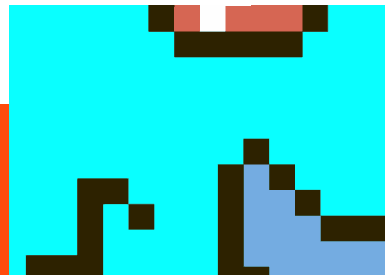


INSIGHTS LIVE PRESENTS:

Culture Rising



Foresight methodology



What's shifting?

Signal gathering to identify rising trends worldwide

- Anonymized, aggregated Facebook and Instagram data
- Insight based on 3.5B+ people and 600,000 unique conversation topics
- Look back over 15+ months

What's sticking?

Drivers survey to uncover the dynamics behind the shifts

- Commissioned global survey with Mintel
- Online survey of 36,000 people across 12 markets and six continents

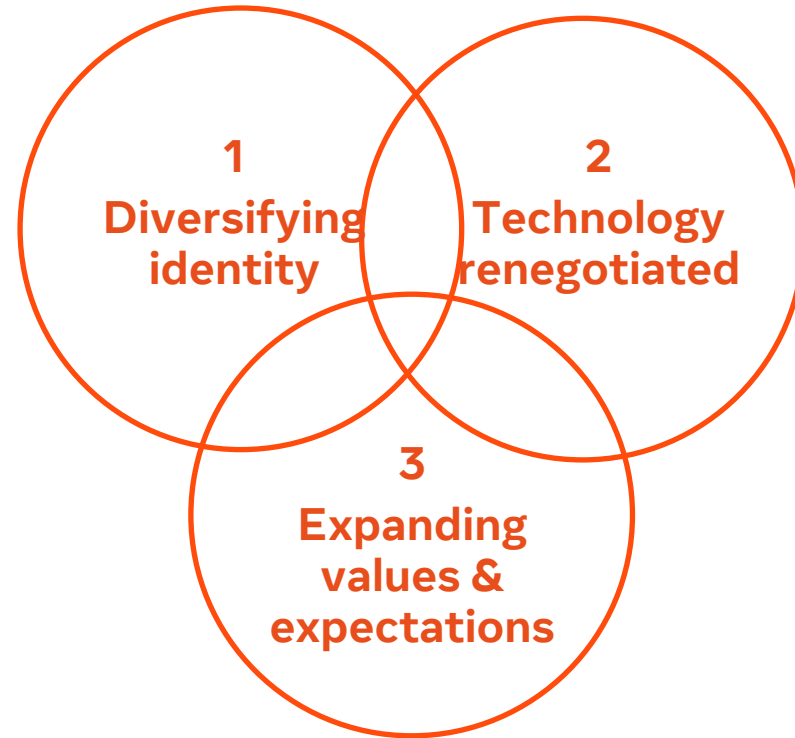
What's next?

Plausible futures to reveal which trends most likely to move from niche to norm

- Data triangulation and expert analysis
- In-house and external subject-matter experts and in-market local experts

3 themes & 11 trends

- Gender evolution
- Rethinking ability
- Alternative education & Flexiwork
- Ultimate wellness



- New tech equilibrium
- Meet you in the metaverse
- Collective creativity/Creator culture
- Instant shopification

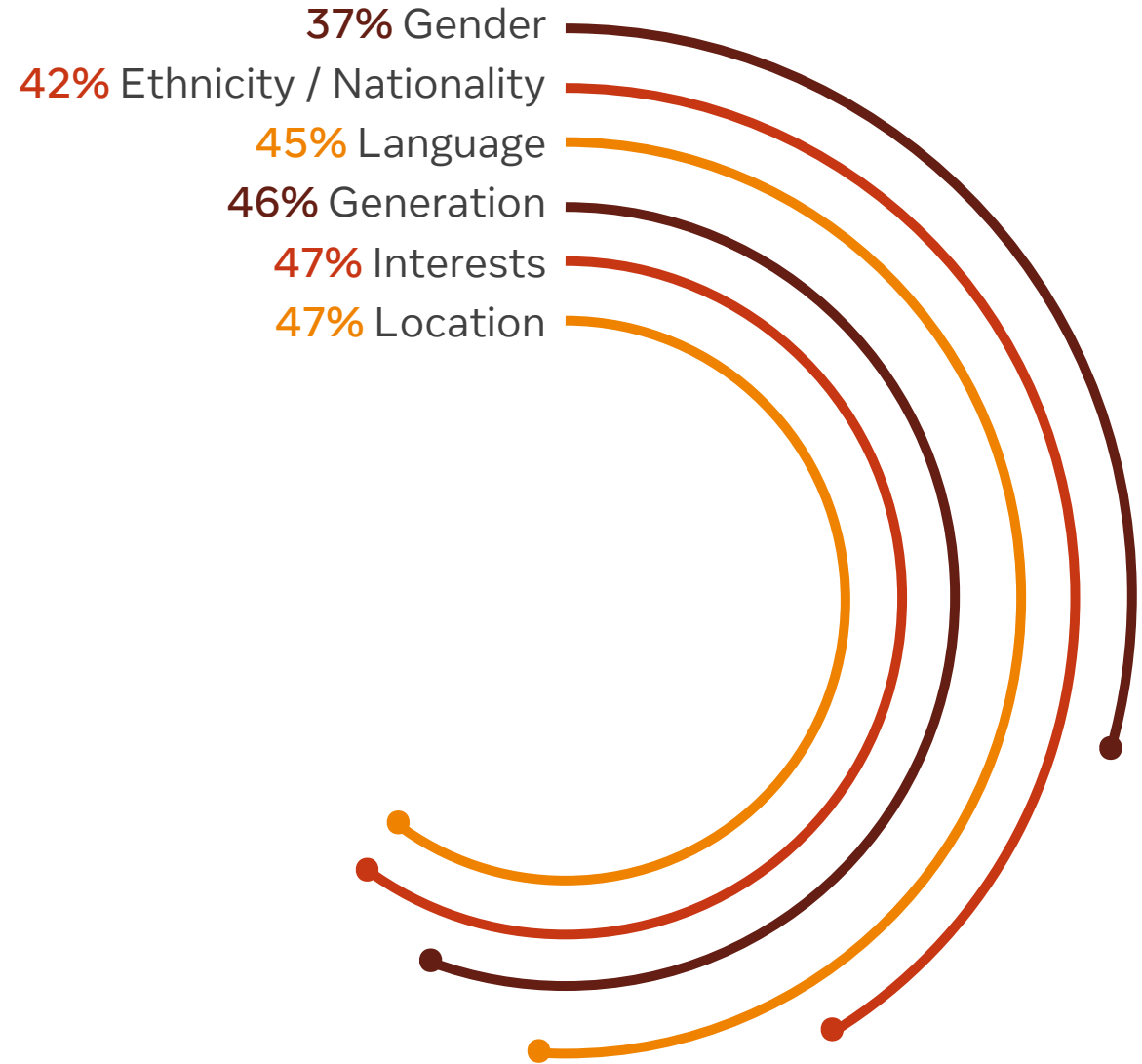
- Global passions, local purchases
- Planet positive
- Nanocommunity

