

# The 2020 Topics and Trends Report From Facebook IQ

See the conversations on the cusp of going mainstream



*Neon*  
UNITED KINGDOM



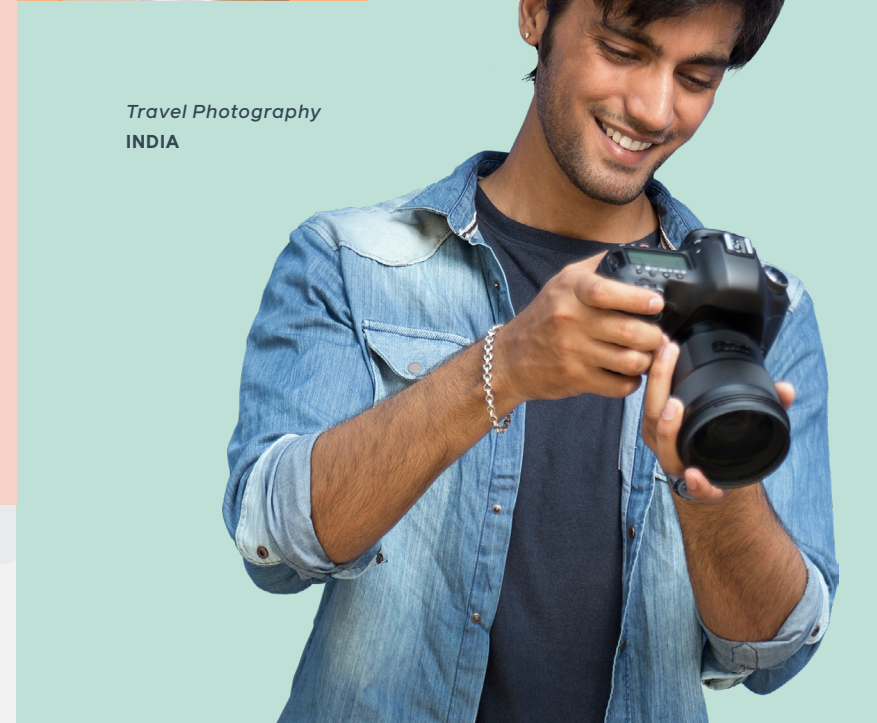
*Contemporary Art*  
MEXICO



*Plant-Based Diet*  
UNITED STATES



*Houseplant*  
CANADA



*Travel Photography*  
INDIA



# Introduction

In *The 2020 Topics and Trends Report From Facebook IQ*, we explore conversation topics that gained momentum on Facebook from 2018 to 2019. These topics reveal key developments in people's attitudes, expectations and behaviors. Marketers can use them to understand where the world is headed and better connect with people in the years ahead.

In our previous reports, we've featured trends from the US. Now, in our third year, we've expanded our view to include trends from four regions—Asia Pacific, Europe, Latin America and North America—and 14 countries within them. Our new global view allows us to highlight the diversity of people and ideas on our platform and

to look at trends in a new way. Because the future can come to different places at different times, an existing trend in one market could soon emerge in another. Understanding what's happening around the world can help marketers think about their own markets in fresh ways and prepare for what's to come.

These topics—spread across Art and Design, Beauty and Fashion, Entertainment, Food and Drink, Mind and Body and Travel and Leisure—highlight trends on the cusp of going mainstream. These are the trends that people are talking about and that can help inform your choices around marketing campaigns, creative strategy and product development.



# Methodology

*The 2020 Topics and Trends Report From Facebook IQ* is a culmination of a year's worth of research and insights. Here's how our team determined which topics of conversation to feature.

We explored thousands of topics from January 2018 to June 2019 on Facebook. Where patterns emerged, we looked to third-party research and credible media sources to both inform and validate our overall findings.

New this year, we've expanded beyond the US to 13 new countries in four regions: Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Mexico, the Philippines, Sweden, Thailand and the UK.

For each topic of conversation, we relied on aggregated, anonymized, country-specific data from January 2018 to June 2019 for people ages 18 and older who use Facebook. All topics chosen grew from June 2018 through June 2019. The topics are presented in the original language as they appeared in our data set. We have included an English translation next to some terms to clarify their meaning.

Our analysis covers trends across six categories: Art and Design, Beauty and Fashion, Entertainment, Food and Drink, Mind and Body and Travel and Leisure.



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# Letter from Ann M. Mack

Director of Facebook IQ

Dear Reader,

Welcome back to our annual *Topics and Trends Report From Facebook IQ!* This is a report I look forward to each year, as it's an opportunity for us to reflect back and imagine what the future holds.

This has been an especially meaningful year for us at Facebook IQ, as we just celebrated our fifth birthday. Since we began our work in 2014, we've uncovered insights on everything from how people expect to use AR and VR in their daily lives to how communities form on social platforms. While our insights have evolved over the years, one thing has remained constant: our focus on people. We've consistently looked at how people connect on and off our platforms to understand what matters to them and what that means for marketers. And, in crafting this year's report, we wanted to share what we think will matter to people next.

As we looked through topics of conversation on Facebook across countries, cultures and categories, we saw some clear patterns emerge, signaling larger behavioral shifts. We identified five macro-level trends, which are presented on the following pages.

Inspiration can come from everywhere and anywhere; we hope this year's report encourages you to think beyond category and geography and push your ideation in 2020.

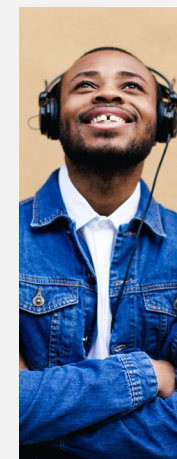
Best,

**Ann M. Mack**  
Director of Facebook IQ



## 1 ACTING GREENER

People have been talking about sustainability for years. Now, many are making small lifestyle changes that have a big impact on the environment as access to information and eco-friendly products grows around the world. In Canada, people are taking on beekeeping as a form of environmental activism. In Sweden and the UK, people are making conscientious choices when it comes to fashion purchases. And in Germany and the US, people are seeking more plant-based foods in an effort to reduce their meat consumption.



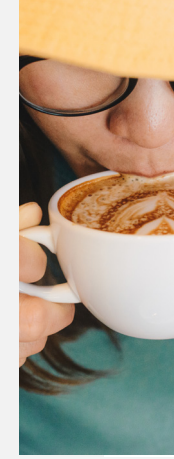
## 2 CHANGING THE CHANNEL

From art to entertainment, people are experiencing popular stories and pastimes in new mediums, and some are even discovering these for the first time on new channels. In Mexico, up-and-coming artists are bringing their work to social media and independent spaces across major cities. In the US, podcast lovers are prompting the entertainment industry to create companion podcasts for popular TV shows and, conversely, to bring popular podcasts to TV. And in Indonesia, gamers are moving from computers to mobile devices to participate in new esports competitions.



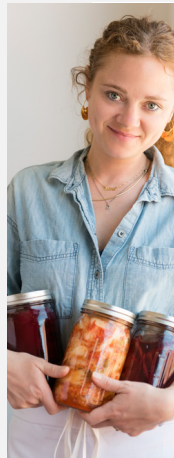
### 3 GETTING HANDS-ON

Tactile activities are moving into the mainstream as more people discover the value—and fun—in getting their hands dirty. In Brazil, a new maker culture is emerging, helping people experiment with technologies like 3D printing and laser cutting. In Canada, indoor gardening is taking root among people looking to grow plants in urban spaces; while in India, people are exploring the outdoors, using hiking and backpacking to experience their nation's natural offerings.



### 5 MAKING EVERYDAY MOMENTS SPECIAL

Around the world, people are elevating the mundane by turning everyday rituals into micro moments of excitement. In Thailand, the craft coffee scene is blooming as people increasingly see the drink as a delicacy instead of just a daily caffeine boost. In the UK, exercise is supplanting a night out, as people engage in party-esque fitness activities that give them a good time and a good sweat. And in the US, people are increasingly embracing baths as a self-care ritual, using specialty soaks and chill-out music to create spa-like experiences at home.



### 4 GOING BACK TO BASICS

People are looking for minimalistic products and routines that have maximum impact. In the Philippines, beauty lovers are reducing their skincare routines from 10 steps to three, focusing on products that protect their skin against sun damage. In France, conscious consumers are using new apps to screen their everyday items for harmful ingredients. Additionally, in Australia, people are seeking out specific foods to foster a healthy gut microbiome.



*Travel Photography*  
**INDIA**

# Asia Pacific

This year, we're seeing several countries draw on parts of their national cultures, from coffee crops to beauty expertise, to create something new.



*Hyaluronic Acid*  
**THE PHILIPPINES**



*Espresso*  
**THAILAND**



*Esports*  
**INDONESIA**

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AUSTRALIA

# Straight to the Gut

Australia is a leader in wellness trends (avocado toast, anyone?), and recently, the gut has taken center stage.

Research<sup>1</sup> linking gut health to the kidneys, heart and brain has inspired Australians to explore ways to ensure overall health by maximizing good bacteria inside the *gastrointestinal tract*.

Kefir, a fermented yogurt drink rich in friendly *microbiota*, is surging in popularity<sup>2</sup> on grocery shelves and in cafés, and people are looking

to other fermented products<sup>3</sup> like kimchi and even cultured butter to boost gut health naturally. And since dietary fiber promotes healthy *gut flora*, people are not only eating more produce, but swapping out traditional pasta and other foods for high-fiber varieties; one company selling chickpea and lentil-based pasta is one of the fastest-growing<sup>4</sup> food purveyors in Australia.

Viewing the gut as a gateway to overall health, Australians are seeking out ways to promote health from the inside out.

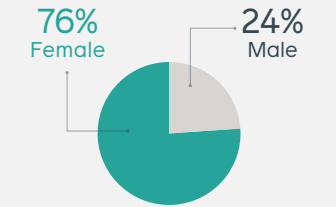
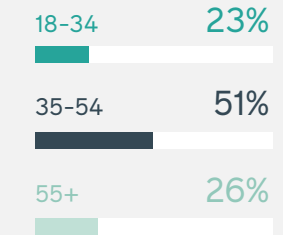
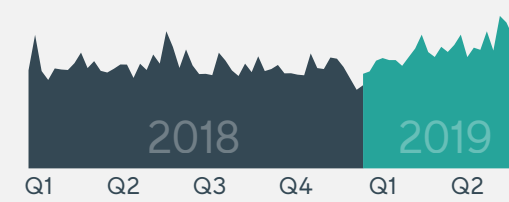
1 Freya Petersen, "The war inside your gut," ABC Australia, March 29, 2019.  
 2 Lucy Rennick, "Have you heard about the traditional Eastern European drink that's now trending in Australia?" SBS, February, 12, 2019.  
 3 "Get cultured : 12 ways to improve your gut health naturally," The Guardian Labs, July 9, 2019.  
 4 Sue Mitchell, "The Millennials showing Big Food a clean pair of heels," Financial Review, September 18, 2019.

Source unless otherwise stated: Facebook data, people ages 18+, AU, Jan 2018–Jun 2019. All topics chosen grew from June 2018 through June 2019. The topics are presented in the original language as they appeared in our data set. We have included an English translation next to some terms to clarify their meaning.

