kits

The Golden Cannoli Mini Cannoli Kit is Packed with Ingredients

The Golden Cannoli Mini Cannoli kit is an all-in-one solution for avid or amateur bakers alike to pick up when looking to craft authentic desserts from the comfort of home in an easy way.

The kit was created in partnership with Williams Sonoma, and includes a total of 36 cannoli shells, four bags of cannoli filling that's ricotta-based, sprinkles, confectioner's sugar and chocolate chips. Available for purchase online, the kit allows for consumers to assemble their own desserts from home to ensure optimal freshness.

The Golden Cannoli Mini Cannoli kit is available now for purchase from the Williams Sonoma website where bakers of all skill levels can order it for \$79.95. The kit speaks to the prominence of at-home baking with a convenient twist.



6.4
Score

Popularity



Activity



Freshness



9 Related

9,373 Total Clicks

URL: Hunt.to/491140

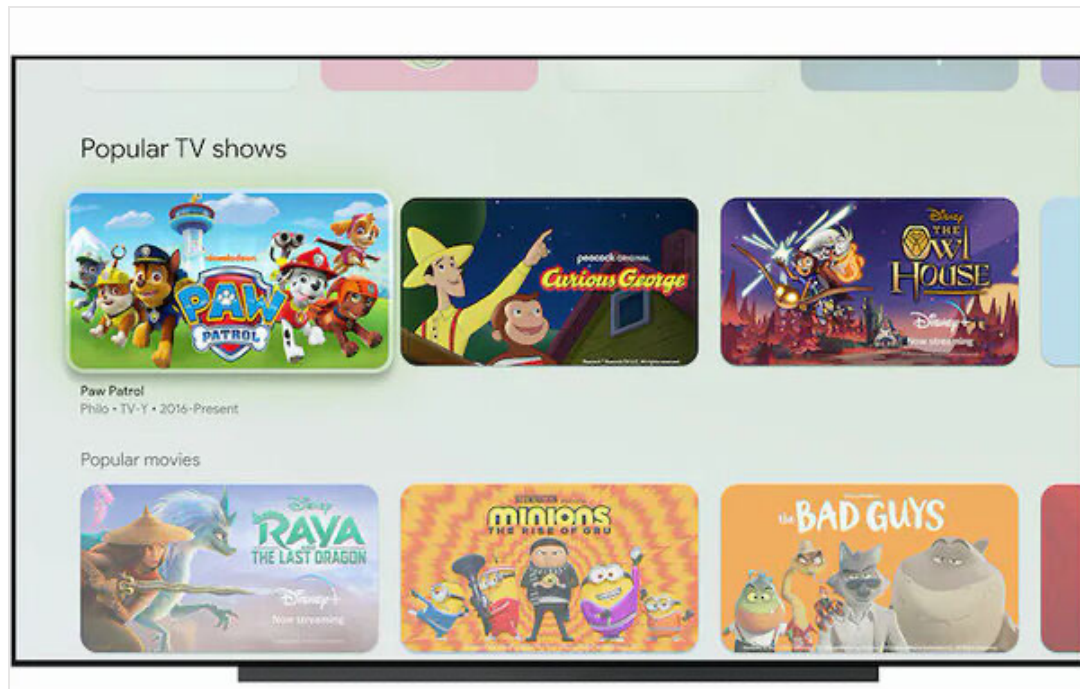
Kid-Friendly Streaming Services

Google TV Added Parental Watchlists to its Smart TV Application

Google TV added a new parental watchlists feature for kids that frequently use its smart TV streaming application. The watchlists are curated by a parent or guardian and can be filled with Google TV series as well as YouTube videos. The child can then view content in the watchlist freely, as each of the pieces of content have been pre-screened by their guardians.

These watchlists are a convenient way to ensure that children are engaging with safe, fun content while avoiding harmful, adult, or offensive content. This feature helps parents relax their minds while knowing that their children are entertained and protected.

Based on the success of Google TV's children's profiles, it is expected that Google will release a full-scale version of Google TV Kids in the future.



