

# The 2019 Topics & Trends Report from Facebook IQ

See the conversations on the cusp of going mainstream

Woofer  
p.14



Kick  
p.31



Sustainable Fashion  
p.10



Caldo de Pollo  
p.17



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## Introduction

# On The Cusp

Welcome to *The 2019 Topics & Trends Report from Facebook IQ*, our review of the topics of conversation on Facebook that grew in 2018 and what they suggest about what will matter to people in the year ahead. By understanding which topics are seeing growth on Facebook, marketers

can better anticipate potential shifts in the world around us, including the foods people eat, products they buy, media they consume, physical activities they engage in and ways they spend their time.

We've grouped these findings across seven distinct categories: Beauty & Fashion, Commerce, Entertainment, Food & Drink, Mind & Body, Science & Technology and Travel & Leisure. Each category features three themes, with each exploring related topics of conversation and insights behind their growth or activity in 2018.

This year, we found a few cultural currents running across categories. Green products and sustainability reflect a new eco-consciousness across beauty, fashion and travel. Food topics also popped outside of cuisine discussions, as people took new interest in the health and wellness

benefits of some ingredients. And we're now seeing the decentralization of traditional models in things like exercise, shopping and even screen time.

New to this year's report, contributing partners at the Innovation Group at J. Walter Thompson Intelligence, PSFK and Stylus—all leading global trend spotters—have provided their perspectives and commentary on themes and topics.

Given the size and scope of Facebook's platform, these topics of conversation are demonstrative of trends on the cusp of going mainstream. These are the trends that people have been talking about, that the market is ready for and that can help inform your choices around marketing campaigns, creative strategy and product development.

Self Care  
p.23



Straw  
p.09



# Methodology

*The 2019 Topics & Trends Report from Facebook IQ is a culmination of a year's worth of research and findings. Here's how our team determined which topics of conversation to feature.*

First, we turned to our two monthly features—"Topics to Watch" and "Hot Topics"—to examine their combined findings over the previous year. "Topics to Watch" regularly shines a light on popular topics of conversation on Facebook that have shown early growth patterns similar to other topics that have shown long-term growth. Based on our own analysis and research of similar data patterns, we anticipate that these topics are likely to continue to grow. "Hot Topics" highlights terms that spike in a particular month, but don't necessarily continue to grow long term, such as holidays and current events or recent occurrences in sports and entertainment.

Then, we explored the full universe of topics that grew from January 2017 to October 2018 on Facebook to find additional topics. 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 invited leading industry experts to share their perspectives on several high-level trends in "Spotlights." We used these trends as a starting point to consider additional topics, and they provided a new lens into how they are manifesting in culture today.

While the majority of featured topics of conversations grew from January 2017 to October 2018, in some cases we include topics of conversations that did not rise over this time period, but whose activity, such as a surge earlier in the year or spike, added color to the broader themes we are exploring.

Our analysis covers trends across Beauty & Fashion, Commerce, Entertainment, Food & Drink, Mind & Body, Science & Technology and Travel & Leisure. For each topic of conversation, we relied on aggregated, anonymized, US-only data from January 2017 to October 2018 for people ages 18 and older who use Facebook.

# Contributing Partners

We invited these leading industry experts to share some trends they see on the rise and provide commentary throughout the report.

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## The Innovation Group at J. Walter Thompson Intelligence

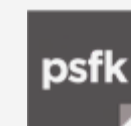
The Innovation Group at J. Walter Thompson Intelligence is a specialized practice at the J. Walter Thompson Company, offering a unique blend of research, innovation and data analytics across its global network.



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## PSFK

PSFK is a business-intelligence company that inspires future-forward brands to leverage innovation. Using industry reports, newsletters, a research database and workshops, it immerses members in the latest news and insights and helps ideate new opportunities.



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## Stylus

Stylus is a global trends intelligence company that helps businesses, brands and agencies across more than 20 industries to capitalize on cross-industry trends and consumer shifts. Stylus empowers clients to break boundaries, future-proof decisions and drive positive change.



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Bold patterns are becoming fashion staples, Korean beauty lines are offering specialized skincare options and new eco-friendly formulas and packaging are replacing old products. People are gravitating toward beauty and fashion products that are more expressive of their personal style and values.

# Beauty & Fashion

# K-Beauty

People stateside seem willing to try just about anything in the famous 10-step Korean skincare routine,<sup>1</sup> from sheet masks to snail slime.<sup>2</sup> In 2018, Korean beauty sales ballooned to an estimated \$13.1 billion,<sup>3</sup> with major American beauty retailers adding entire K-beauty sections to their retail offerings.

Known for innovation,<sup>4</sup> Korean companies use an ever-evolving range of highly specific active ingredients, and in turn, consumers are learning more about what powers their products. *Melaleuca alternifolia* or tea tree oil, a natural acne fighter, is appearing in exported Korean lines, as are *exfoliation* methods from scrubs to peels. Consumers' curiosity even extends to sunscreens

from around the continent of Asia,<sup>5</sup> which are known to be more comprehensive than American versions that have long relied on zinc and *titanium dioxide*.

Riding the wave of mass export K-pop videos, Korean beauty products have taken hold through another kind of video: online beauty tutorials. In these clips, influencers demonstrate to a global audience how to use products to achieve their skin goals.

And as brands continue to experiment with new functional ingredients, people's skincare regimens will grow even more targeted.