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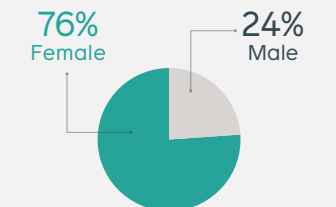
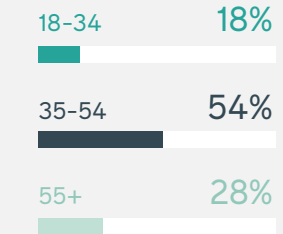
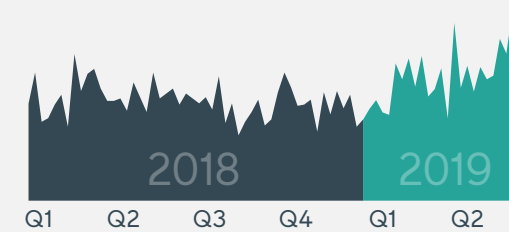
## Gastrointestinal Tract

1.2x YOY growth\*



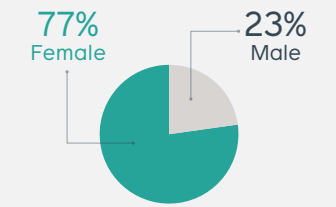
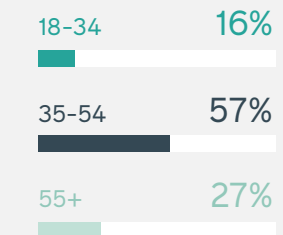
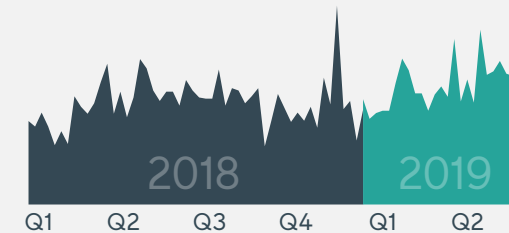
## Gut Flora

1.4x YOY growth\*



## Microbiota

1.2x YOY growth\*





INDIA

# Domestic Treks

Tourists from around the world have long flocked to India for its natural offerings. Now, more Indians are looking to explore<sup>5</sup> the outdoors in their own country.

People in India are lacing up their boots and donning *backpacks* to embark on adventures like trekking and *mountaineering*, which help them get to know different regions while testing their physical limits. And thanks to local attractions, the popularity of adventure sports

rose 178%<sup>6</sup> from 2015 to 2018. Goa, for example, has become a top destination<sup>7</sup> for parasailing, and Sikkim,<sup>8</sup> near the Himalayas, has become a popular spot for biking and rafting.

Of course, it's not an adventure without a photo; *travel photography* from these domestic destinations is filling<sup>9</sup> up voyagers' feeds, inspiring their friends and family to embark on adventures of their own.

5 "Summer travel trends 2019: From adventure sports to taking a cruise; here's what Indians are doing," The Indian Express, May 26, 2019.

6 "How was 2018 for adventure sports lover and expectation from 2019?" APN News, January 7, 2019.

7 Bhavishya Pahwa, "Top 5 adventure sports to try and where," CEO World October 1, 2019.

8 Kevin Verghese, "Be Adventurous in Sikkim!," Outlook Traveller, July 19, 2019.

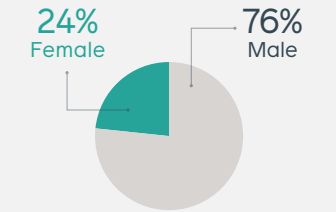
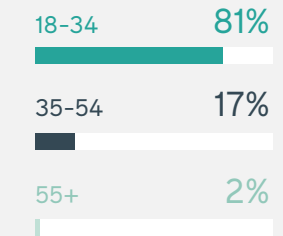
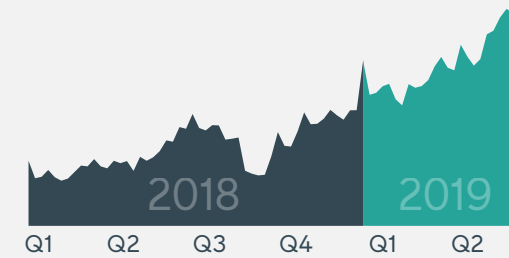
9 Sidharth Jena, "20 Best Indian Instagram Travel accounts that will inspire you to Travel," Vidooly, April 19, 2019.

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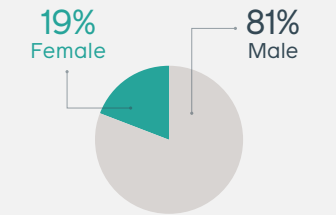
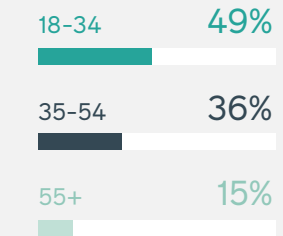
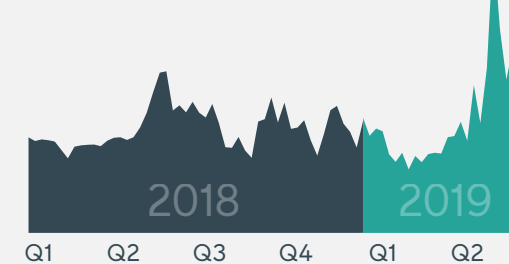
## Travel Photography

2.2x YOY growth\*



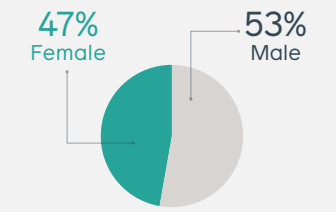
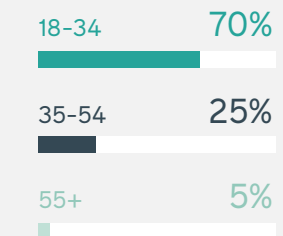
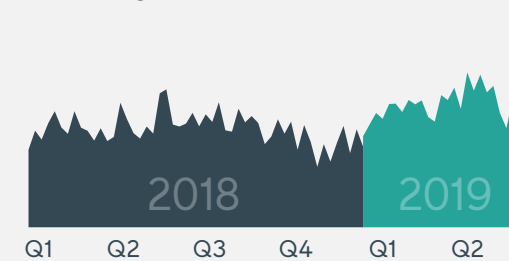
## Mountaineering

1.1x YOY growth\*



## Backpack

1.4x YOY growth\*



INDONESIA

# Esports for the Win

Esports, a form of competitive gaming where people play against each other in real time online, has been popular<sup>10</sup> in Southeast Asia for a while, but it has struggled to get a foothold in Indonesia—until recently.

While gaming was previously seen as recreation in Indonesia, people are recognizing<sup>11</sup> that *online games* instill virtues like teamwork and goal-setting. And as top players enter international competitions, they're helping Indonesians acknowledge online *role-playing* as a viable profession.

The rise of esports is part of a growing interest in the world of online games: The domestic gaming market is growing<sup>12</sup> at an annual rate of 37%, and the number of people playing mobile games in Indonesia has been growing at a 12%<sup>13</sup> annual rate. Indonesia is beginning to host<sup>14</sup> some of the largest esports competitions in the region, attracting even more players with the promise of fame and glory.

Indonesia may be late to the game, but its esports players are quickly cementing the country's place on the world stage.

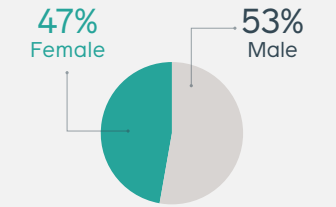
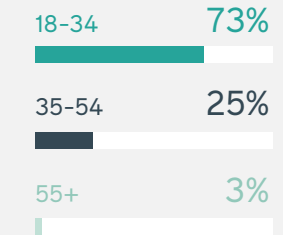
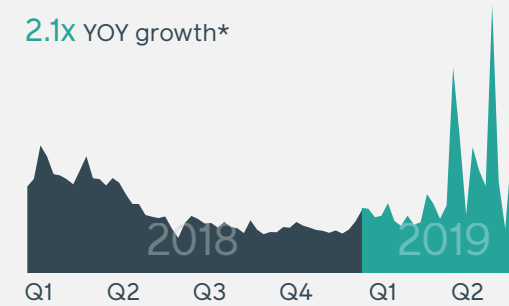
10 "The gaming explosion in Southeast Asia," The Asean Post, March 1, 2019.  
 11 "Indonesia's gaming industry bursting with untapped economic potential," Jakarta Post, August 10, 2019.  
 12 "The Mercuric Rise of the Gaming Market in Indonesia," Biztech, November 19, 2019  
 13 "Mobile Games: Indonesia," Statista, 2019.  
 14 "Debuting at The 2018 Asian Games, eSports Will Be More Popular in Indonesia," Forest Indo Niaga, 2018.

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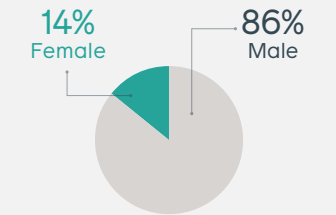
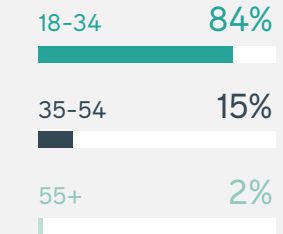
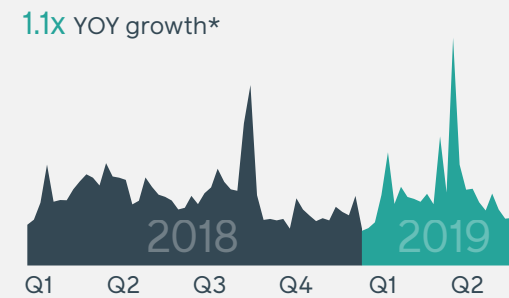
## Permainan Daring | Online Game

2.1x YOY growth\*



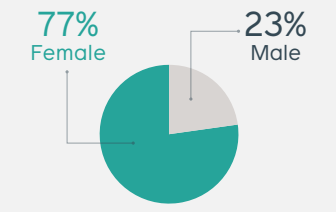
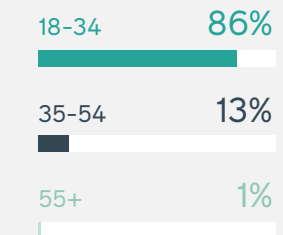
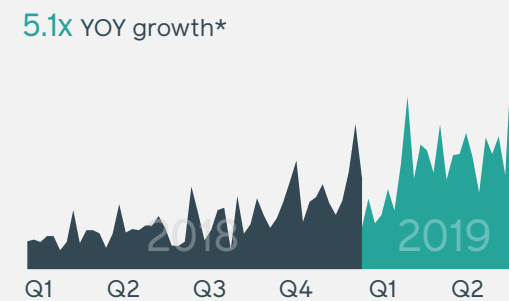
## Esports

1.1x YOY growth\*



## Role-Playing

5.1x YOY growth\*



THE PHILIPPINES

# Skincare, but Simple

A strong skincare tradition in the Philippines has historically focused on treating skin with complex rituals and harsh products. Now, a new emphasis on skin health is emerging, and it's changing the routine.

While intensive 10-step skincare<sup>15</sup> has dominated in recent years, it's now falling out of favor as people develop an awareness of the skin's natural protective barrier,<sup>16</sup> which erodes when it's exposed to too many products. The new trend is paring down to the basics:<sup>17</sup>

cleanser, *moisturizer* and UV protection. People are seeking out products<sup>18</sup> with *hyaluronic acid*, which helps retain moisture and collagen in the skin. And while they use those products to lock in the good, people are leaning on *sunscreen*<sup>19</sup> to keep out the bad.

With these condensed routines, people in the Philippines are looking for products that allow their skin to thrive naturally, adopting protection as the new standard of perfection.

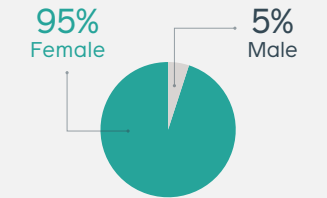
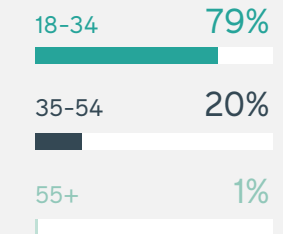
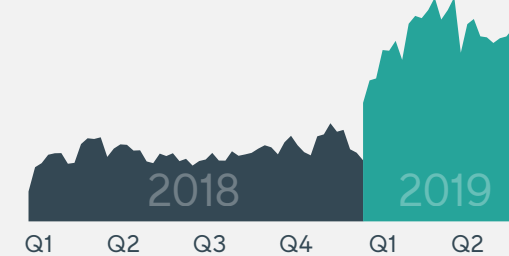
15 Bridget Marsh and Gabrielle Dyer, "Everything you need to know about Korean skincare routines," *Cosmopolitan UK*, November 26, 2019.  
 16 Tisha Caedo, "5 Ceramide Moisturizers To Try For Baby-Smooth Skin," *Cosmopolitan Philippines*, July 12, 2018.  
 17 "Why beauty gurus are scaling down on the ten-step skincare routine," *Rappler*, July 24, 2019.  
 18 Tisha Caedo, "10 Hyaluronic Acid Products To Try For Clear, Hydrated Skin," *Cosmopolitan Philippines*, March 29, 2019.  
 19 Julie Cabatit-Alegre, "Sunblock is the best anti-aging secret," *The Philippine Star*, September 10, 2019.