1. Diversifying identities



We've gained a stronger sense of self

People surveyed globally said
many aspects of their identity had
grown more important to them



+40%
Gender equality
Global

+74%
#성평등
(gender equality)
S. Korea

+31%
เพศสภาพของมนุษย์
(gender)
Thailand

+29%
#Trans
Global

+26%
#Nonbinary
Global

+157%
Gender equality
India

+71%
Gender equality
Malaysia

+30%
Pronoun
Philippines

+147%
Bình đẳng giới
(gender equality)
Vietnam

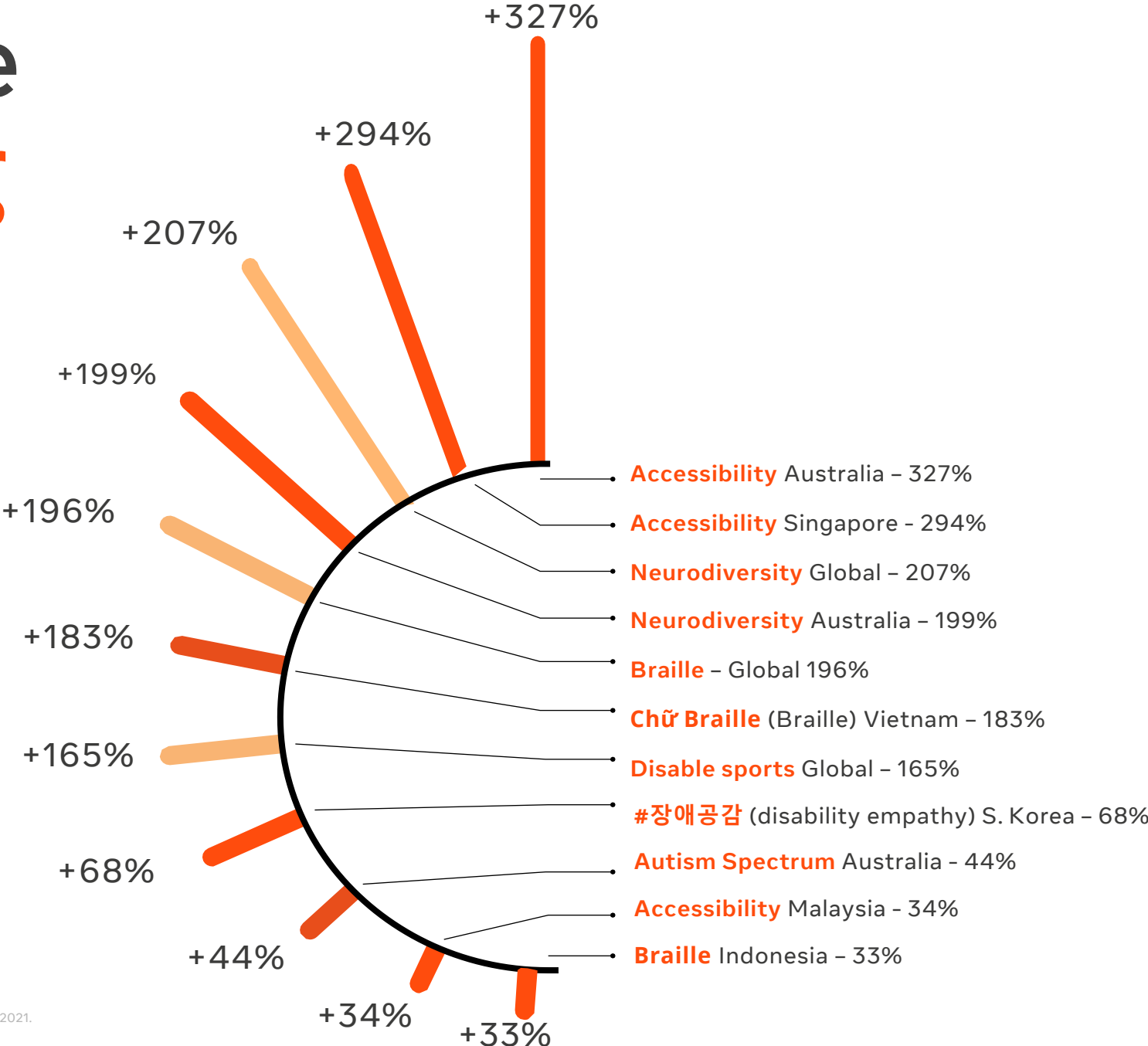
+67%
Gender role
Philippines

+53%
Genderqueer
Australia

Gender Equality

Gender Fluidity

People are rethinking ability



Facebook IQ source: Hashtags are based on Instagram data, global, Jan 2020-Dec 2021. Conversation topics are based on Facebook data, global, Jul 2020-Sep 2021.

Remote working creating a tension in our 'work self'

Conversations have been rising globally & locally around:



Work from home **+57%** (Global FB)



#ZoomFatigue **+49%** (Global IG)



Work-life balance **+68%** (Global FB)



Occupational burnout **+125%** (Global FB)



Occupational burnout **+107%** (Australia FB)



#일과삶의균형 Work-life balance **+29%** (Korea IG)