*"K-Beauty has hit the coveted sweet spot: connecting expert, science-backed innovation with Instagram-worthy packaging and super-fun, memorable experiences. It's no wonder so many look on with longing."*

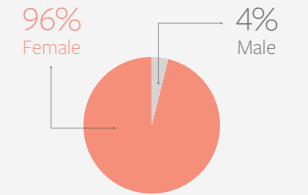
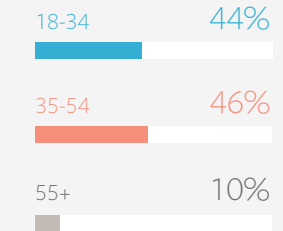
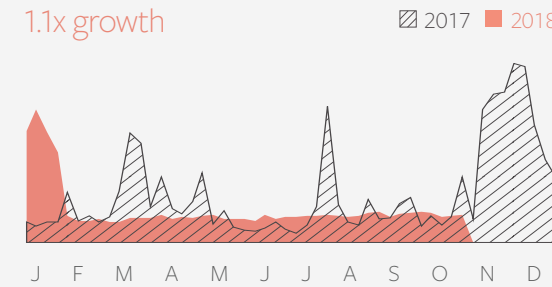
—TESSA MANSFIELD, CHIEF CREATIVE OFFICER AT STYLUS

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 2. "Selfies and snail slime: Analyzing beauty conversations on Facebook and Instagram," Facebook IQ, May 20, 2017.  
 3. "Value of cosmetics exported from South Korea between 2012 and 2016 (in billion U.S. dollars)," Statista, 2018.  
 4. Marian Liu, "Beyond beauty: Korean makeup provides 'cosmeceuticals,'" CNN, April 11, 2018.  
 5. Taylor Bryant, "Why Asian Sunscreens Trump American Ones," *Nylon*, May 15, 2018.

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

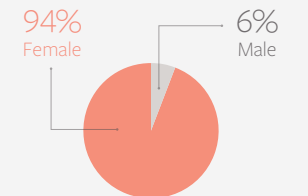
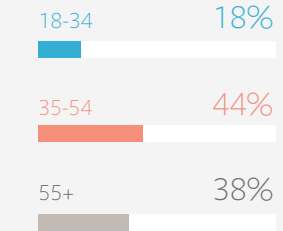
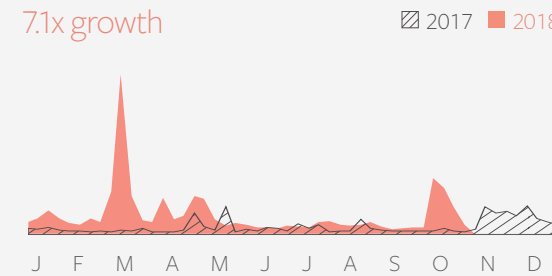
## Exfoliation

1.1x growth



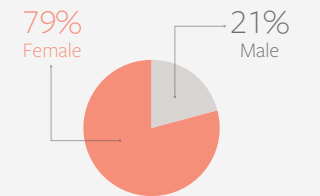
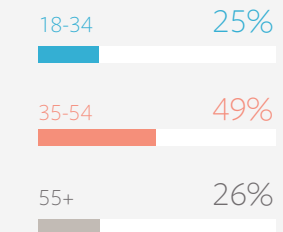
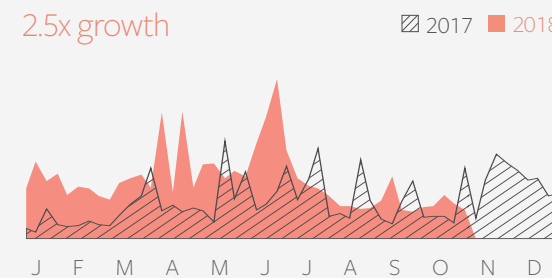
## Melaleuca Alternifolia

7.1x growth



## Titanium Dioxide

2.5x growth



# Prints to the Max

From muted, monochrome fashion to the ubiquitous subway tile<sup>6</sup> in coffee shops, minimalism has dominated our aesthetics in nearly every arena for the last several years.

After many seasons of paring down, shoppers are ready to go wild. Prints are in with a vengeance, with animal patterns and tropical themes like *monstera deliciosa*, a tropical plant, dominating the runways and fast fashion shelves alike.

On the street, sartorialists are mixing and matching prints, layering *snakeskin* on top of *zebra* on top of plaid in order to express their identities<sup>7</sup> rather than disappearing into a sea of the similarly-dressed. Wacky wallpaper is even taking hold in restaurants in place of white tile.

With fashion shifting again toward more is more, patterns are the new black.

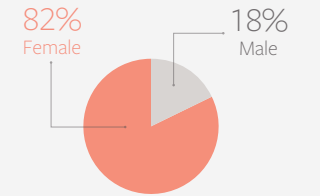
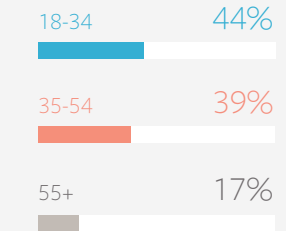
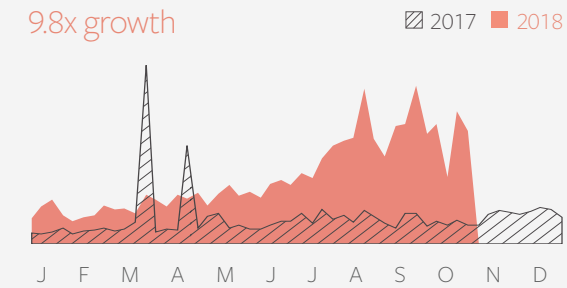
6. Kyle Chayka, "Same old, same old. How the hipster aesthetic is taking over the world," *The Guardian*, Aug 6, 2016.  
 7. Aemilia Madden, "How The Maximalist Fashion Trend Made Me Ditch My Pared-Down Style," *The Zoe Report*, October 6, 2018.

Featured Topics to Watch: *monstera deliciosa*

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

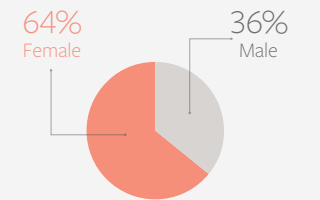
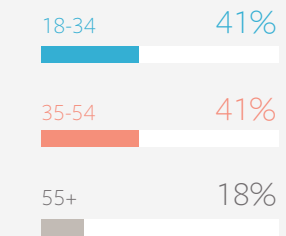
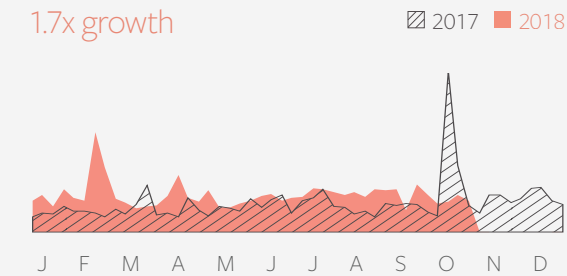
## Monstera Deliciosa