5.2
Score



9 Related

2,146 Total Clicks

URL: Hunt.to/490809

Multicultural Pop-Up Restaurants

OpenTable's Dine London Shares the Taste of Global Destinations

OpenTable's Dine London pop-up restaurant invites people in London to one location in order to experience the tastes of British, Italian, Greek and Mexican cuisine. The pop-up experience encourages diners back into London with themed areas that match a small complimentary tasting menu, plus a glass of wine or a soft drink.

While the essence of Mexican cuisine is captured by pulled chicken tacos (or the gluten-free and vegan-friendly adobo pulled jackfruit tacos,) the Greek menu items include options like chicken souvlaki and stuffed vine leaves. Brits will also find themselves right at home with options like traditional fruit scones and fruit tarts, while diners will feel as if they've been instantly transported to Italy with dishes like Aperol compressed melon and truffle mushroom arancini.



8.8
Score

Popularity



Activity



Freshness



9 Related

3,120 Total Clicks

URL: [Hunt.to/490754](https://hunt.to/490754)

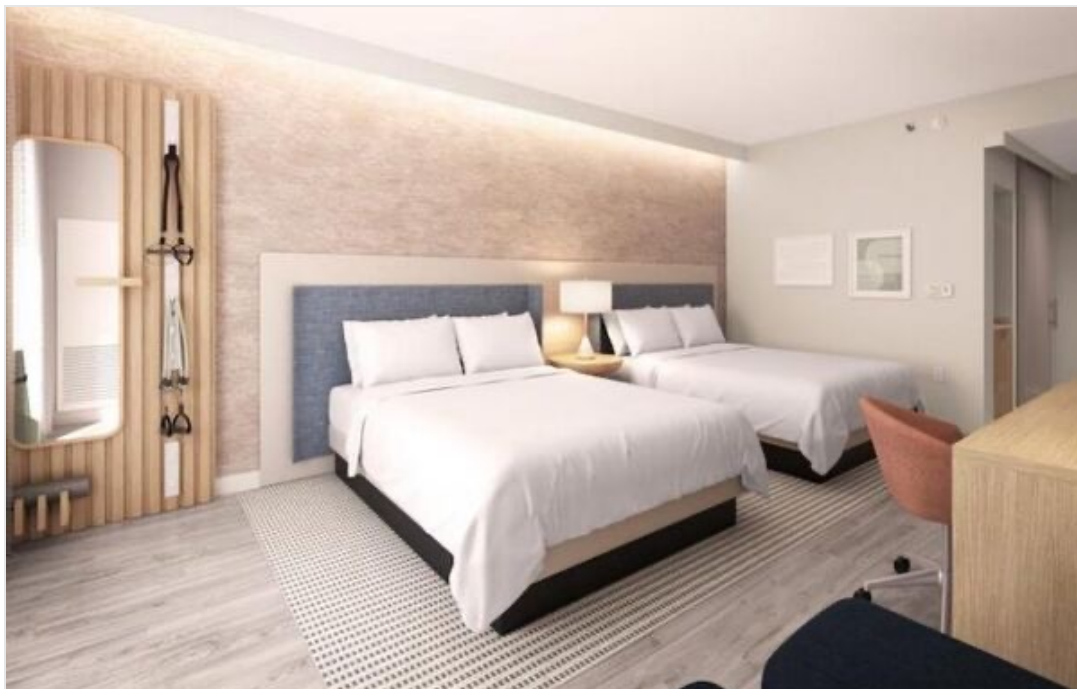
Leisure-Focused Hotel Chains

IHG Hotels & Resorts Launches New Brand Evolution for EVEN Hotels

IHG Hotels & Resorts (IHG) has announced the next phase of its EVEN Hotel brands, which will include an updated design, integrated wellness experience, and revamped restaurants.

The new hotel upgrades were designed and developed in partnership with a variety of franchisees. According to the company, the new EVEN Hotel prototype has been purposely designed so that it is both easy to construct and operate. In addition, the new brand evolution has been guided by feedback from the hotel's previous guests.

“EVEN Hotels is a strategic long-term priority for IHG Hotels & Resorts. Enhancing the brand experience to reach even more guests while driving increased owner returns is the way we are growing EVEN Hotels. Our core mission is to put wellness while traveling within reach for more people. Our new offerings and richer experiences appeal to more travelers and owners.”