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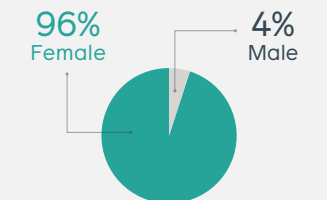
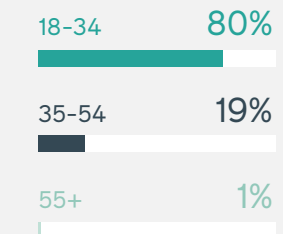
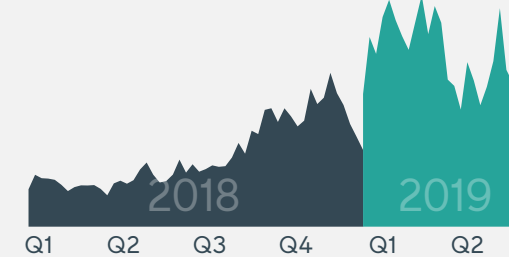
## Sunscreen

3.1x YOY growth\*



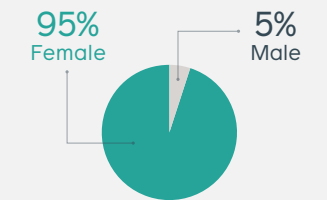
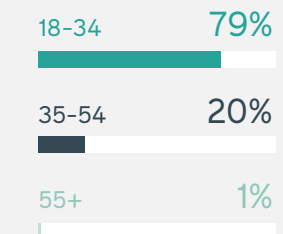
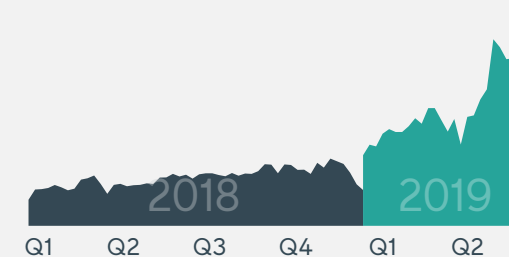
## Hyaluronic Acid

3.2x YOY growth\*



## Moisturizer

3.6x YOY growth\*



THAILAND

# Coffee Comes Home

A craft coffee scene is brewing in Thailand as coffee moves from an export commodity to a point of local interest.

Historically, coffee consumption has been low in Thailand because of its high cost, and most brewed grounds have been cut<sup>20</sup> with fillers like grains and spices. But foreign café chains have entered the market in recent years, and now, in part thanks to young entrepreneurs' experiences abroad, independent *coffee shops* are taking the lead.

Bright, airy outposts in cities like Bangkok<sup>21</sup> and Chiang Mai are becoming popular hangouts where people gather around carefully sourced light roasts, *espresso* drinks and pour-overs,

learning about tasting notes from the exacting baristas who craft their drinks.

These popular hangouts are introducing a new level of quality to the coffee experience and, at the same time, underscoring the history of the plant in Thailand. The coffee aficionados who run these shops are cultivating<sup>22</sup> new bean varieties in Thai plantations, giving people fresh exposure to a crop grown in their home country.

And the thirst for coffee extends beyond cafés: People are looking for bottled versions<sup>23</sup> of coffee drinks in grocery stores as well, like the popular chilled *Caffè Americano*. The buzz around coffee is growing as café culture takes root.

20 "COFFEE & CULTURE: THAILAND," The Bean Voyage, March 12, 2018.

21 Andrew Parks, "Bangkok Is Quietly Becoming the Craft Coffee Capital of Asia," Travel and Leisure, December 22, 2018.

22 "Thailand's progress in producing specialty coffee," The Way To Coffee, February 25, 2018.

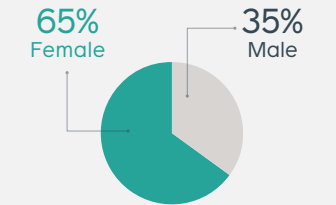
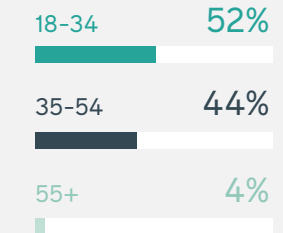
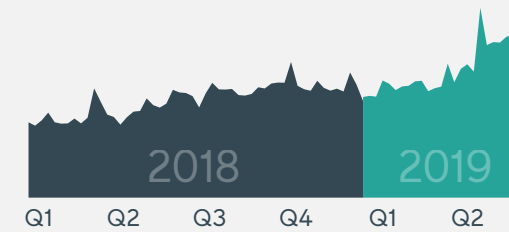
23 "Nescafé outlays Bt200 million to expand its Americano range with new Zero Sugar variant," The Nation Thailand, April 9, 2019.

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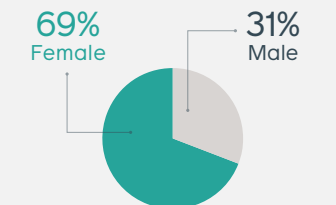
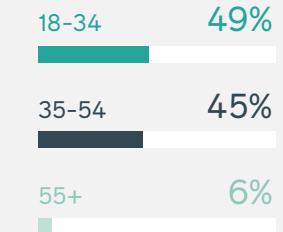
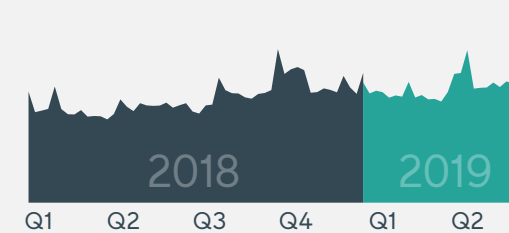
## คัฟเฟอะอเมริกาโน | Caffè Americano

1.5x YOY growth\*



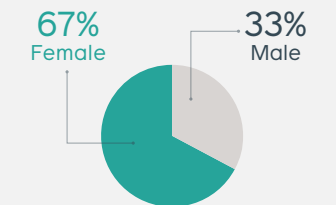
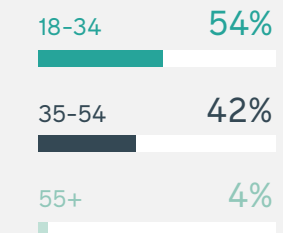
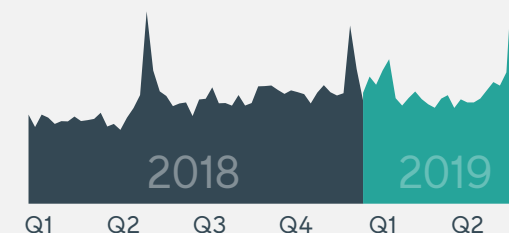
## ร้านกาแฟ | Coffee Shop

1.2x YOY growth\*



## เอสเปรสโซ | Espresso

1.6x YOY growth\*





*Trail Running*  
**UNITED KINGDOM**

# Europe

In Europe, traditions tend to hold fast. But as consumers become increasingly mindful of the ways their habits affect their bodies and the environment, they're incorporating more responsible practices and materials—like sustainable textiles and meat substitutes—into their local customs.



*Veggie-Burger*  
**GERMANY**



*Aloe Vera*  
**FRANCE**



*Vintage Clothing*  
**UNITED KINGDOM**

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FRANCE

# Screening Labels

In last year's report, we found that people in the US are paying more attention to consumer goods labels. Now we're seeing the same in France,<sup>24</sup> where apps are helping people investigate ingredients more easily than ever.

The trend is fueled by people's growing chemical literacy,<sup>25</sup> particularly concerning skincare. After reading about the efficacy and potential harms of particular ingredients online, people are learning not to take brands' promises at face value.

The most popular French apps allow users to scan barcodes on food and personal care items to assess how healthy they are. On the top app alone, people are now scanning over 2 million<sup>26</sup> items per day to detect nutrients, antioxidants and pollutants in products and help guide their purchases.

Using apps to identify natural ingredients<sup>27</sup> like shea and aloe vera helps people see past branding and make more informed personal care decisions. In the age of the conscious consumer, tech is adding more advanced tools to shoppers' belts.

24 "The 2019 Topics & Trends Report from Facebook IQ," Facebook IQ, December 11, 2018.

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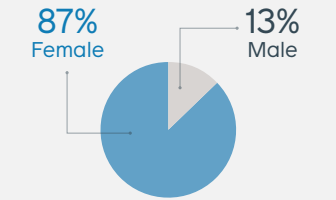
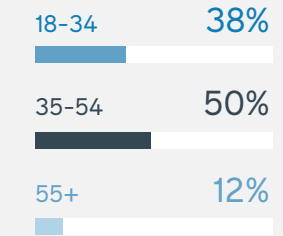
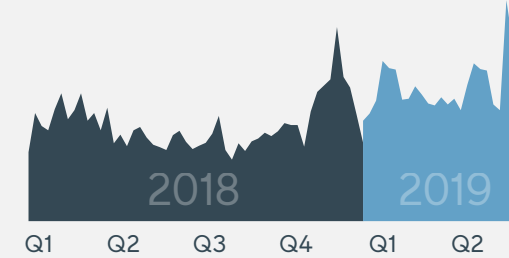
27 Mara Leighton, "17 cult-favorite French pharmacy skin-care products you can buy online," Business Insider, February 26, 2019.

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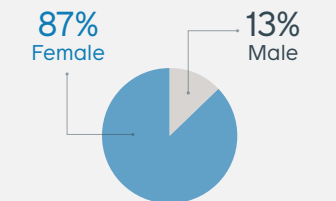
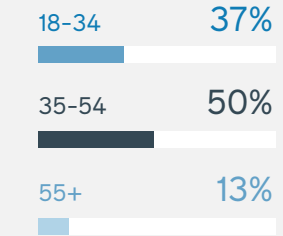
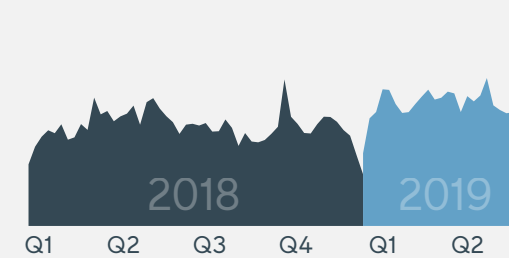
## Karité | Shea

1.8x YOY growth\*



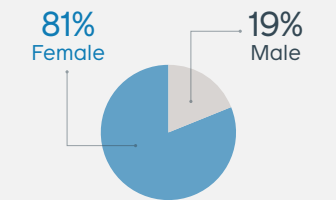
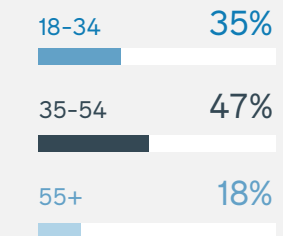
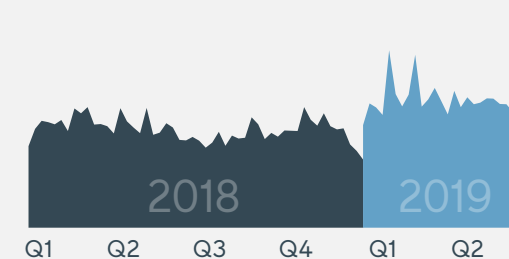
## Aloe Vera

1.4x YOY growth\*



## Antioxydant | Antioxidant

1.3x YOY growth\*



GERMANY

# Meat, Evolved

Germany is known for its meat-centric cuisine. But in recent years, people across the country have adopted veg-heavy diets for health and environmental reasons, giving the country one of the highest rates<sup>28</sup> of *vegetarianism* on the planet. And this momentum has inspired local companies to produce more vegan packaged foods than any country in the world.