9.8x growth



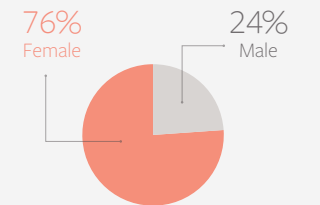
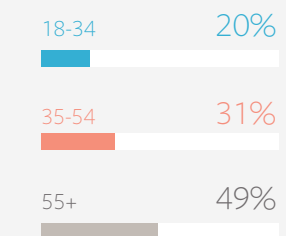
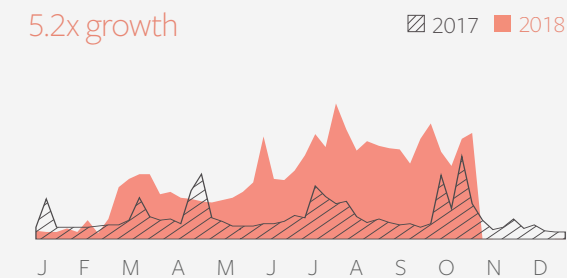
## Snakeskin

1.7x growth



## Zebra

5.2x growth



# Beauty Goes Green

Clean has become a guiding principle for what we put into our bodies, as well as products we put on our bodies. After years as the preserve of niche brands, green beauty has hit the mainstream.

Almost half (48%) of American women who use facial skin care now seek out products made from natural or organic ingredients.<sup>8</sup> With shoppers more focused on product formulations, a once obscure term like *phthalate* (a potentially harmful chemical that makes plastic more flexible) popped up in online conversations in 2018.

Responding to customer concerns, mass-market beauty brands are hacking their products. For instance, as awareness of the environmental impact of *microplastics* spikes—and more governments ban microplastics<sup>9</sup> in cosmetics—brands are swapping in sustainable alternatives, like ground nut shells, sugar and salt crystals.

With the public increasingly vocal about *plastic pollution*, product packaging is also getting an eco-friendly makeover, from zero-packaging solutions like a seaweed-encased body wash to bottles made from recycled ocean plastic. A [cosmetics brand](#)<sup>10</sup> sold 12,000 shampoo bars<sup>11</sup> in two days when the packaging-free product launched in 2018.

This green beauty trend sits at the intersection of sustainability and 360-degree wellness: People want to do better for themselves, without harming the planet.

—Tessa Mansfield, Chief Creative Officer at Stylus

SPOTLIGHT BY

## STYLUS

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 10. Facebook.com, accessed Dec 4, 2018. <https://www.facebook.com/attn/videos/214240399077833/>.  
 11. Leah Prinzevalli, "Lush Sold 12,000 Shampoo Bars in Just Two Days Thanks to a Viral Video," *Allure*, Jun 12, 2018.

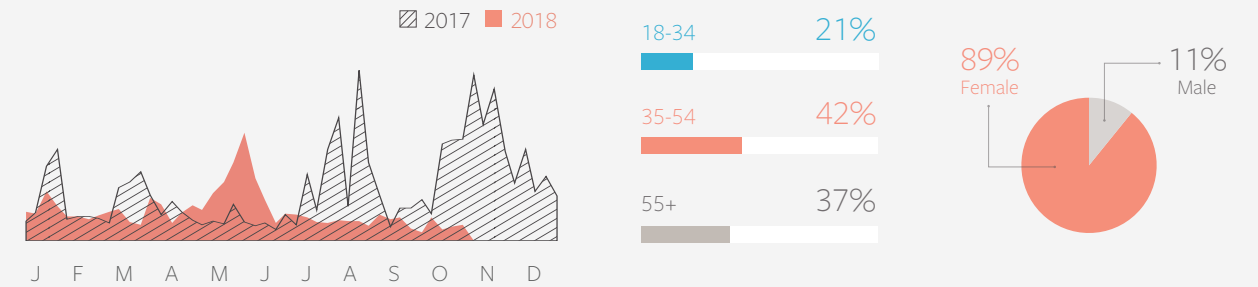
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CONVERSATION OVER TIME (Jan 2017–Oct 2018)

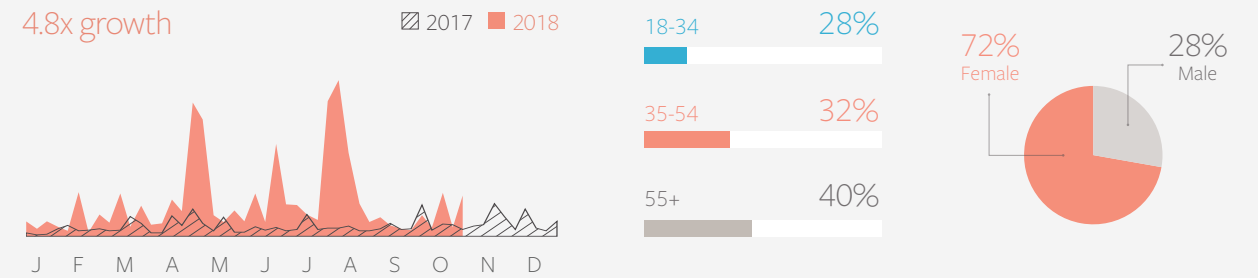
AGE (Nov 2017–Oct 2018)

GENDER (Nov 2017–Oct 2018)

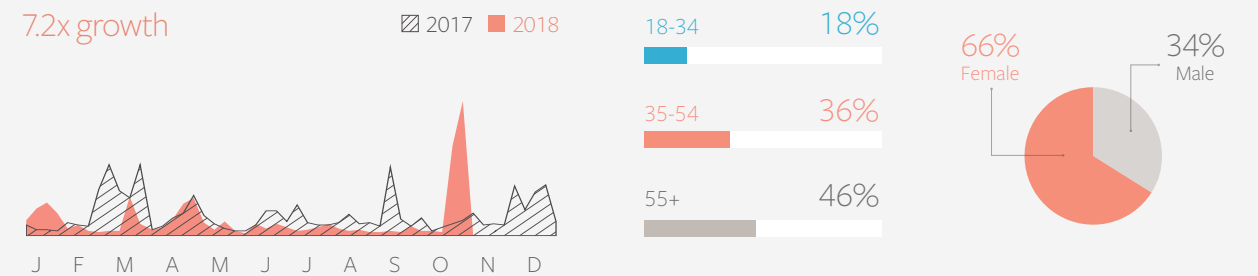
### Phthalate



### Plastic Pollution



### Microplastics





# Commerce

The new words in shopping are “reduce, reuse and recycle.” Some brands are incorporating recycled materials into new goods to reduce their environmental impact, while shoppers are buying longer-lasting products from sellers who reflect their values. All the while, more influencers are now selling through their selfies.