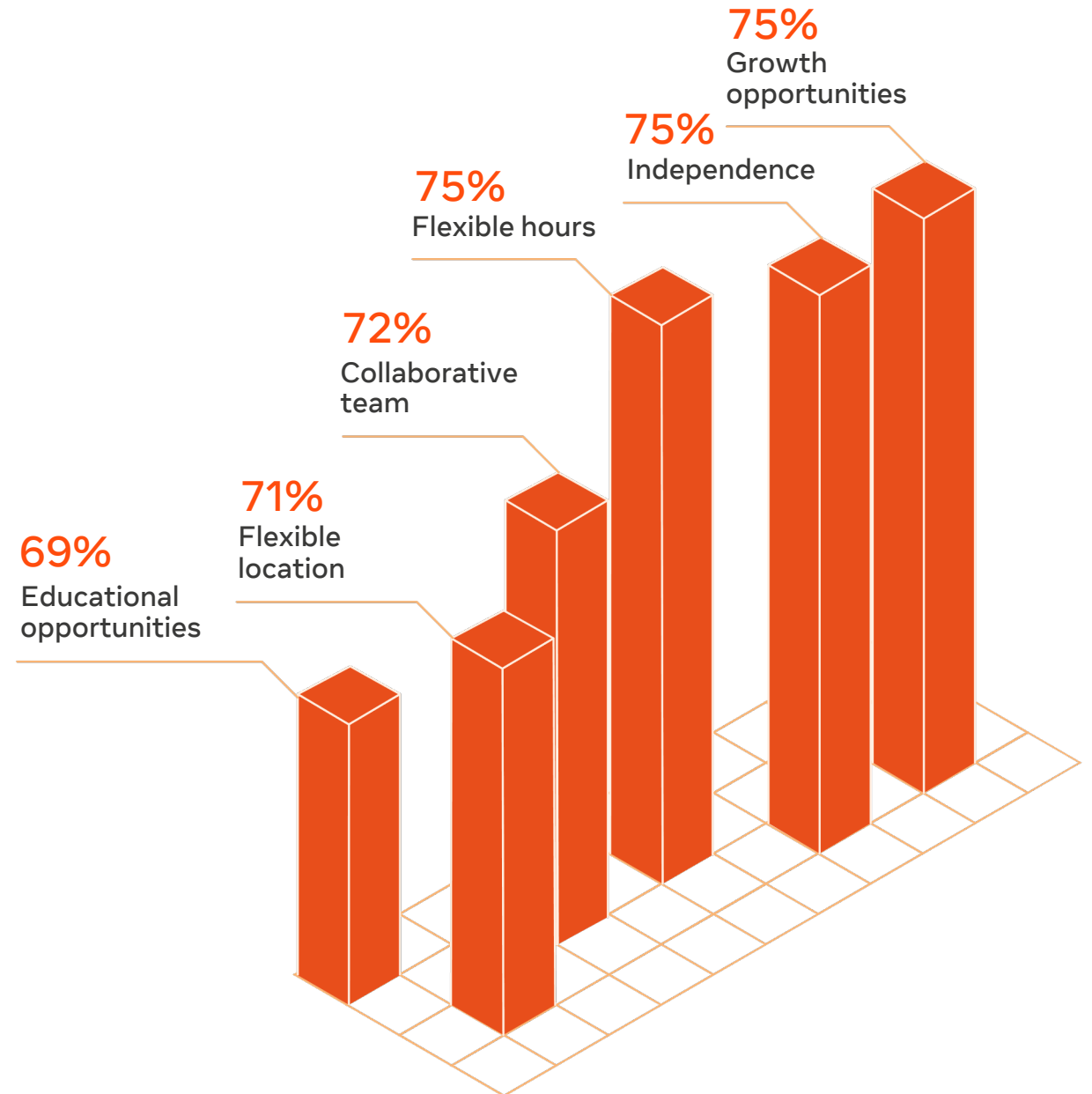


Occupational burnout **+192%** (Malaysia IG)

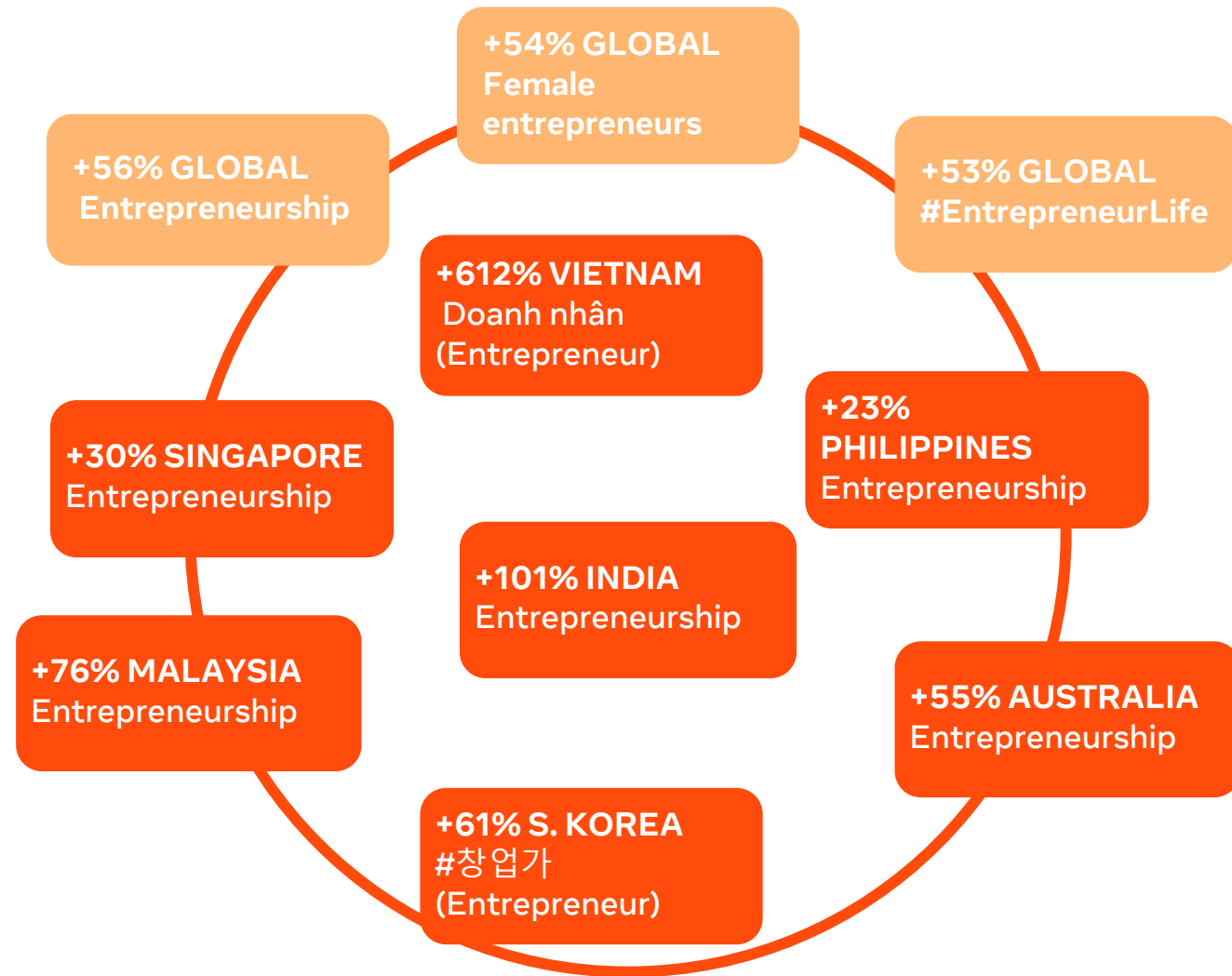


Occupational burnout **+66%** (Philippines FB)