Still, the meat-loving tradition holds. To replace animal products, Germany is also producing

vast quantities<sup>29</sup> of veggie “*meat*” to appease the national palate. This year, a leading German meat company debuted a line of vegan “*deli meats*”<sup>30</sup>; a vegan butcher shop<sup>31</sup> is thriving in Berlin; and in a recent survey, 20% of Germans under the age of 24 reported that they had purchased meat alternatives<sup>32</sup> like *veggie burgers* in recent months.

As environmental awareness mounts, Germans are developing a taste for sustainability.

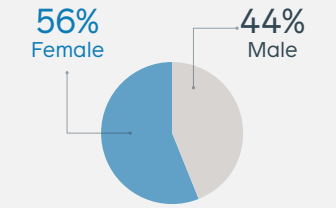
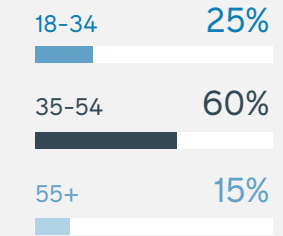
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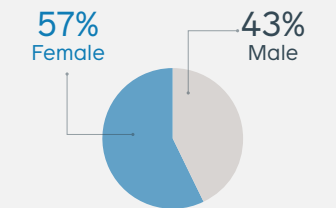
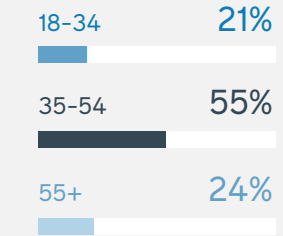
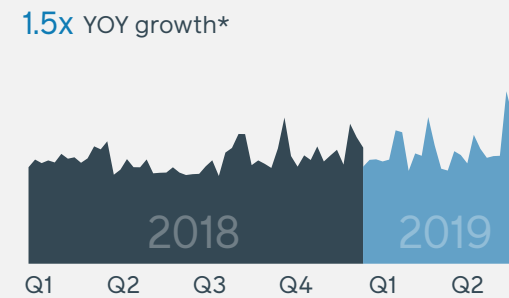
## Veggie-Burger

2.4x YOY growth\*



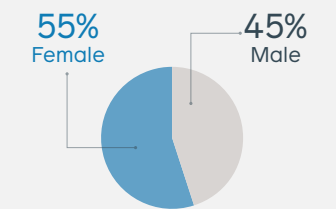
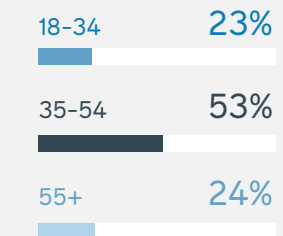
## Vegetarismus | Vegetarianism

1.5x YOY growth\*



## Fleisch | Meat

1.3x YOY growth\*





SWEDEN

# Fashioning the Future

Sweden is leading the environmental movement on a global scale: Considered one of the most sustainable<sup>33</sup> countries on Earth, it accounts for less than 0.2% of total global emissions and is aiming to remove fossil fuels in cars by 2030. So it comes as no surprise that people in Sweden are pioneering sustainable fashion trends.

Recognizing fashion's astronomical levels of carbon, water and *plastic* waste, Sweden canceled<sup>34</sup> Stockholm's fashion week this year to draw attention to the industry's effects on the *atmosphere* and the environment more

broadly. And to mitigate further damage, people are supporting emerging brands that set a new standard for sustainability: One company is salvaging wool<sup>35</sup> from local sheep farms to produce a limited line of "slow fashion" garments that are made to last with high-quality materials. Another company is working with *cotton* farmers to reduce their water and chemical use in denim production.<sup>36</sup>

The world has always looked to Sweden for style, and now we can look to them for sustainable fashion as well.

33 "Sweden tackles climate change," Sweden.se, October 5, 2018.

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35 Lucy Sheriff, "A Small Swedish Startup Wants To Tackle A Hypocritical Fashion Industry - With Wool," Forbes, May 13, 2019.

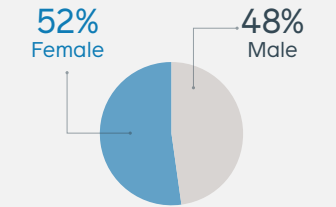
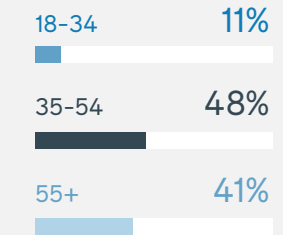
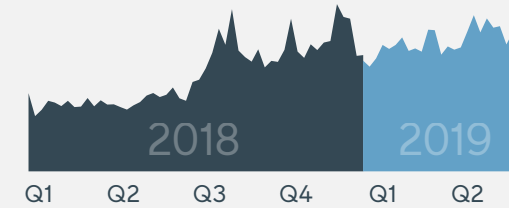
36 "Swedish fast fashion promises to go sustainable," Euronews, July 11, 2019.

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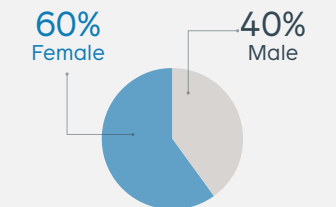
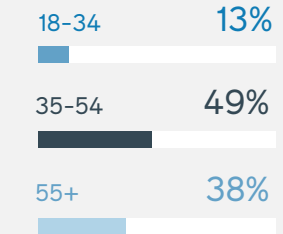
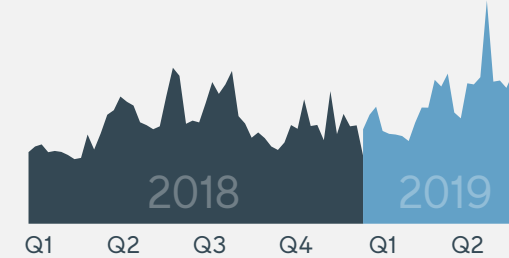
## Atmosfär | Atmosphere

1.7x YOY growth\*



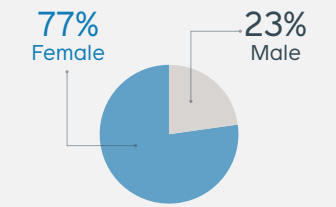
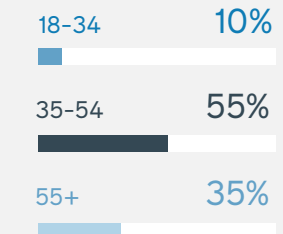
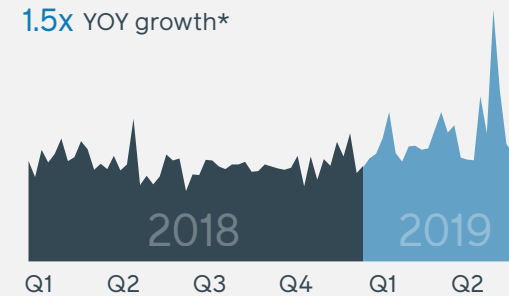
## Plast | Plastic

1.1x YOY growth\*



## Bomull | Cotton

1.5x YOY growth\*



UNITED KINGDOM

# Fitness Is Fun

Following a trend pioneered in the US, a new crop of boutique fitness centers is bringing the UK workout into a party setting, helping people blow off steam and have fun while they get in shape.

Popular studios are hosting dance-based classes under *neon* lights with glow sticks,<sup>37</sup> and silent disco bootcamps are inspiring people to get out and move. One US export is even replacing pub crawls with sweat crawls<sup>38</sup>—traveling workouts that hit multiple fitness clubs for cardio and *strength training* instead of bars for drinks.

Outside of the boutique fitness world, people are attending *trail running* festivals<sup>39</sup> in Surrey and Wales, which combine fitness with musical acts, confirming that a runner's high is enough for a great weekend.

And business is booming: In 2019, the UK health and fitness market value exceeded £5bn<sup>40</sup> for the first time and is poised for more growth as fun fitness opportunities proliferate.

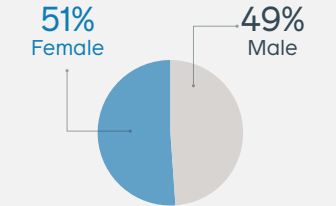
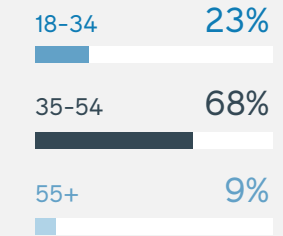
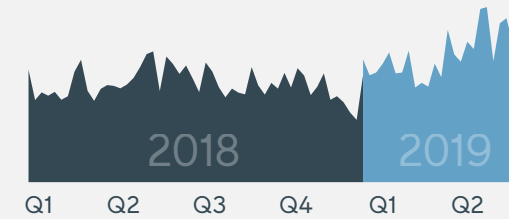
37 Hilary Mitchell, "People in Edinburgh are raving about this new type of exercise class where you dance yourself fit," Edinburgh Live, January 3, 2019.  
 38 Shirin Kale, "Squat party: how the gym became the new nightclub," The Guardian, July 31, 2018.  
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 40 Tom Walker, "Report: UK fitness sector worth £5bn, penetration rate hits 15 per cent," Leisure Opportunities, May 17, 2019.

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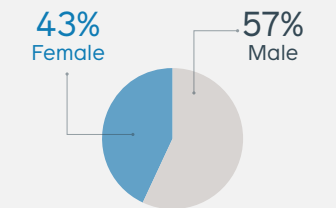
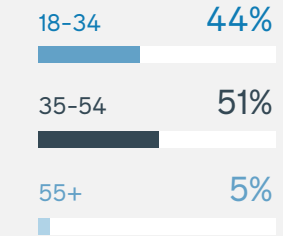
## Trail Running

1.3x YOY growth\*



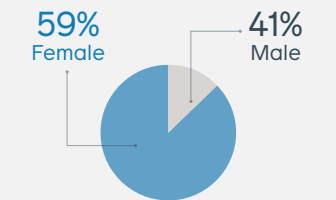
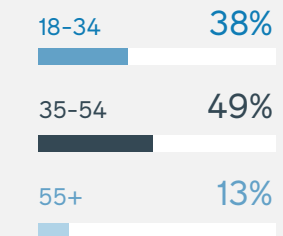
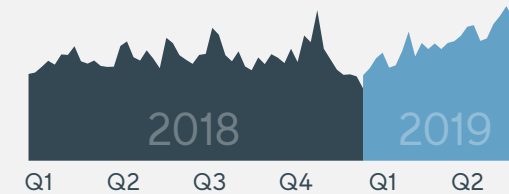
## Strength Training

1.1x YOY growth\*



## Neon

1.3x YOY growth\*



UNITED KINGDOM

# Re-Commerce

Thrifting is on the rise<sup>41</sup> in the UK, particularly on the smartphone. Buying *vintage clothing* has always been a way to access *luxury goods* at lower prices, and as fashion trends move at a faster clip, younger shoppers are looking to differentiate themselves with unique pieces that their peers can't emulate. And a crop of "re-commerce"<sup>42</sup> apps is now making the exchange of used clothing faster and easier.

While traditional thrifting can be tedious and time-consuming, online thrifting is more efficient, allowing shoppers to filter by brand, size and other criteria. This convenience is drawing people to online shopping platforms;

one vintage shopping app<sup>43</sup> has over 15 million active users.

On top of facilitating transactions, online thrifting is reshaping tastemaking. On these apps, users can participate as both buyers and *resellers*. This gives everyone the opportunity to become an entrepreneur<sup>44</sup> and tastemaker by curating throwback versions of high-fashion trends like blazers<sup>45</sup> and tie dye<sup>46</sup> T-shirts.

As reselling apps continue to grow in popularity, shopping is taking its place as a peer-to-peer experience.