# Everyday Eco-Products

In part due to major media features on the impact of plastic use,<sup>12</sup> many people are looking for ways to reduce waste and live more sustainably day to day.

Amidst the preference for all things eco-friendly, ocean-polluting *straws* became a focal point of the discussion when news hit during the summer that US cities were banning plastic versions.<sup>13</sup> Searches for reusable metal versions were up 205%<sup>14</sup> from March to August 2018 on the largest online craft marketplace. There are homeowners choosing to insulate their homes with eco-friendly hemp rather than environmentally damaging fiberglass. And quick-growing bamboo is taking the place of more resource-intensive woods in household goods, such as cutting boards.

On a larger scale, some corporations are exploring the potential of *carbon dioxide removal* to counteract the impact of previous emissions. One prominent toy company has announced plans to replace 100% of its current plastics with more eco-friendly building materials like *bioplastics* derived from renewable sources, like vegetable oils, cornstarch and food waste.<sup>15</sup>

As the conversation on sustainability progresses, consumers and companies alike will continue to seek out sustainable replacements for everyday products.

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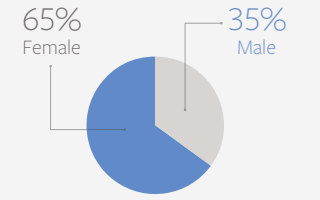
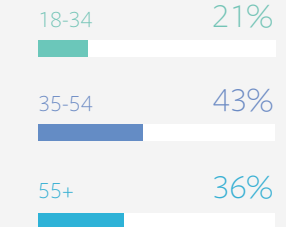
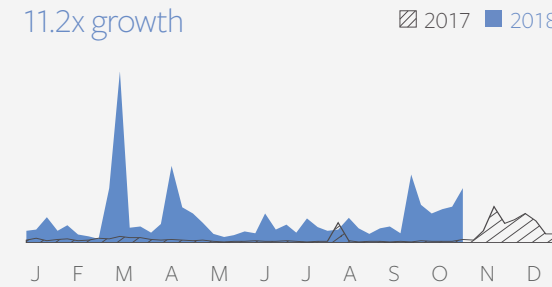
15. Stanley Reed, "Lego Wants to Completely Remake Its Toy Bricks (Without Anyone Noticing)." *New York Times*, Aug 31, 2018.

Featured Topics to Watch: straw

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

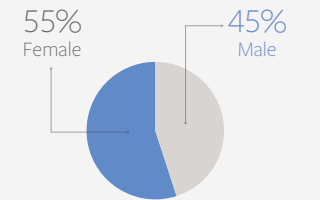
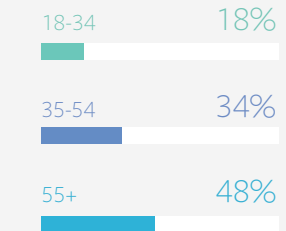
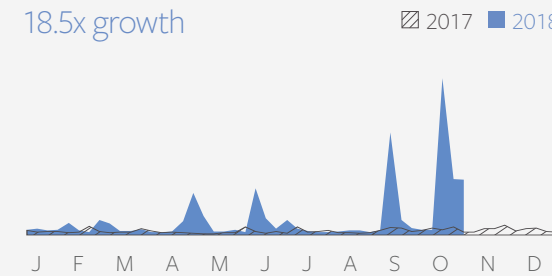
## Bioplastic

11.2x growth



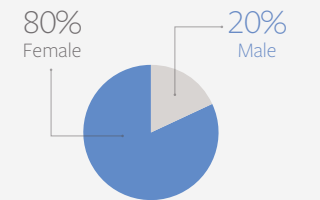
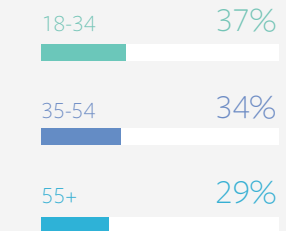
## Carbon Dioxide Removal

18.5x growth



## Straw

1.1x growth



# Circular Economy

Perhaps more than any other generation, Millennials vote with their wallets. They look for and respond to brands that reflect their values.<sup>16</sup> How a product is made is often as important as the product itself.<sup>17</sup>

We see buying patterns reflecting these more conscious values, which includes people seeking new ways to extend the life cycle of their products and wardrobes. Particularly during the holiday season, as people seek environmentally friendly gifting<sup>18</sup> and fashion<sup>19</sup> options, we see this in the growth of conversation around *durable goods*, high-quality items that have been made to last; *Freeganism*, an ideology centered around reducing consumption by recovering wasted goods,

such as clothing; and *sustainable fashion*, which aims to create a system of production and consumption that does not have a negative environmental impact.

As consumers become more aware of the true cost of clothing and other everyday items, they will continue to seek ways to extract more value from items in their homes and closets, and new ways to express their values.

—Scott Lachut, Partner and President of Research and Strategy at PSFK

SPOTLIGHT BY

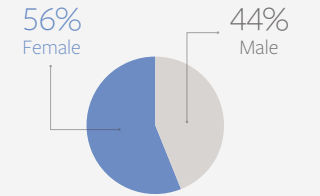
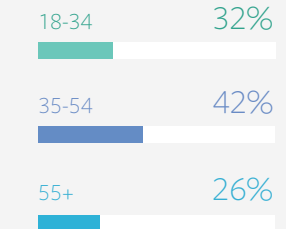


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 17. Melanie Curtan, "73 Percent of Millennials are Willing to Spend More Money on This 1 Type of Product," *Inc.*, Mar 30, 2018.  
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 19. Hannah Weil McKinley, "This Site — and the Style Star Behind It — Will Turn You On to 'Eco Fashion,'" POPSUGAR, Nov 21, 2017.