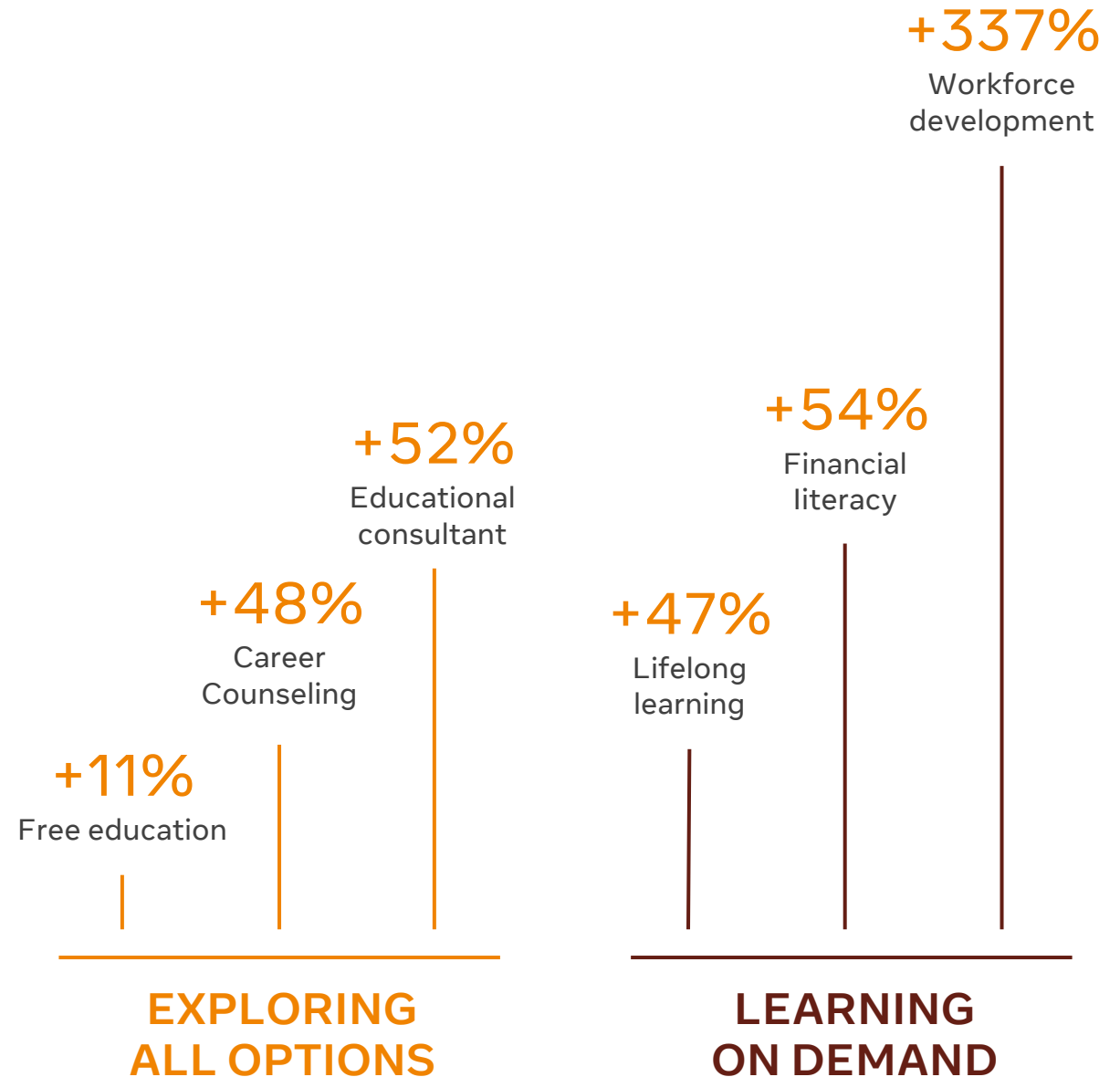
Workers now expect more opportunity, autonomy and flexibility