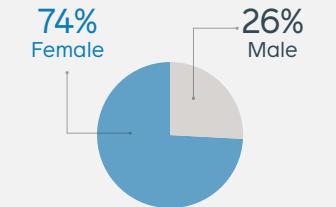
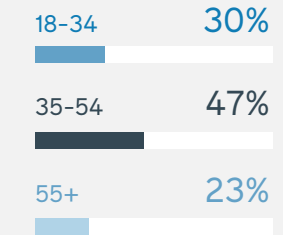
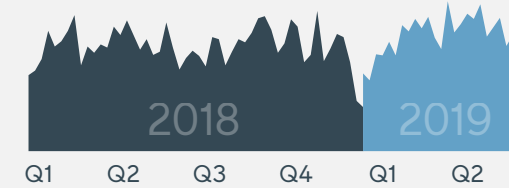
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 43 Matthew Schneier, "Got it on Depop, the app that has Gen Z hooked on thrifting," The Cut, August 19, 2019.  
 44 Annie Lord, "this is how to make loads of money on depop" i-D, July 19, 2018.  
 45 Ellie Pithers, "10 Ways To Wear The Street Style Set's Favourite Jacket," Vogue UK, February 19, 2019.  
 46 Ella Alexander, "Tie-dye is back for 2019 and this is why," Harpers Bazaar UK, June 19, 2019.

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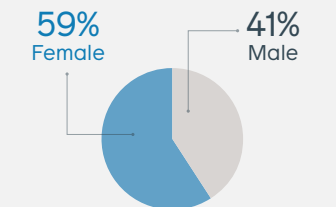
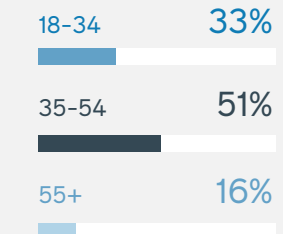
## Vintage Clothing

1.1x YOY growth\*



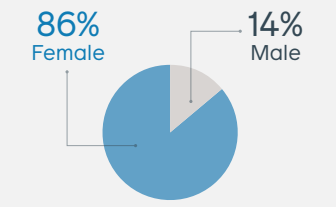
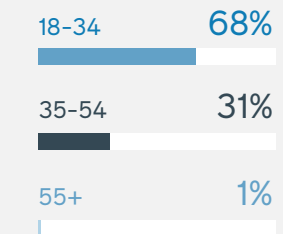
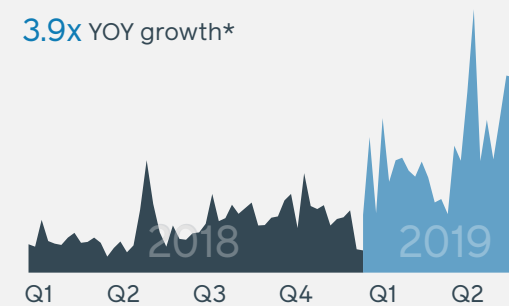
## Luxury Goods

1.1x YOY growth\*



## Reseller

3.9x YOY growth\*



# Latin America

Community has always been part of the fabric of Latin America. Now, as societies become increasingly urbanized and access to technology grows, we're seeing new kinds of connections form across the region, from a blossoming art scene to a growing maker movement.

*Popular Culture*  
**BRAZIL**





Maker Culture  
**BRAZIL**

Tarot (Divination)  
**ARGENTINA**



Matcha Tea  
**MEXICO**



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ARGENTINA

# Astrological Intuition

Long viewed as a mystical way to predict the future, astrological signs are becoming tools for the present as people use their star charts as roadmaps to their dispositions. Amateur astrologers are using their signs to understand their personalities and to sharpen their *emotional intelligence*, their ability to process their feelings and those of others.

People are also sharing astrological memes, following<sup>47</sup> *tarot* readers online and consulting their horoscopes daily through apps.<sup>48</sup> Astrology is beginning to play a role

in mental health treatment as well: In therapy sessions, people are discussing<sup>49</sup> the effects of *Mercury's* retrogrades on their lives, and one hospital<sup>50</sup> in Buenos Aires started using astrology in 2016 to treat anxiety in its mental wellness program.

The drive for understanding extends beyond the self, as people use birth charts<sup>51</sup> to analyze the behavior of public figures.

Argentina is discovering that, to look inward, it helps to look to the stars.

47 "Horóscopo cool: por qué se da la revolución astrológica," Noticias, August 1, 2019.

48 "5 apps para los fanáticos de la astrología," La Nacion, January 25, 2018.

49 Por Sanam Yar, "La nueva psicología pasa por el tarot, la astrología y la ayahuasca," infobae, September 1, 2019.

50 "A hospital in Argentina is using astrology to treat mental health patients," Science Alert, July 6, 2016.

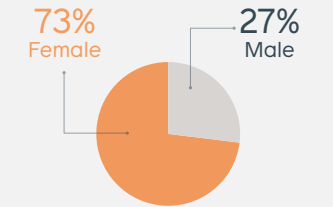
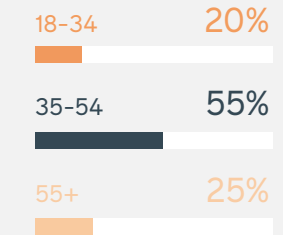
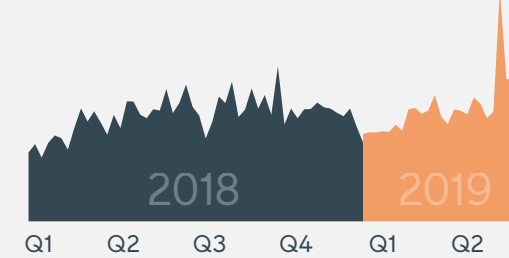
51 "La carta natal de Mauricio Macri," Clarin, October 24, 2019.

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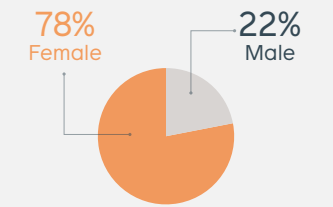
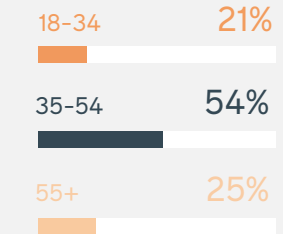
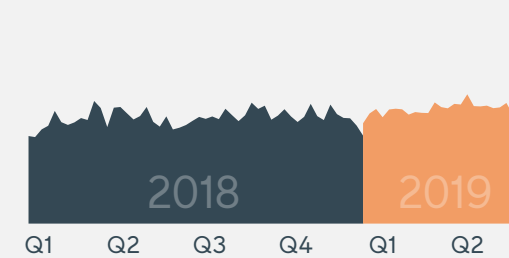
## Inteligencia Emocional | Emotional Intelligence

1.1x YOY growth\*



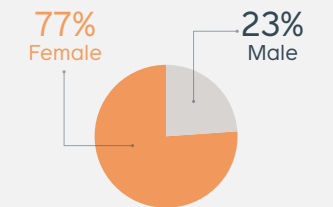
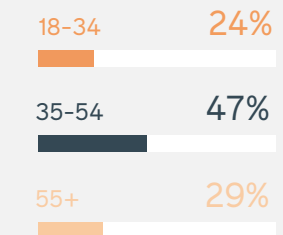
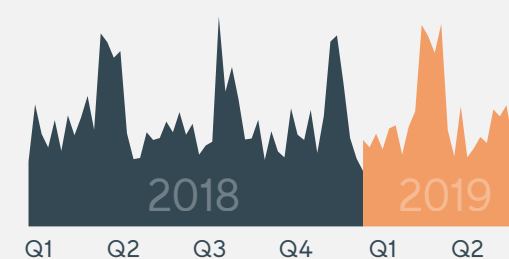
## Tarot (Adivinación) | Tarot (Divination)

1.1x YOY growth\*



## Mercurio (Planeta) | Mercury (Planet)

1.1x YOY growth\*



BRAZIL

# Tinker Time

As consumer technologies become more affordable and accessible, *maker culture* is thriving<sup>52</sup> in Brazil, with more people taking on DIY mechanical projects.

People are increasingly experimenting with technologies like 3D printing, electronic *prototypes* and laser cutting. This kind of DIY building has become so popular that schools are beginning to incorporate it into their curricula, even creating maker spaces, or FabLabs, equipped with manufacturing tools.

By teaching students how to make something from nothing, schools<sup>53</sup> are aiming to instill an entrepreneurial spirit in kids. The phenomenon extends to adults as well: One woman is leading carpentry workshops<sup>54</sup> for women of all ages who aspire to explore the *industry*, either as hobbyists or professionals.

As these types of programs continue to grow, people in Brazil are taking an increasingly hands-on approach to creativity and education.

52 Eduardo Marini, "Entenda o que é o Movimento Maker e como ele chegou à educação," Educacao, February 22, 2019.

53 Eduardo Marini, "A expansão da Cultura Maker nas escolas brasileiras," Educacao, February 18, 2019.

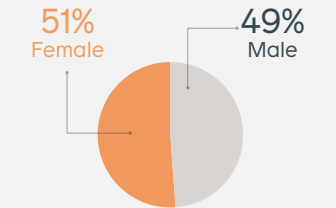
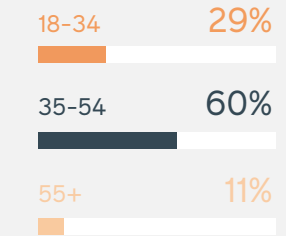
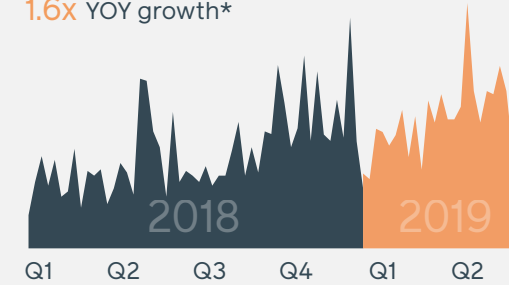
54 Papo Aberto, "Eva Mota e a marcenaria para mulheres," Avoador, September 23, 2019.

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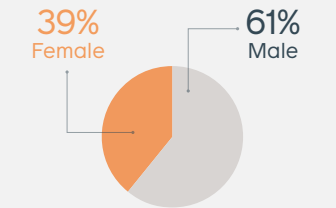
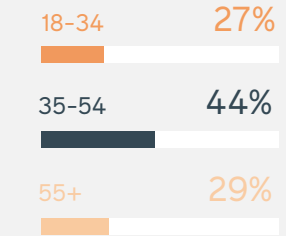
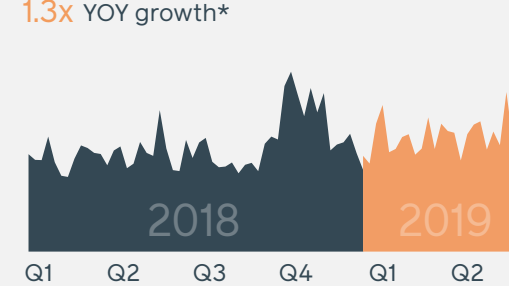
## Maker Culture

1.6x YOY growth\*



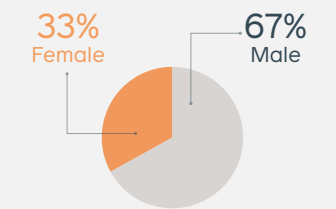
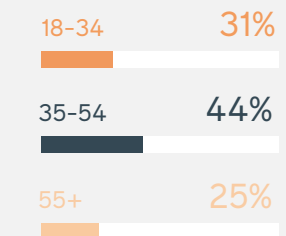
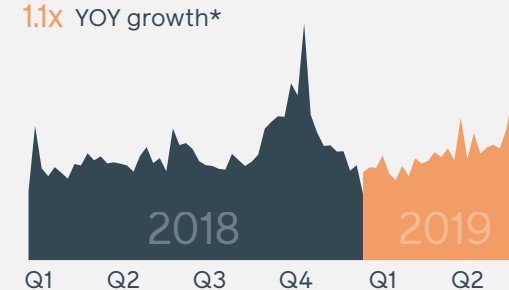
## Indústria | Industry

1.3x YOY growth\*



## Protótipo | Prototype

1.1x YOY growth\*



BRAZIL

# '80s Youth

The 1980s are trending in Brazil, particularly among young people born in the late '90s and early aughts. That's thanks to the internet, which is memorializing the aesthetics of '80s *pop culture* through videos, imagery and music.