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

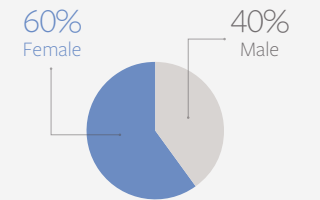
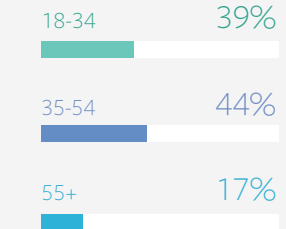
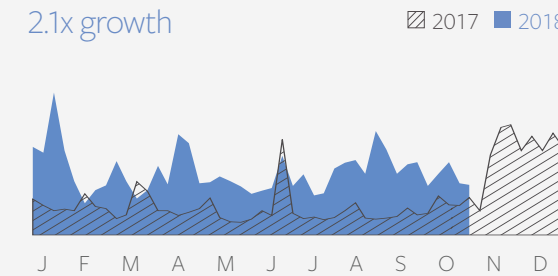
## Durable Good

5.9x growth



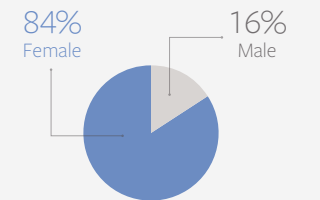
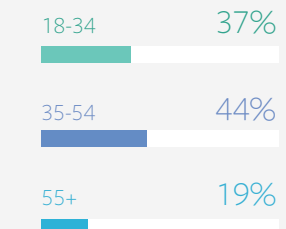
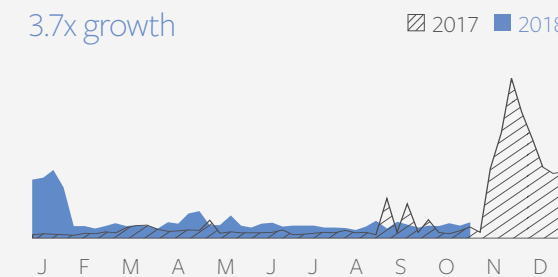
## Freeganism

2.1x growth



## Sustainable Fashion

3.7x growth



# Selfie Selling

The convergence of social media and user-generated content is giving rise to *influencer marketing* and *social shopping*.<sup>20</sup> At J. Walter Thompson Intelligence, we're seeing platforms across the globe that enable influencers—or just brand fans—to create live videos, clips and visual content based on their style.<sup>21</sup> And they can accompany these with links to ecommerce or embeddable shopping features, making them instantly shoppable on anything from mobile devices to *smart TVs*.

This behavior is a sign of how Millennials and members of Gen Z are growing up thinking of themselves as brands, using social media to promote their curated identities and finding ways to monetize their selfies.

The way this develops will be interesting to watch. Already big name influencers are giving way to micro-influencers, or the recently termed nano influencers with smaller networks, but more engaged followings.<sup>22</sup>

—Lucie Greene, Global Director at The Innovation Group at J. Walter Thompson Intelligence

SPOTLIGHT BY



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 22. Kate Talbot, "From Nano Influencers To Instagram Entrepreneurs: 3 Hot Trends In Influencer Marketing," *Forbes*, Nov 25, 2018.

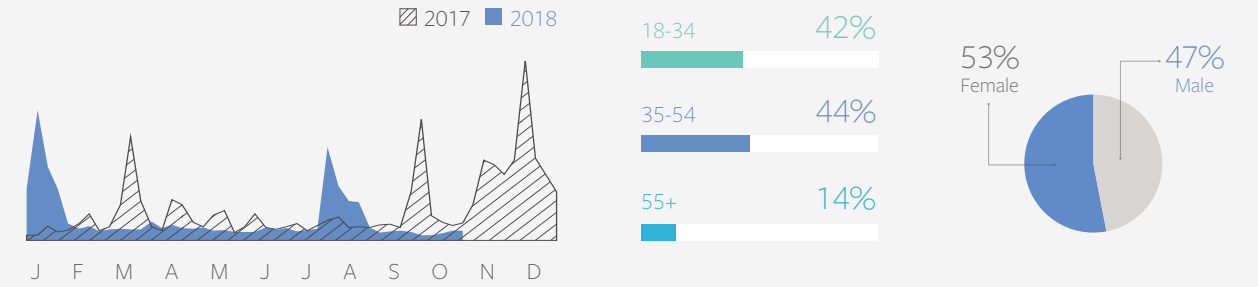
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CONVERSATION OVER TIME (Jan 2017–Oct 2018)

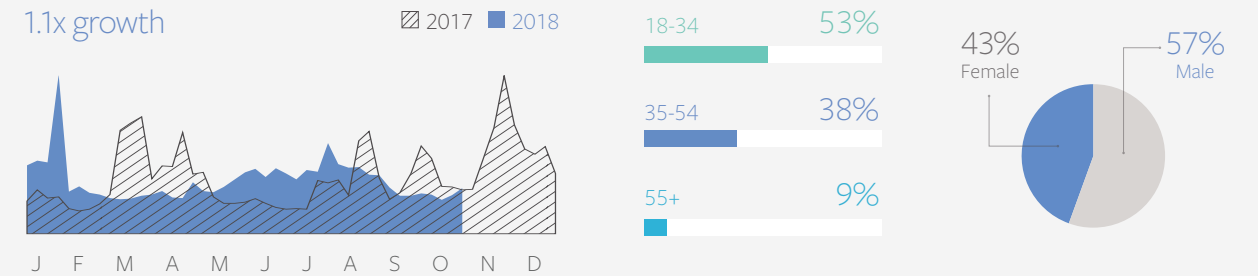
AGE (Nov 2017–Oct 2018)

GENDER (Nov 2017–Oct 2018)