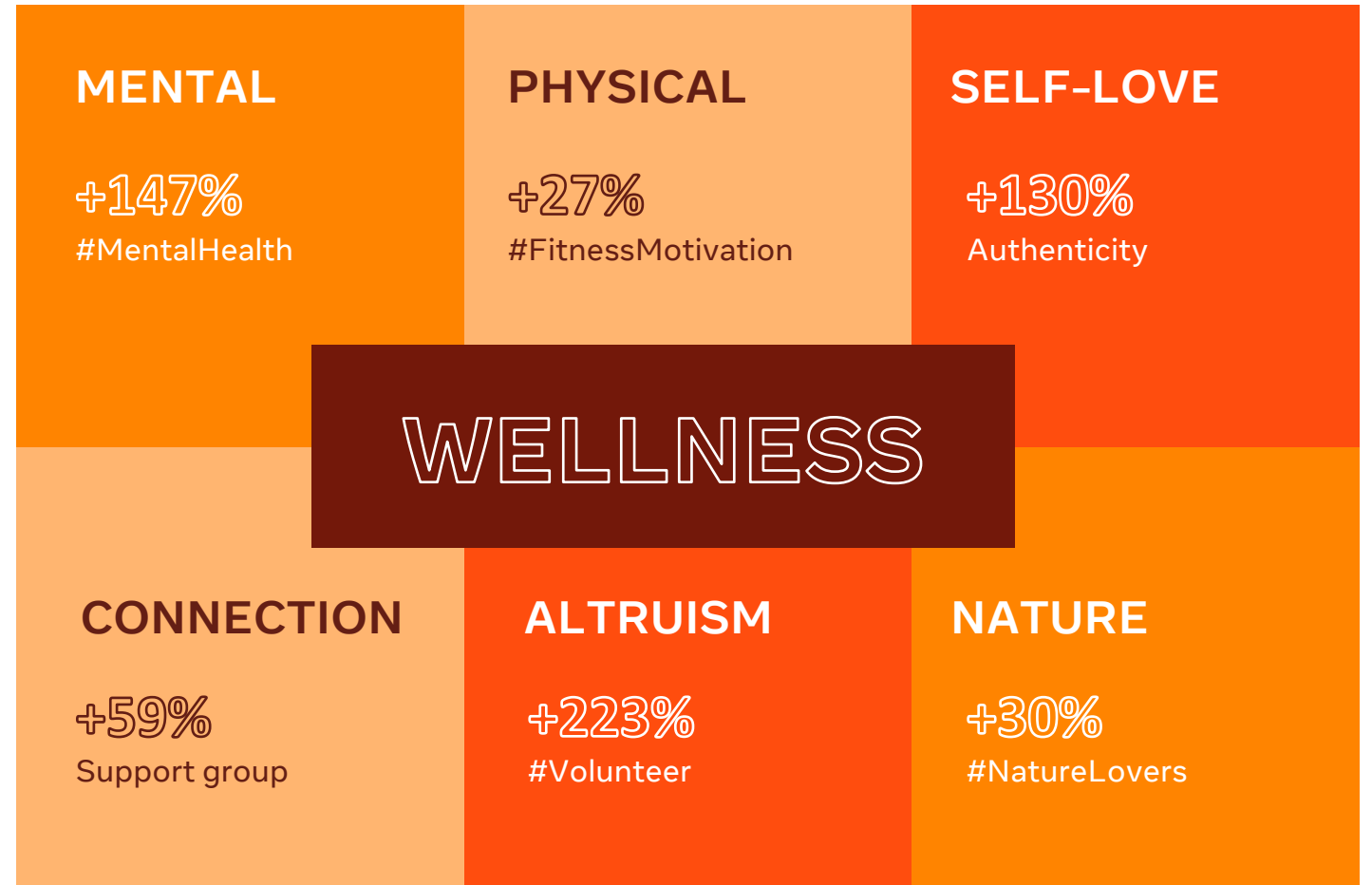
Everyone's talking about entrepreneurs



People are embracing lifelong learning



Diverse paths to modern wellness



Diversifying Identities

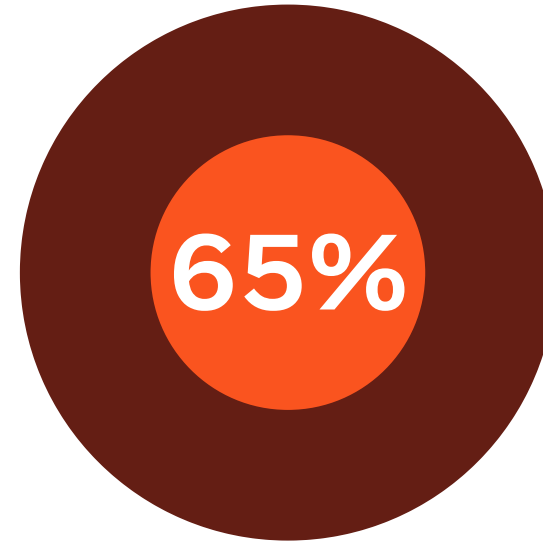
Brands and business should rethink how they approach consumer definitions and seek to embrace the rich diversity of potential audiences.



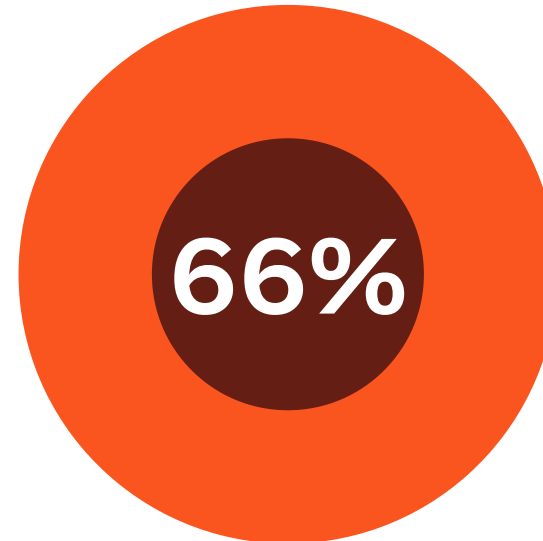
2. Technology renegotiated



Our relationship with tech? It's complicated



say they
get excited
about new
technology



wish technology
were easier to use
and understand

New techquilibrium

Conversations have been rising globally and locally around:



Virtual assistant **+165%** (global FB)



Online and offline **+153%** (global FB)



Off the grid **+31%** (global)



Off the grid **+52%** (Australia FB)



Artificial intelligence **+56%** (India FB)



ปัญญาประดิษฐ์ (Artificial intelligence) **+72%** (Thailand FB)