5.8
Score



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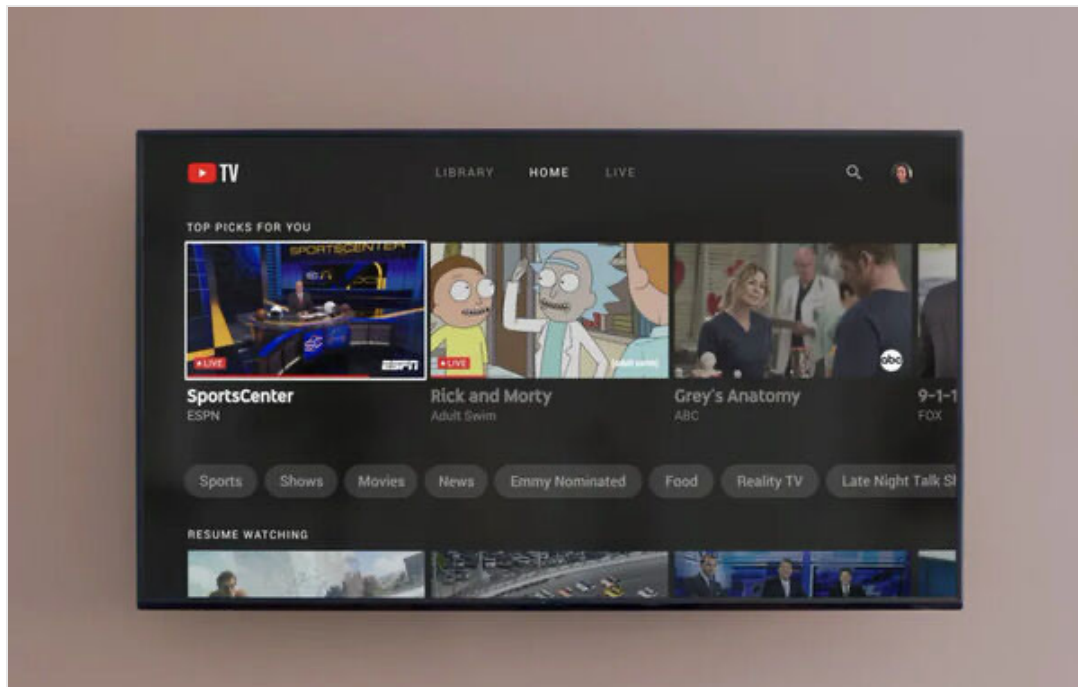
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Smart TV Live-Streaming Apps

Google Released 'Mosaic Mode' for YouTube TV Viewers

Google announced the availability of a new feature for its YouTube TV application on smart TVs titled 'Mosaic Mode.' Mosaic Mode is a new organizational feature that allows viewers to simultaneously watch up to four pieces of content at a time. While this may seem excessive for watching typical YouTube videos or YouTube Shorts, this feature has a number of convenient use cases.

One of the most important use cases is the ability to simultaneously watch up to four live streams. This means users can view, for example, four different perspectives of a competitive esports match, or four different angles of a traditional sports match, simultaneously. Another use case for Mosaic Mode is the ability to have several tutorials open at a time, which can help users navigate complex tasks without having to constantly switch between videos.



7.6
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Grill-Ready DIY Dishes

Crafty Ramen's Grill-Inspired Crafty-Yaki Dishes Inspire At-Home Cooking

The newest DIY dishes from Crafty Ramen encourage at-home cooking with all-new grill-inspired Crafty-Yaki dishes for everyone. The grillable at-home menu items include backyard barbecue classics like six packs of Oh So Sesame Chicken Skewers and BBQ Pork Chashu Skewers, along with vegan-friendly Tofu BBQ Pockets, Ginger Scallion Shiitake Skewers and Go to Gochujang Tofu Skewers.