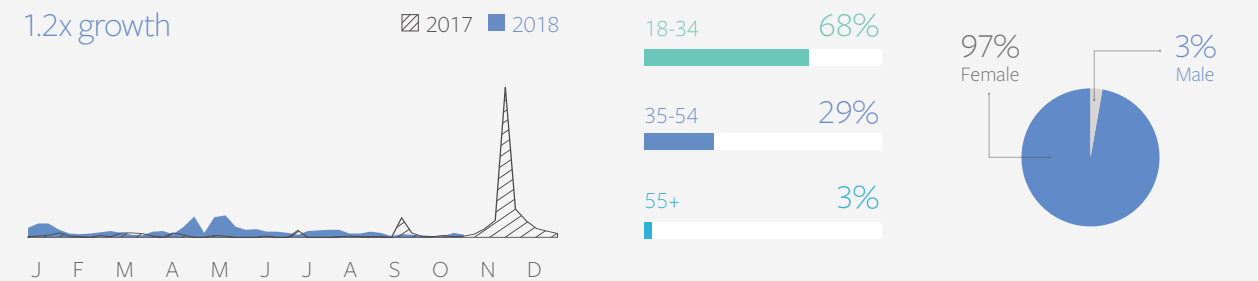
## Influencer Marketing



## Smart TV



## Social Shopping





People are turning to new formats for consuming content, like voice-controlled speakers, streaming platforms, spectator video games and ASMR videos. In kind, creators are finding new ways to deliver content, iterating on mediums and production value.

# Entertainment

# Heady Horror

Not only are horror films blowing up the box office,<sup>23</sup> but they also took a turn in 2018, reflecting complex social concerns in place of the classic fear of danger. One social-commentary-focused horror movie won an Academy Award for Best Original Screenplay, and another psychological *suspense* film from America's leading horror house, released in June, was its highest-grossing ever.<sup>24</sup>

And as the big screen gravitates toward the cerebral, streaming platforms are following suit.<sup>25</sup> One platform

just released what it calls “the scariest movie ever made” about inadvertently summoning *ghosts* through a Ouija board, and another about a haunted house where characters must go to confront their past. Meanwhile, a new class of *horror comics* is interpreting scary anime stories for the small screen.

And with streaming platforms engaging more than 1 in 4 Americans,<sup>26</sup> there's ample evidence of an appetite for a good psychological scare.

*“Blunt trauma isn't the only way for horror to execute its impact. Creepy tales are getting more cerebral as audiences become laser-focused on what makes characters tick.”*

—TESSA MANSFIELD, CHIEF CREATIVE OFFICER AT STYLUS

23. Mekado Murphy, “2017: The Biggest Year in Horror History” *New York Times*, Oct 26, 2017.  
 24. Nancy Tartaglione, “‘Hereditary’ Becomes A24’s Highest-Grossing Pic Worldwide With \$78M,” *Deadline*, Jul 26, 2018.  
 25. Tres Dean, “The Modern Horror Renaissance and How The Genre Made A Comeback,” *Syfy*, Feb 6, 2018.  
 26. “Content Consumption: TV and Movies—US,” *Mintel Reports*, Oct 2017.

Featured Topics to Watch: *suspense*

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. While the majority of featured topics of conversations grew from January 2017 to October 2018, in some cases we include topics of conversations that did not rise over this time period, but whose activity, such as a surge earlier in the year or spike, added context to the broader themes we are exploring. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

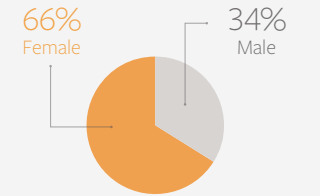
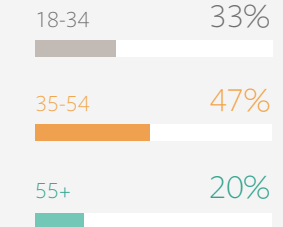
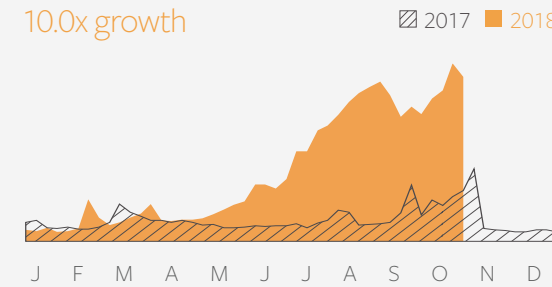
CONVERSATION OVER TIME (Jan 2017–Oct 2018)

AGE (Nov 2017–Oct 2018)

GENDER (Nov 2017–Oct 2018)

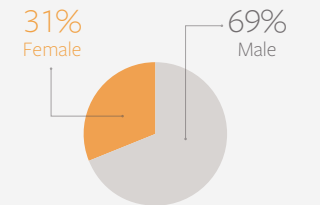
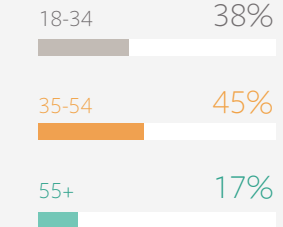
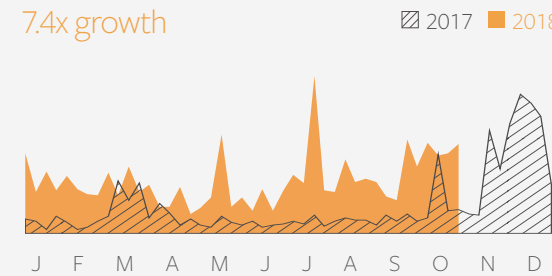
## Ghost

10.0x growth

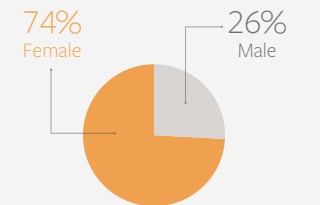
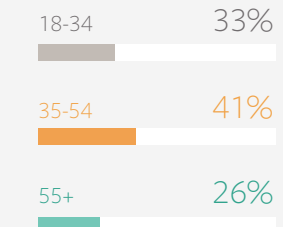
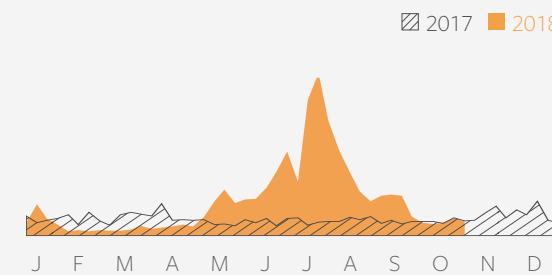


## Horror Comics

7.4x growth



## Suspense



# Smarter Sound

Audiophiles have often expressed doubt toward innovations in speaker technology, questioning if new formats could match the sound quality of those that preceded them. Cassette tapes and compact discs, while more convenient than their predecessors, lost some of the sound qualities of vinyl records, and early MP3s, while even more convenient, were bemoaned for diminishing audio quality further yet. Bluetooth speakers and headphones freed us from wires, but may have lost fidelity in the process.