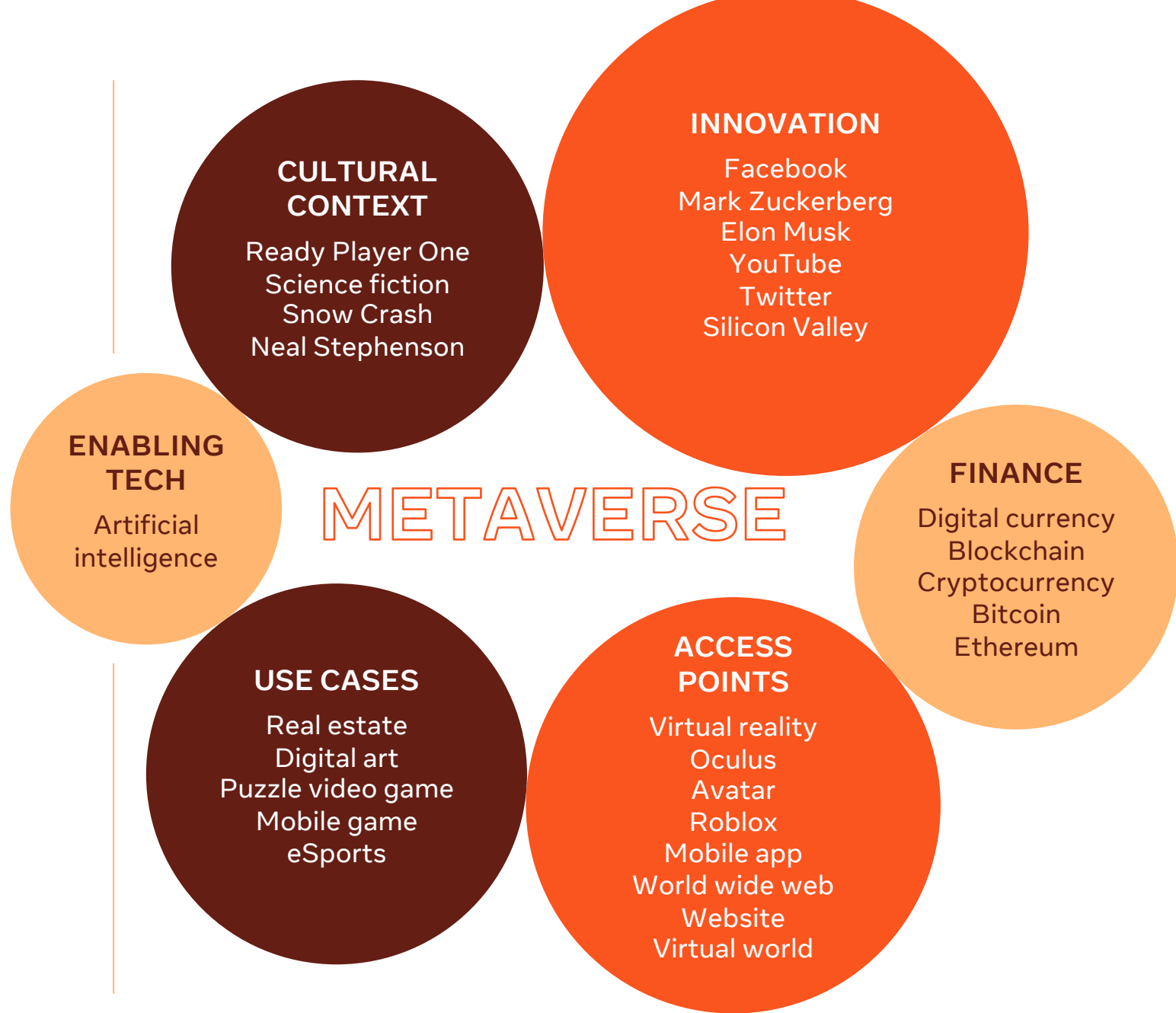


Virtual assistant **+274%** (Philippines FB)



+689%
metaverse

The future is brimming with **possibilities**



Meet you in the metaverse

Conversations have been rising globally and locally around:

- #Virtualreality **+47%** (global IG)
- #AugmentedReality **+43%** (global IG)
- #증강현실 (augmented reality) **+88%** (Korea IG)
- Augmented reality **+137%** (Australia FB)
- Thực tế ảo (augmented reality) **+188%** (Vietnam FB)
- Virtual economy **+306%** (Philippines FB)
- Realitas virtual (Virtual reality) **+30%** (Indonesia FB)

Interest in **cryptocurrency** has been rising

+194%
Cryptocurrency
Global

+103%
Blockchain
Global

+163%
Token coin
Global

+78%
#CryptoEcono
Global

+383%
#암호화폐
Cryptocurrency
S. Korea

+218%
Cryptocurrency
Singapore

+193%
Cryptocurrency
Vietnam

+127%
Cryptocurrency
Australia

+288%
Cryptocurrency
India

+29%
Cryptocurrency
Philippines

+86%
Blockchain
Malaysia

+288%
บิตคอยน์ (Bitcoin)
Thailand

People are increasingly talking about **influencer marketing & brand ambassadors**

Conversations have been rising globally & locally around:



#microinfluencer **+384%** (Global IG)



#Creator **+76%** (Global IG)



Influencer marketing **+396%** (Australia FB)



Influencer marketing **+267%** (India FB)



#협찬 (sponsored) **+162%** (Korea IG)



Brand ambassador **+45%** (Singapore FB)

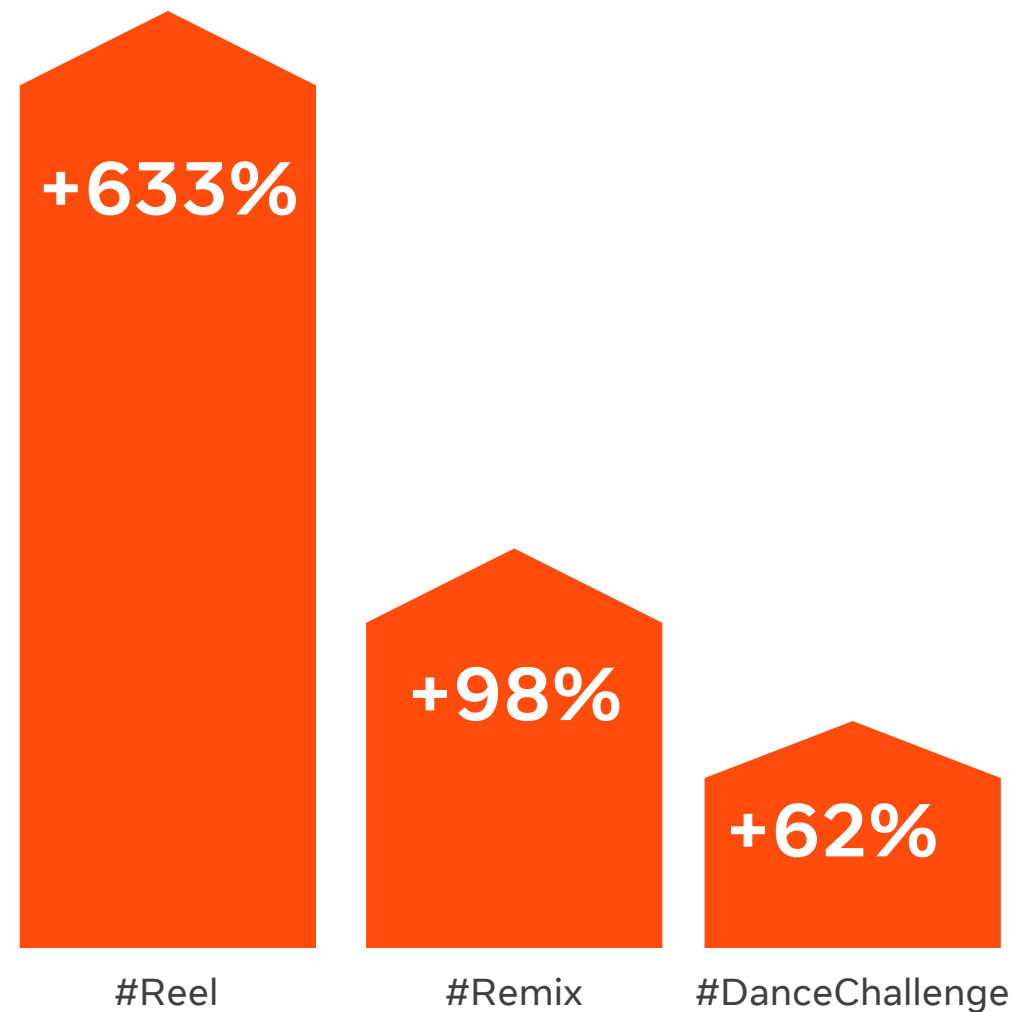


Brand ambassador **+148%** (Malaysia FB)