Although it's digital platforms that are bringing people in touch with the decade, a part of the appeal of the '80s is its relative simplicity.<sup>55</sup> To channel a less complicated time, people are embracing vintage tech, turning to *8-bit* video games,<sup>56</sup> and choosing to play music on cassette tapes<sup>57</sup> instead of on streaming platforms.

As people choose to go analog, their fashion choices are falling in line with the '80s aesthetic: Neon, ruffled sleeves<sup>58</sup> and lamé are all trending, and sales of brands that were popular during the decade are on the rise.<sup>59</sup> High fashion designers, meanwhile, are recreating the looks of the decade for a modern audience, re-introducing exaggerated colors and silhouettes and reviving *headbands* made with velvet and suede.<sup>60</sup>

Younger generations are refreshing trends from previous decades, and it appears that in Brazil, a throwback is also a way forward.

55 Claudia Pentead, "A nostalgia que vende," Epoca Negocios, July 18, 2019.

56 "Batman: The Video Game – O Cavaleiro das Trevas em ação no Mega Drive!," Tec Toy, November 15, 2019.

57 Thales de Menezes, "Sucesso nos anos 1970 e 80, fitas K7 voltam a ser fabricadas no Brasil após 20 anos," Folha De S. Paulo, May 23, 2017.

58 Mariana Inbar, "O revival dos anos 80 que dominou o Instagram – e as passarelas," Vogue, February 7, 2019.

59 Leticia Naisa, "Saudade do que não vivi: Por que a nostalgia é 'cool' para juventude atual," Tab, September 17, 2019.

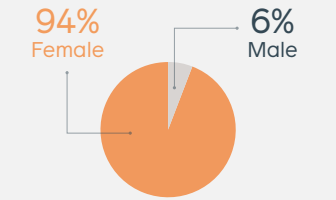
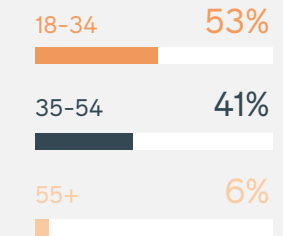
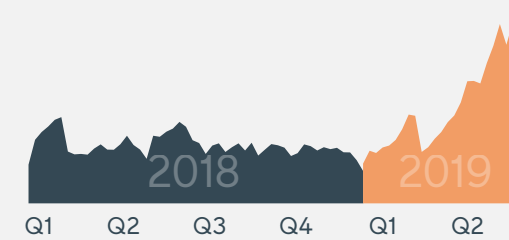
60 Morocco, "Tendência de cabelo: Os arcos "fazem a cabeça" das fashionistas," L'officiel, April 6, 2019.

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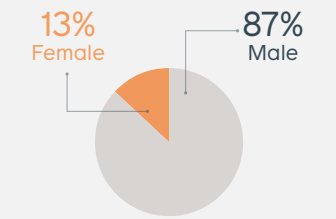
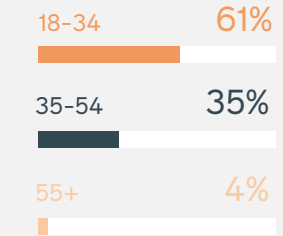
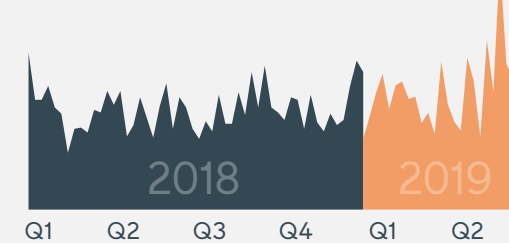
## Testeira | Headband

2.3x YOY growth\*



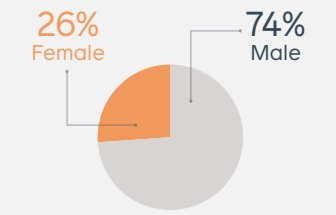
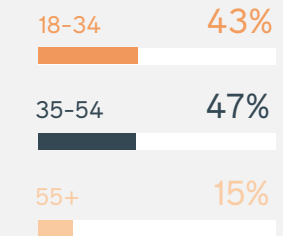
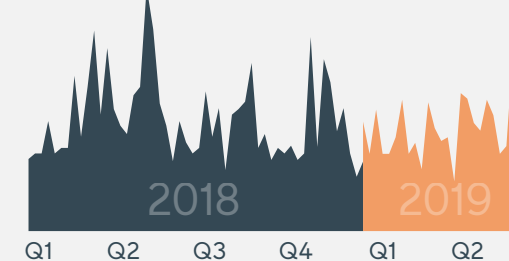
## 8 Bits

1.6x YOY growth\*



## Popular Culture

1.2x YOY growth\*





MEXICO

# Indie Artspaces

In the past, gallerists and curators have held the keys to the art world. Now, Mexico's art scene is undergoing a revolution thanks to DIY venues for *contemporary art*.

In urban areas, artists are using unconventional spaces<sup>61</sup> as low-cost sites to experiment and innovate. Several collectives are turning out groundbreaking work from *workshops* in houses on the outskirts of Mexico City, and one music booker's apartment<sup>62</sup> has become a hot performance venue.

This new crop of artists is reaching audiences directly by sharing their work on social

media,<sup>63</sup> and via their online reach, many are garnering international acclaim.

As a result of this indie innovation, the art world's attention is turning toward Mexico, particularly during an annual art fair<sup>64</sup> that has become a part of the international circuit in recent years.

As access to art continues to democratize, expect to see more talent coming in and out of Mexico in years to come.

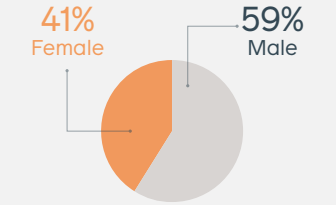
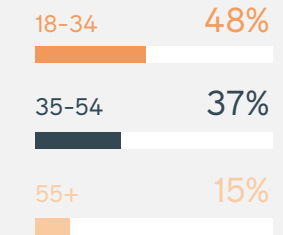
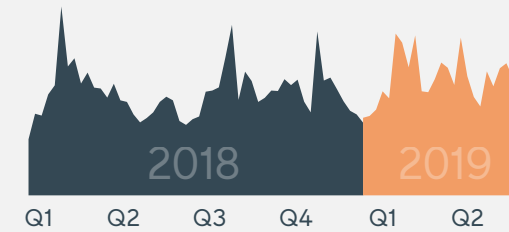
61 Elizabeth Fullerton, "The Collectives Shaking Up the Mexico City Art Scene," Elephant, February 6, 2019.  
 62 Maya Kroth, "This apartment may be the best place to hear live music in Mexico City," PRI, June 25, 2018.  
 63 Keph Senett, "Mexico city: the next must-visit destination for art lovers," Evening Standard, July 16, 2018.  
 64 William Savinar, "Mexico City Is Quickly Becoming A Major Player For Global Artists," GOOD, February 13, 2018.

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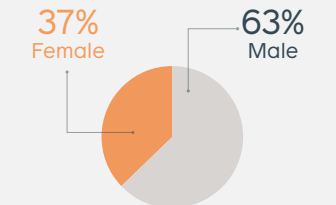
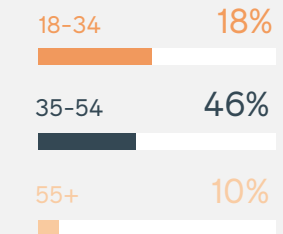
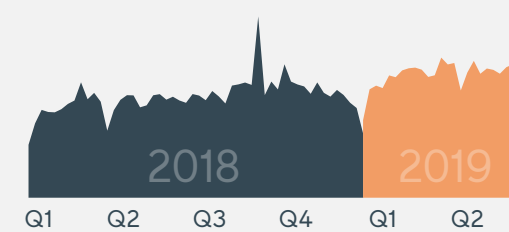
## Arte Contemporáneo | Contemporary Art

1.7x YOY growth\*



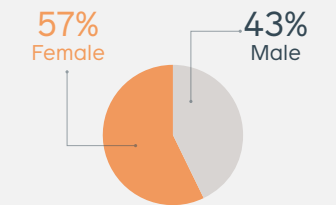
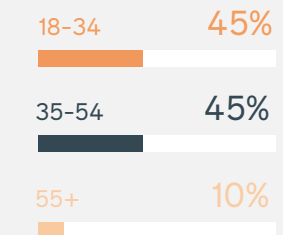
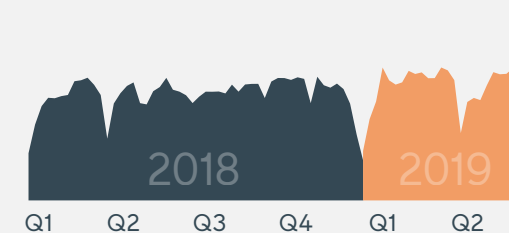
## Instalación (Arte) | Installation (Art)

1.3x YOY growth\*



## Taller | Workshop

1.1x YOY growth\*



MEXICO

# Little Tokyo Gets Big

Mexico may be known for tacos, mole and other dishes native to the country, but Japanese cuisine is growing increasingly popular among locals. When the Japanese embassy opened<sup>65</sup> in Mexico City in 1976, the city’s Japanese community coalesced around it, opening restaurants and groceries like those in their country of origin. Recently, the area dubbed “Little Tokyo” has seen a rush of new businesses—and visitors—revolving around all things seaweed-wrapped and soybean-laden.

shops are brewing<sup>66</sup> bamboo-whisked cups of *matcha tea* and a new Tokyo-style record bar<sup>67</sup> is serving drinks and bites set to tunes played on vinyl. One popular wine and sake bar is even serving<sup>68</sup> a Mexican sake label.

With businesses opening at an increasing clip, the area is drawing attention<sup>69</sup> from locals and international chefs alike. And other cities in Mexico are following suit, with burgeoning Japanese food scenes in Guadalajara<sup>70</sup> and beyond.

In Little Tokyo, upscale sushi bars are opening next to spots serving yakitori skewers, coffee

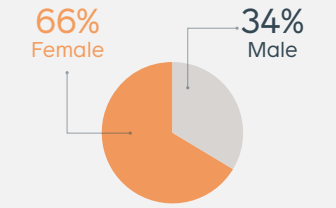
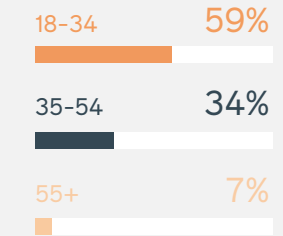
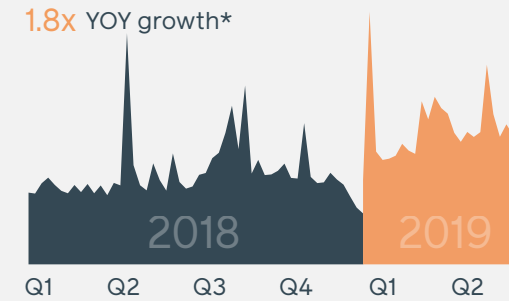
65 Maya Kroth, “Mexico City’s Hidden Little Tokyo Is Full of Surprises,” AFAR, June 5, 2018.  
 66 Brooke Porter Katz, “In Mexico City, a Blossoming of All Things Japanese,” The New York Times, October 25, 2019.  
 67 Ryo Kan, “An Insider’s Guide to the Little Tokyo of Mexico City,” Vogue, January 23, 2019.  
 68 Brant Cox, “Le Tachinomi Desu,” The Infatuation, September 6, 2019.  
 69 Chelsea Bengier, “Stroll Through Mexico City’s Incredible Little Tokyo Neighborhood,” Architectural Digest, April 8, 2019.  
 70 Andrea Rodríguez, “Japón en el paladar,” Milenio, August 21, 2019.