Now that Wi-Fi-enabled wireless speakers are entering homes en masse in the form of smart speakers,

people are asking: Can systems that can tell the weather play music at the same quality as Hi-Fis?<sup>27</sup>

The answer will depend on *woofers*, *signal-to-noise ratios* and *wireless routers*, all components of clean audio renderings on wireless speakers that spiked in conversation in 2018.

And with about 1 in 5 American households already owning a wireless speaker<sup>28</sup> and many more intending to purchase, it's no wonder our fixation on wireless audio quality is so strong.

*“With more smart speakers on the market and in homes, consumers will consider superior sound quality and functionality key differentiators as they seek a single device that can meet multiple needs.”*

—SCOTT LACHUT, PARTNER AND PRESIDENT OF RESEARCH AND STRATEGY AT PSFK

27. Adam Turner, “Smart speakers are getting serious about sound quality,” SMH, Aug 26, 2018.

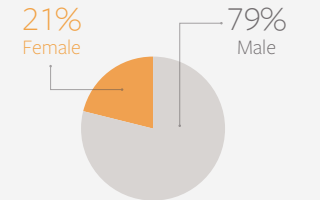
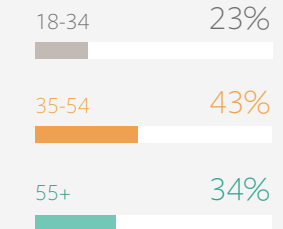
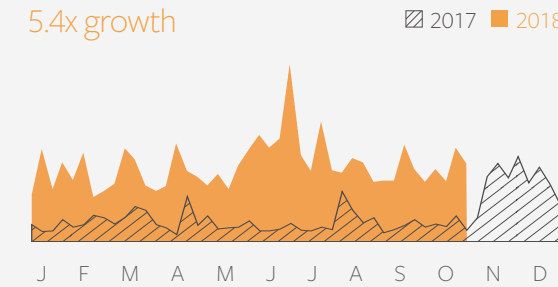
28. Sarah Perez, “47.3 million U.S. adults have access to a smart speaker, report says,” *TechCrunch*, Mar 7, 2018.

Featured Topics to Watch: signal-to-noise ratio

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

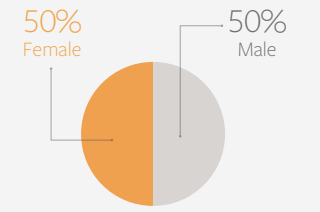
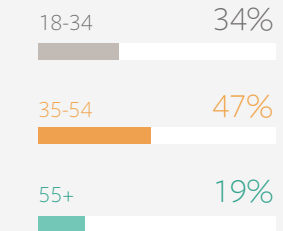
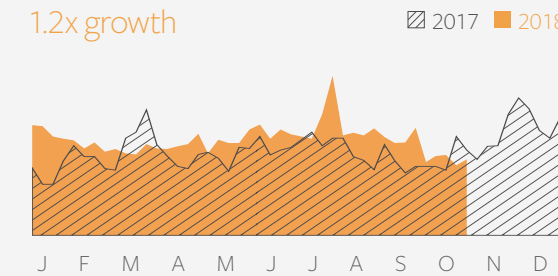
## Signal-to-Noise Ratio

5.4x growth



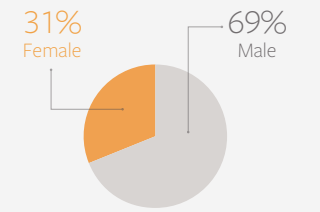
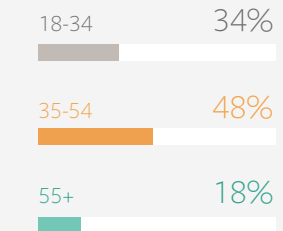
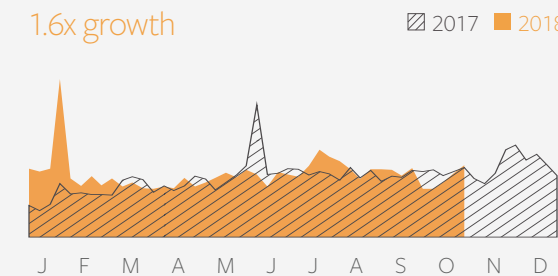
## Wireless Router

1.2x growth



## Woofer

1.6x growth



# Tech-Fueled Escapism

New forms of escapist pastimes are catering to Gen Z and Millennial audiences craving thrilling or therapeutic media experiences.

Viewers have become deeply immersed in social gaming sites such as Twitch, racking up an astounding 2.5 billion hours from July to September watching its interactive livestreams, mostly of players navigating hours-long games.<sup>29</sup> Viewers can even pay to cheer on favorite streamers, a feature released in 2018. Conversation around overall *livestreams* spiked during the 2017 holidays, as viewers appeared to rally behind stunts and offers.

Meanwhile, fans of games like *Fortnite* are investing in character “skins” (or outfits) to personalize and enhance the digital environment. We’re also seeing the real world aesthetically amplified with *virtual art*, bringing mixed reality to environments ranging from festivals<sup>30</sup> to urban landscapes.<sup>31</sup>

In the wellness arena, self-soothing is now a core component of the escapism economy. Videos that stimulate *Autonomous Sensory Meridian Response*—a tingling sensation set off by audio-visual triggers like whispering or tapping—are mesmerizing viewers, and the most popular have collected millions of views.<sup>32</sup> Celebrity-hosted clips are helping to normalize this habit.