Brand ambassador **+24%** (Philippines FB)

People are
co-creating
in **entirely**
new ways



Instant shopification

**SHOP ANY
SURFACE**

QR code
+233%

#LiveShopping
+59%

**NO PAYMENT,
NO PROBLEM**

#BuyNowPayLater
+63%

Impulse purchase
+16%

**FABULOUS
FULFILLMENT**

Online and offline
+153%

#SameDayDelivery
+17%

**PROMISING
FUTURE**

#DroneDelivery
+64%

Virtual economy
+85%

Technology renegotiated

Businesses should look to experiment with new technologies, therefore helping to build knowledge and capabilities for the future.



3. Expanding values & expectations



The new duality: **Global citizens** and **local champions**

Among people surveyed globally



61%

of respondents consider themselves **global citizens**



59%

try to **shop locally**, even if it's more expensive

Global citizens and local champions

Conversations have been rising globally & locally around:



#Global citizenship **+357%** (Global IG)



#Shoplocal **+55%** (Global IG)



#VocalForLocal **+61%** (Global IG)



#Global citizenship **+358%** (Australia FB)



#국제시민 (global citizen) **+127%** (Korea IG)



Global citizenship **543%** (Philippines FB)

Conversation around sustainable living has grown



+60%



SUSTAINABILITY

+60%
Sustainable
living

+27%
Sustainable
energy

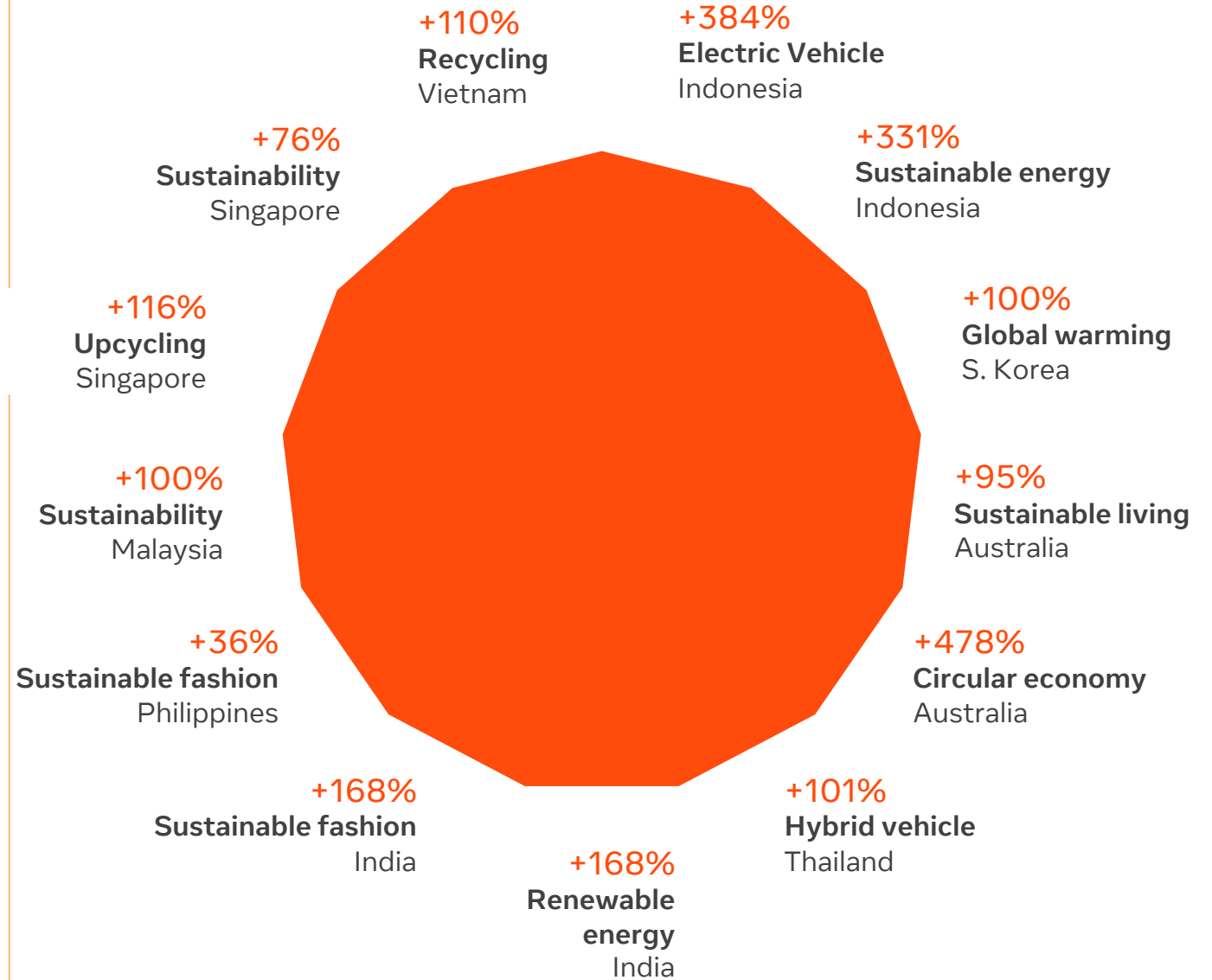
+178%
Sustainable
tourism

+33%
Sustainable
packaging

+59%
Sustainable
design

+147%
Sustainable
fashion

Conversations around **sustainability** are rising



Among people surveyed globally

69%

believe **it's a brand's responsibility** to source and produce sustainable goods for them



People are finding their crew through nanocommunity

Conversations have been rising
globally and locally around:

↗ **#Community +41%** (global IG)

↗ **Support group +59%** (global FB)

↗ **Community +201%** (India FB)

↗ **Community +40%** (Australia FB)

↗ **ชุมชน (community) +70%** (Thailand FB)