Jared Ferrall, Crafty Ramen co-founder and executive chef, says "These dishes are all about making the most of the warm weather and spending time together. They connect customers to our unique flavors, to the Crafty experience, to our community, and to each other." These dishes make it easy to enjoy summer gatherings with less of a focus on food prep and more on eating, since the Asian-inspired meat and vegan options can be prepared in 15 minutes or less.



5.6
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Popularity

Activity

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LAB8 Trends | What We Offer?

The future is full of changing factors and new opportunities. To understand the future of customers and innovations, predicting changes is essential. LAB8's Trends spots rising trends and answers your questions about the most recent phenomena in your field.

Identify future trends and scenarios

LAB8's trend report provides an overview of the hottest topics in the service industry, taking a peek at rising and hidden trends. Our customized workshops delve into trends and future scenarios important for your business.



LAB8's Trends Workshops:

- 1. Guided trend workshop**
Our guided trend workshop uses the Consumer Trend Canvas tool to find trends important for your company. Identifying trends is an important part of finding innovation opportunities.
- 2. Guided scenario workshop**
Led by LAB8's specialists, the workshop helps your company develop and test scenarios by making assumptions about future prospects and changes.

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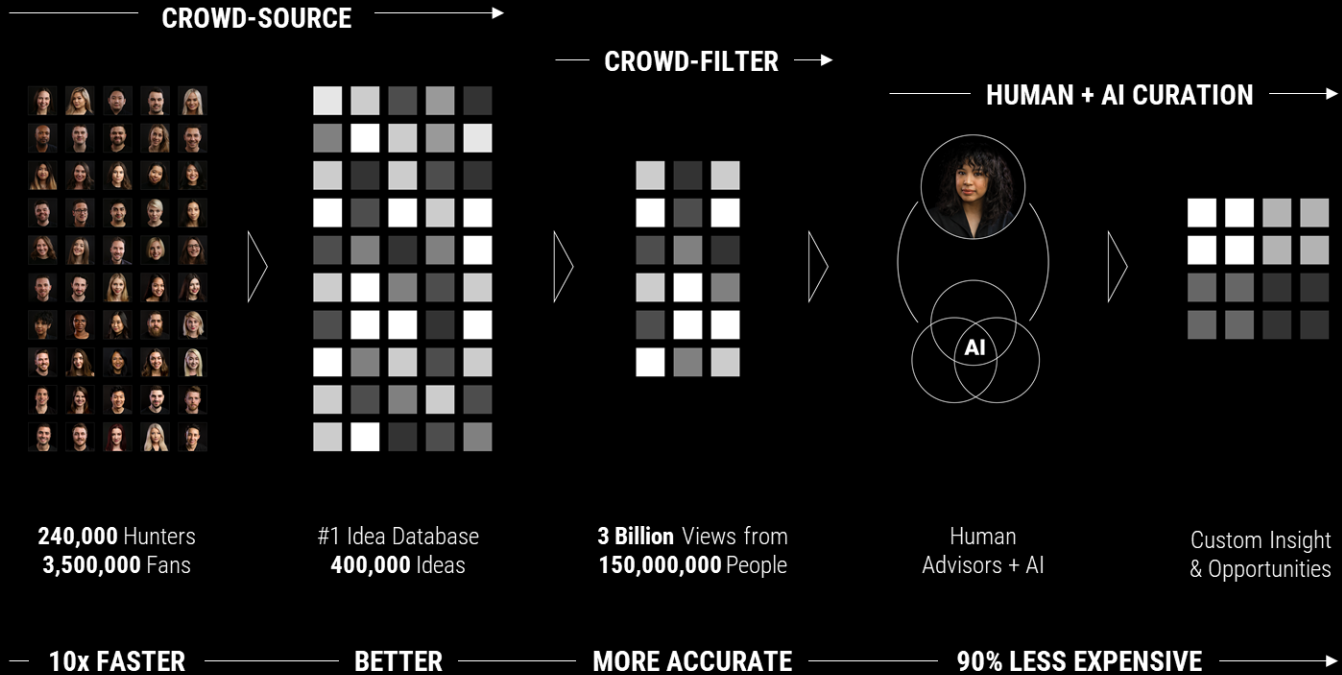
Schedule and scope can be arranged depending on your needs.

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Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



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