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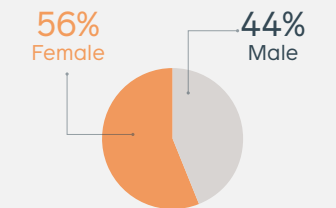
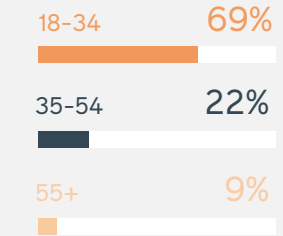
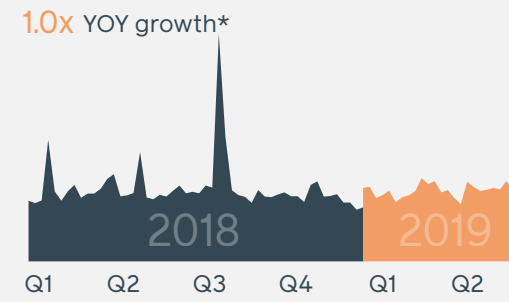
## Alga | Seaweed

1.8x YOY growth\*



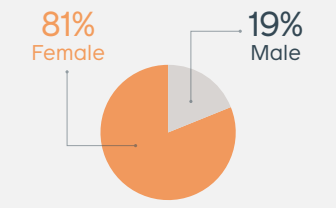
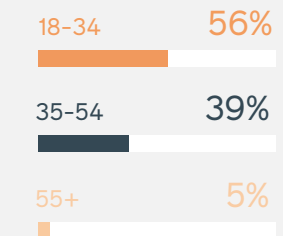
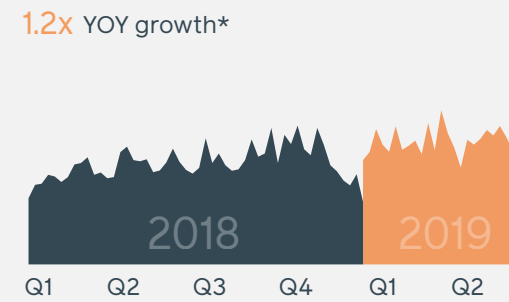
## Soybean

1.0x YOY growth\*



## Té Matcha | Matcha Tea

1.2x YOY growth\*





Podcast  
**UNITED STATES**

# North America

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In North America, a sense of individualism often drives people's choices, and this year, flexitarian diets, indoor gardens and other custom combinations are helping people have it their way.

Beekeeper  
CANADA



Milk Bath  
UNITED STATES

**CANADA**

Beekeeping for Good 29

**CANADA**

Plant Parents 30

**UNITED STATES**

The Bath Is Back 31

**UNITED STATES**

Flexitarianism 32

**UNITED STATES**

From Pods to Screen 33



Succulent  
Plant  
CANADA

CANADA

# Beekeeping for Good

In Canada's major cities, beekeeping is becoming a popular hobby. As people come to understand the importance of bees to the local ecosystem, they're doing their part to make Canada a hospitable place for these *pollinators* to live.

As of this year, Canada has over 8,400<sup>71</sup> *beekeepers*, spanning from backyard gardeners to entire social groups. One program<sup>72</sup> trains homeless men in beekeeping as a form of service and socialization, and

another<sup>73</sup> brings beekeeping to businesses and schools. Toronto has been building "bee hotels"<sup>74</sup> to provide shelter for swarmless bees, and gardeners are learning<sup>75</sup> what kinds of plants support bee life.

Even non-beekeepers are doing their part by logging bee sightings on a bumble bee watch app<sup>76</sup> that helps track the status of endangered species. Thanks to the bees, Canada is melding leisure and environmental activism into one.

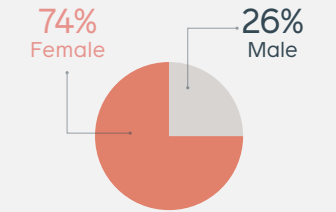
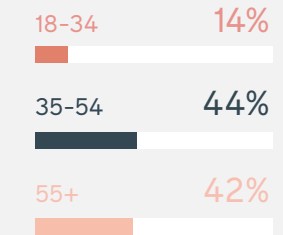
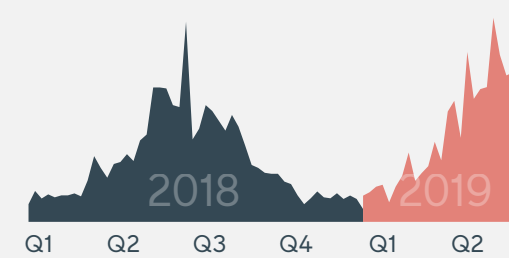
71 "Irish agtech company Apisprotect to double global bee monitoring in 2019 to monitor 20 million honey bees across the world," Irish Tech News, September 10, 2019.  
 72 Maxime Ruel, "Urban Beekeeping Has Canadian Cities Buzzing," Medium, September 11, 2018.  
 73 Hadi Hassin, "Comprendre l'apiculture urbaine à l'école, une alvéole à la fois," Radio-Canada, June 1, 2019.  
 74 "Bee Hotel Winterizing (Hint: Don't Do Anything!) and Maintenance," Edmonton and Area Land Trust, October 5, 2018.  
 75 "Plant for Bees, Butterflies, and Other Pollinators," Canadian Wildlife Federation, 2019.  
 76 "What a buzz: How to help save the bees with your smartphone," CBC, July 25, 2019.

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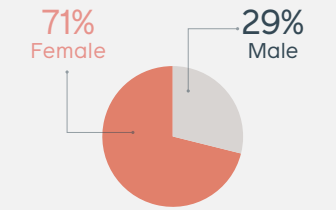
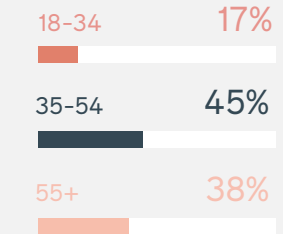
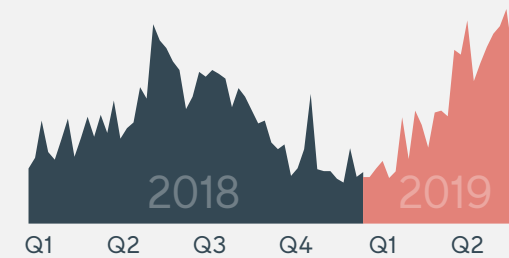
## Pollinator

1.2x YOY growth\*



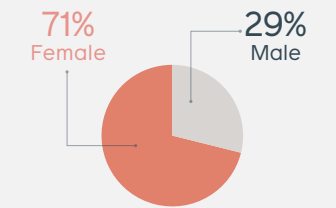
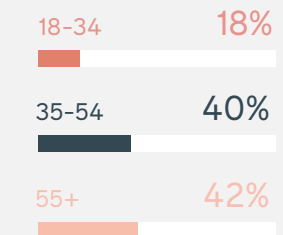
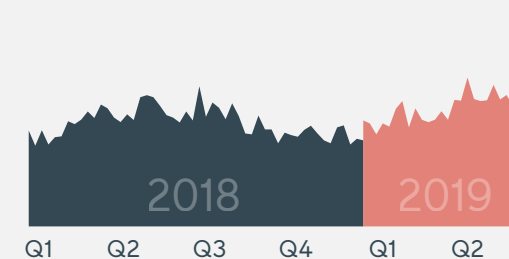
## Beekeeper

1.2x YOY growth\*



## Flora

1.1x YOY growth\*



CANADA

# Plant Parents

Indoor gardens are trending as people look to add greenery to their urban spaces. People in Canada have been flocking to cities<sup>77</sup> in recent years, focusing on work over leisure.

While people focus primarily on their careers, *houseplants* offer vibrant living things to care for. In turn, plants act as living *air purifiers* and add a dose of nature, offering a sense of rootedness to rented spaces.

Thanks in part to a generation of plant parents<sup>78</sup>—people who treat their plants as parts

of their families and care for them accordingly—more people are ordering plants online<sup>79</sup> and sharing their fauna families on social media. #Plantstagram showcases collections of ferns, *succulent plants* and more, and one Canadian plant influencer<sup>80</sup> has been offered a book deal based on his collection of greenery.

Brands are taking note, using plants<sup>81</sup> to create inviting spaces for customers to unwind as they shop. As the trend continues in Canada, there's a greener future ahead.

77 Jacqueline Hansen, "Think Millennials are leaving Canada's big cities? Think again, RBC report says," CBC, April 25, 2019.

78 Andrea Yu, "Plant parenthood: Cultivating the Millennial obsession with indoor plant babies," The Star, May 9, 2019.

79 "9 places in Canada you can buy houseplants online," Huffpost Canada eCommerce, August 28, 2019.

80 Darryl Cheng. *The New Plant Parent: Develop Your Green Thumb and Care for Your House-Plant Family*. New York: Abrams Books, 2019.

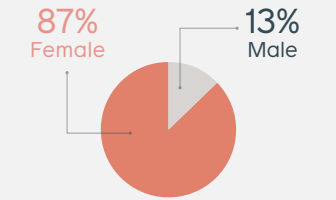
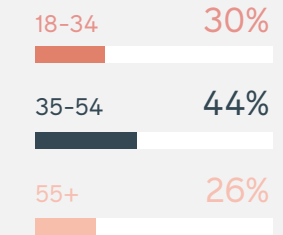
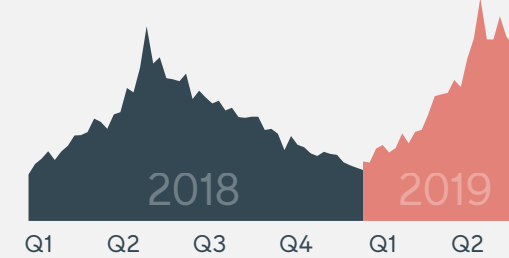
81 Josh Duncan, "It's official: Aritzia is opening a store in Kelowna this fall," Shuswap Now, August 16, 2019.

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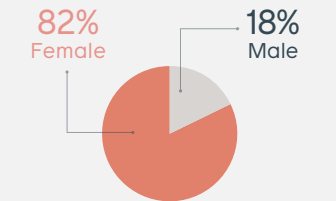
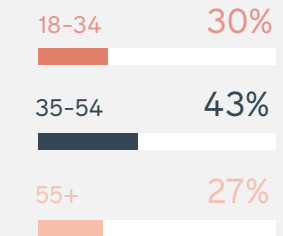
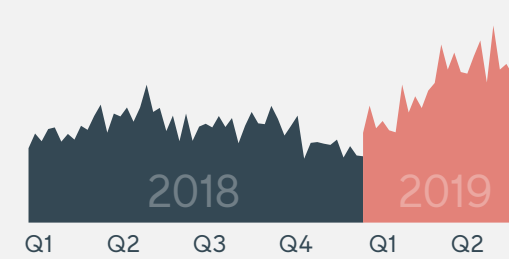
## Succulent Plant

1.3x YOY growth\*



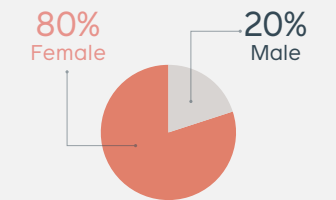
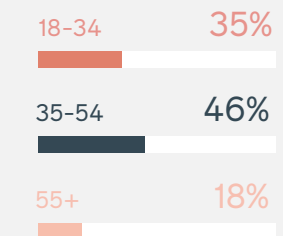
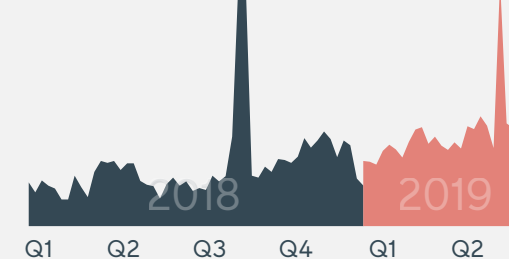
## Houseplant

1.5x YOY growth\*



## Air Purifier

2.5x YOY growth\*



UNITED STATES OF AMERICA

# The Bath Is Back

Baths are moving back into the American mainstream as people embrace different forms of self-care. Celebrities are divulging routines<sup>82</sup> involving nightly *milk baths*, said to naturally exfoliate and soothe skin inflammation. And beauty influencers<sup>83</sup> are touting,<sup>84</sup> the benefits of temperature variation—switching water from hot to cold to activate the lymphatic system—and sharing DIY recipes that incorporate everyday materials like *sea salt* into the soak.

As a part of this shift to customized care, regular people are detailing their own bath time routines on social media, using it to show off their suds, their *chill-out music* picks and their products.