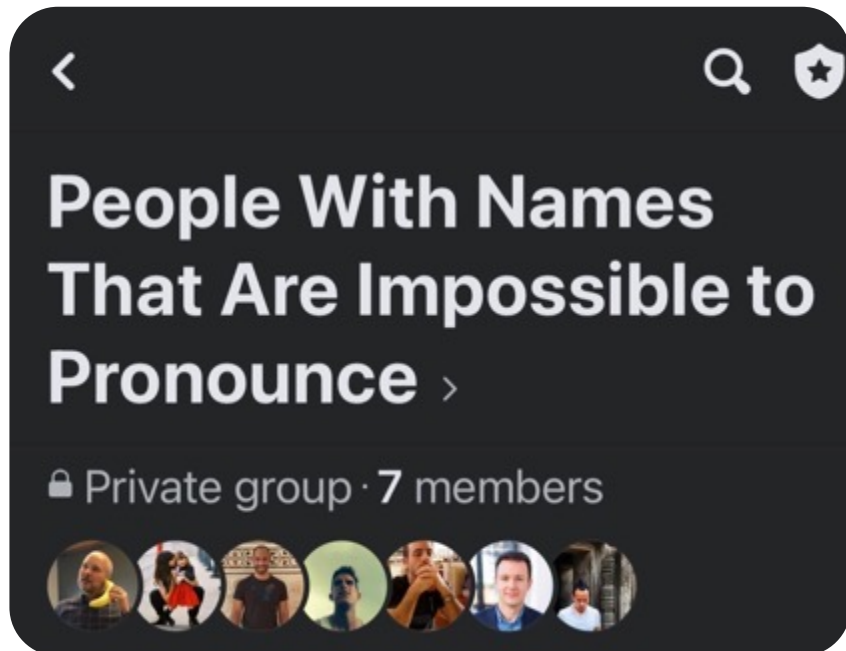
↗ **Komunitas (community) +218%** (Indonesia FB)

↗ **Community +89%** (Malaysia FB)

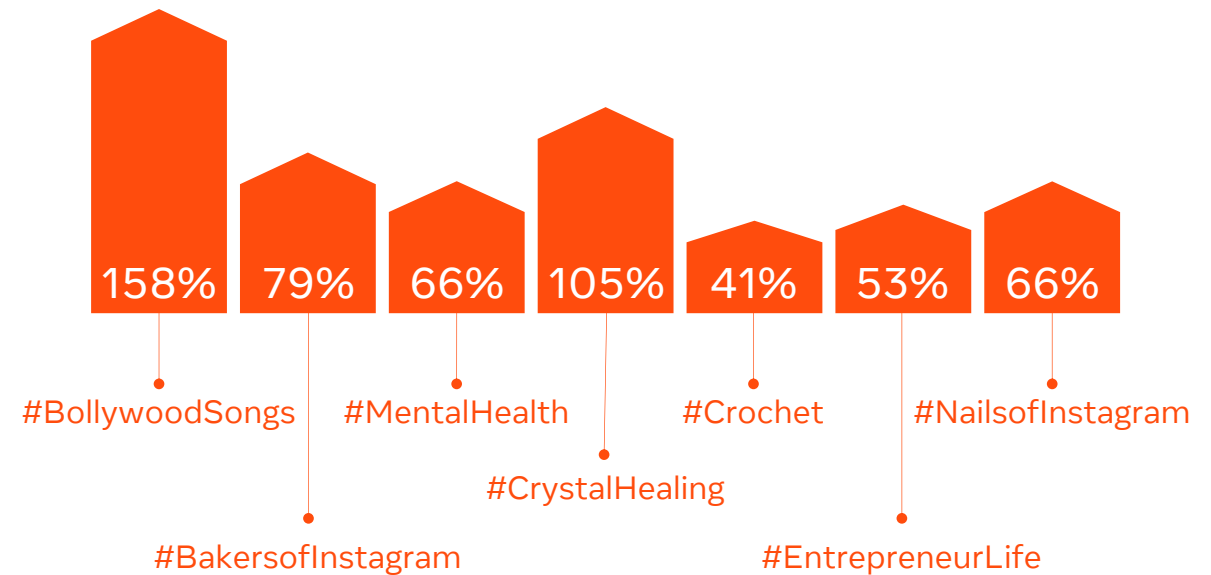
↗ **Community +45%** (Philippines FB)

People are finding their crew through nanocommunities

Meaningful groups



Favorite hashtags



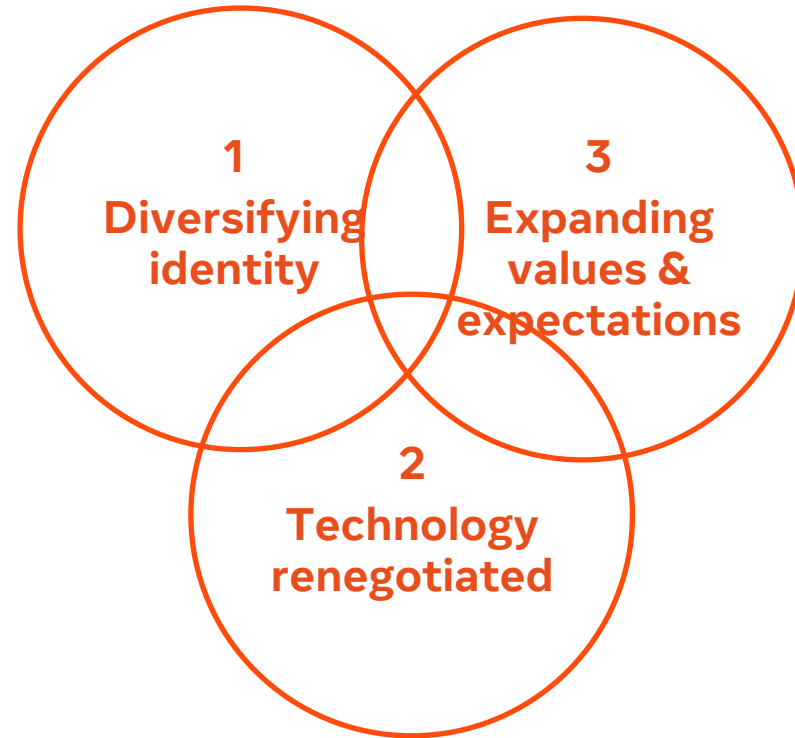
Expanding values & expectations

Where feasible businesses should
define and embrace a meaningful
position in culture



3 themes & 11 trends

- Gender evolution
- Rethinking ability
- Alternative education & Flexiwork
- Ultimate wellness



- Global passions, local purchases
- Planet positive
- Nanocommunity

- New tech equilibrium
- Meet you in the metaverse
- Collective creativity/Creator culture
- Instant shopification

Feedback is a gift

No feedback

No deck