As people continue to discuss their bath routines, “me time” is becoming an opportunity to connect.

82 “What are the benefits of a milk bath, how do you take one, and is it safe?,” Healthline, February 26, 2019.

83 “The age of bathfluence,” The New Yorker, September 28, 2019.

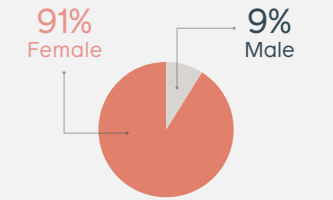
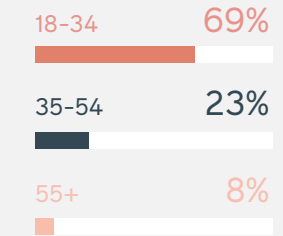
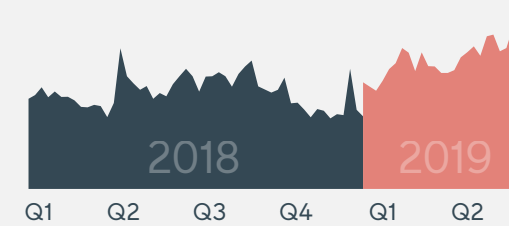
84 “The 2-minute shower routine that a derm and acupuncturist say will jolt you awake,” Well+Good, September 12, 2019.

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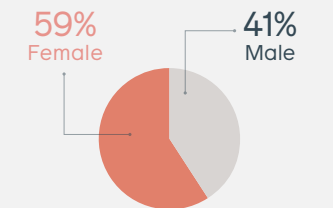
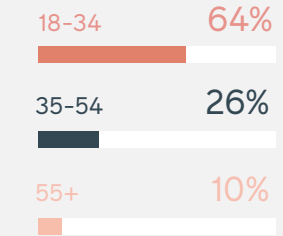
## Milk Bath

1.4x YOY growth\*



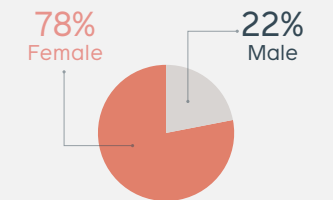
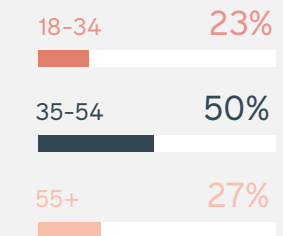
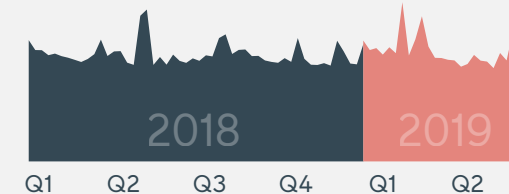
## Chill-Out Music

1.1x YOY growth\*



## Sea Salt

1.1x YOY growth\*



UNITED STATES OF AMERICA

# Flexitarianism

People in the US are becoming increasingly aware of their impact on the environment and, in turn, are working to eat more sustainably.<sup>85</sup> While cutting out animal products is widely regarded as a way to reduce *methane* emissions that contribute to a warming climate, many people don't want to sacrifice entire groups of food.

So a new wave in food is relaxing the rules of dieting and allowing people to dabble in veg-heavy routines that help them do better by the

environment and their bodies without nixing<sup>86</sup> their favorite dishes. A survey across the US reports that one third<sup>87</sup> of Americans now consider themselves "flexitarian,"<sup>88</sup> adopting<sup>89</sup> a *plant-based diet* while occasionally indulging in animal products. Many people are replacing<sup>90</sup> some meat with *pea protein* and other substitutes, saving meat for special occasions.

As people look to care for their bodies and the environment, these flexible diets allow them to have it all.

85 Jane E. Brody, "A Guide to Sustainable Eating," The New York Times, April 8, 2019.

86 "Plant-based Proteins - US - May 2019," by Mintel, May 2019.

87 Zoya Gervis, "One third of Americans consider themselves 'flexitarian,'" New York Post, October 26, 2018.

88 Monica Watrous, "What we'll be eating in 2021, according to robots," Food Business News, October 29, 2019.

89 Lavanya Ramanathan, "How 'plant-based' rebranded vegan eating for the mainstream," The Washington Post, February 15, 2019.

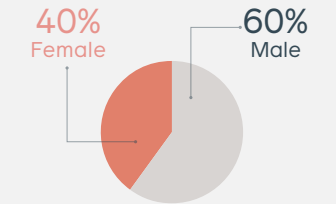
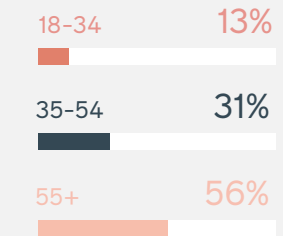
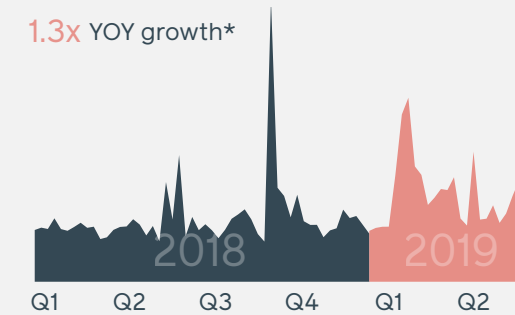
90 Larissa Kimberoff, "The Rise of the Pea: How an Unassuming Legume Emerged as a Frontrunner in the Race to Replace Meat and Dairy," Time, August 15, 2019.

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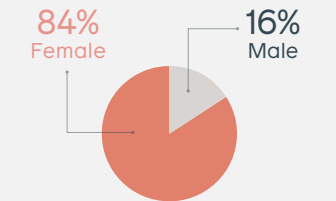
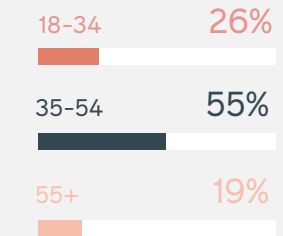
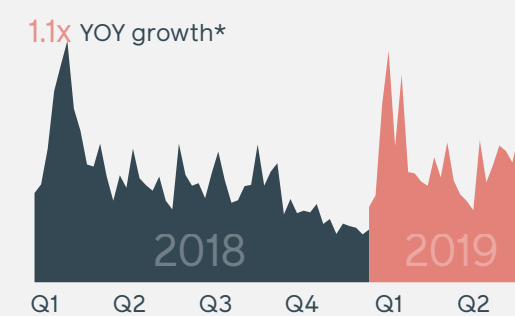
## Methane

1.3x YOY growth\*



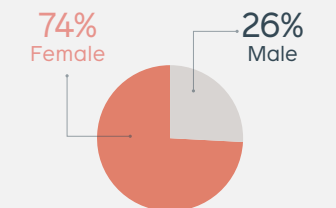
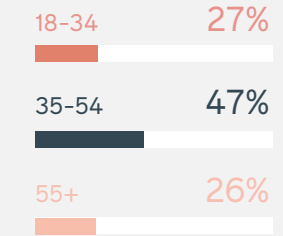
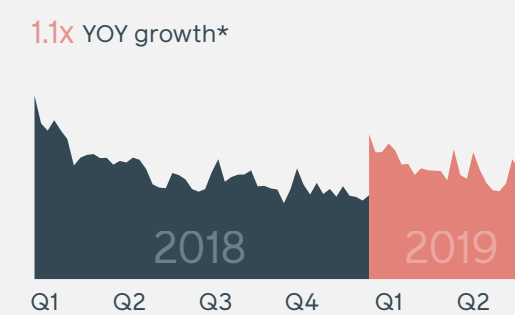
## Pea Protein

1.1x YOY growth\*



## Plant-Based Diet

1.1x YOY growth\*





UNITED STATES OF AMERICA

# From Pods to Screen

Podcasts have exploded<sup>91</sup> in popularity in recent years, with more listeners and content than ever before. Now, shows with cult followings are making the jump to TV,<sup>92</sup> where they're being brought to life with big-name actors and high production value. For listeners who have formed a personal relationship with a show through their headphones, a screen *adaptation* presents an opportunity to engage in more dimensions—and to bring friends along to watch.

Fans have gone wild for podcast storylines<sup>93</sup> that have been adapted into *miniseries* on streaming platforms this year. And podcasts that have been made into movies<sup>94</sup> are faring even better: One podcast-based film<sup>95</sup> that debuted in 2019 is being teased as major award material, and another popular thriller film used a podcast as a companion piece this year to help viewers immerse themselves in the story in a new way.<sup>96</sup>

It appears that the future of storytelling features disparate mediums working hand-in-hand.

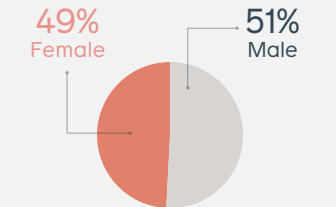
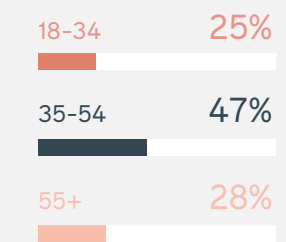
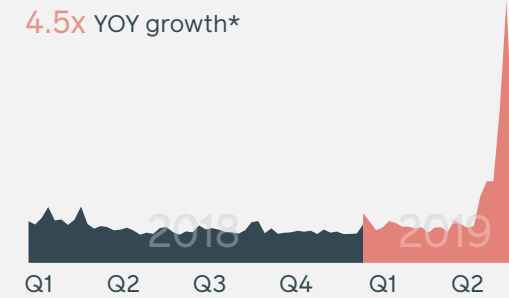
91 "Podcast Statistics: Growth and Demographic Data for 2019." Buzzsprout, April 25, 2019.  
 92 Jordan White, "In the race to turn podcasts into TV shows, the podcasts are winning," The Verge, January 8, 2019.  
 93 Chelsea Batten, "11 Buzzworthy Podcasts Being Adapted Into TV Shows," The Manual, November 9, 2018.  
 94 Emily Petsko, "S-Town Podcast Is Being Turned Into a Movie," Mental Floss, June 13, 2018.  
 95 Elena Nicolaou, "The Farewell Is Based On A True Story, Which Is Still Sort Of A Secret," Refinery29, July 12, 2019.  
 96 Mark Malkin and Jenelle Riley, "Oscars: 11 Contenders on Track for a Nomination From the First Half of 2019," Variety, July 9, 2019.

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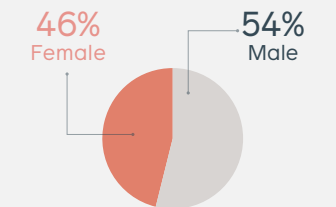
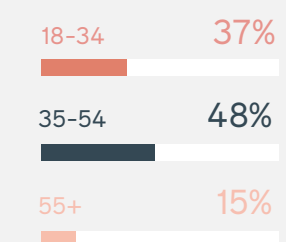
## Miniseries

4.5x YOY growth\*



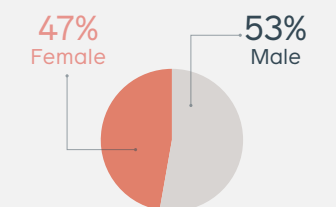
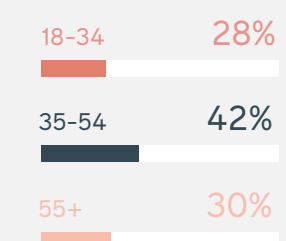
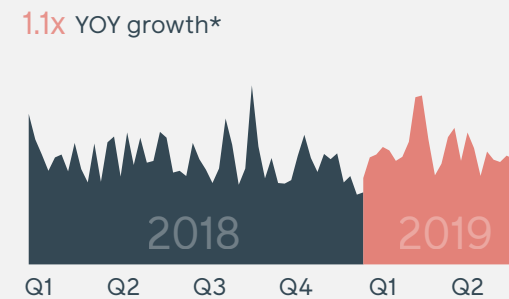
## Podcast

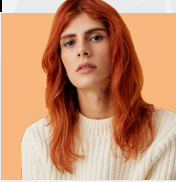
1.1x YOY growth\*



## Adaptation

1.1x YOY growth\*





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