What’s behind the phenomenal success of this highly escapist entertainment? Audiences, especially younger ones, are hungry for emotionally resonant, stress-relieving experiences.

—Tessa Mansfield, Chief Creative Officer at Stylus

SPOTLIGHT BY

## STYLUS

29. Adam Yosilewitz, “StreamElements State of the Stream: TwitchCon Edition,” StreamElements, Oct 26, 2018.

30. Ann Furman, “The Reality-Bending Art Program at Coachella 2018,” *Paper*, Apr 19 2018.

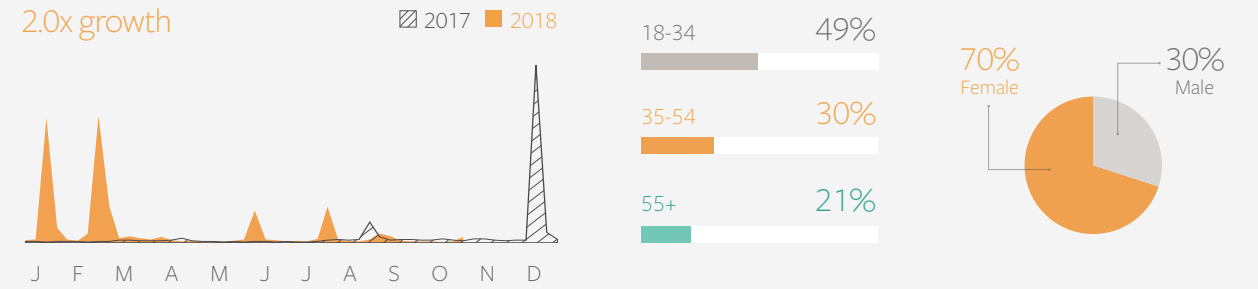
31. Michael Valinsky, “How virtual art appearing along the L.A. River tackles gentrification, immigration and environmental issues,” *Los Angeles Times*, Nov 2, 2018.

32. Andrea Marks, “The Tingle Makers, Open for Business,” *New York Times*, Feb 15, 2018.

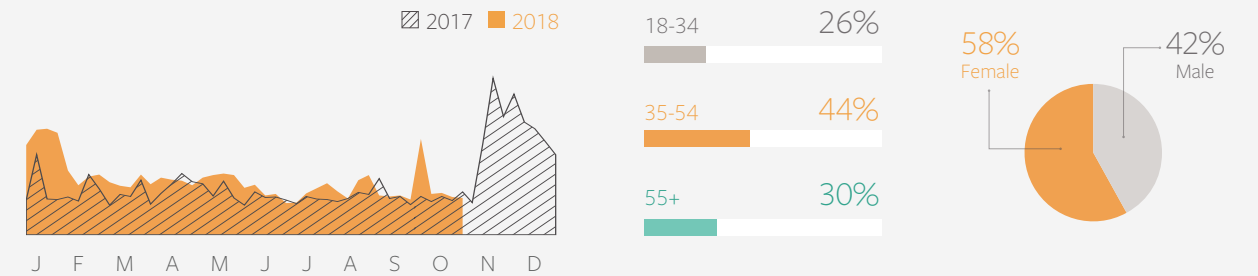
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### Autonomous Sensory Meridian Response

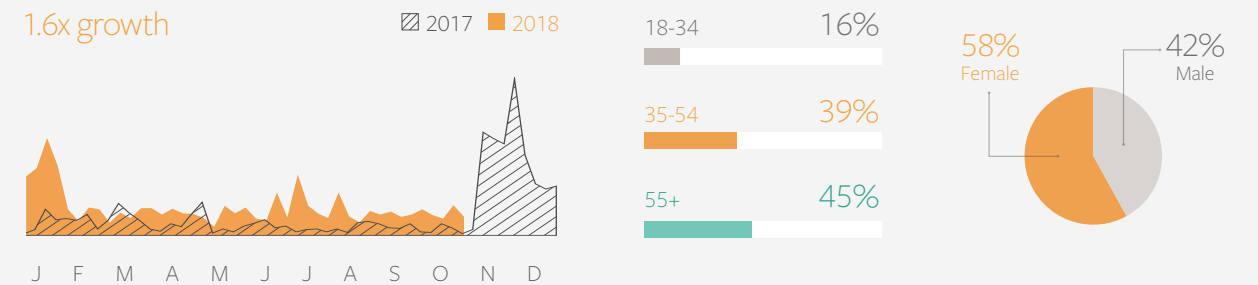
2.0x growth



### Livestream



### Virtual Art





# Food & Drink

In food and drink, people are ready to have their cake and eat it too. Embracing health-consciousness and multiculturalism, eaters are incorporating new ingredients into dishes they already know and love in order to make them healthier or to add global flair.



# Multicultural Comfort Foods

The US is known as a melting pot, which has led to a vibrant and diverse food culture that's widely embraced. And with people sharing and discovering new cooking habits online, that pot is growing increasingly tasty.

More Millennials are cooking at home<sup>33</sup> and sales of international cooking equipment have risen steadily over a 12-month timeframe.<sup>34</sup> In tandem with these movements, global variations on time-tested American comfort foods have grown popular.

This set of updated classics appeals especially to families with young children, over a third of whom

report that their kids enjoy eating international foods.<sup>35</sup> Foods of interest include *calabaza*, a West Indian pumpkin; *caldo de pollo*, a Mexican chicken soup; and *tiropita*, a Greek egg-and-cheese dish.

These international takes on home-cooked classics demonstrate that chicken soup (or, as the case may be, caldo de pollo) is always good for the soul. And as people grow increasingly familiar with unique local cuisines, we may see even more global versions of old-time favorites in the years ahead.

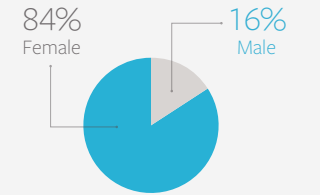
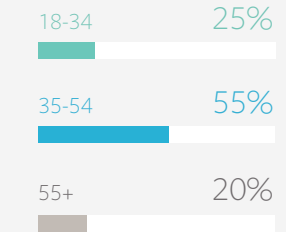
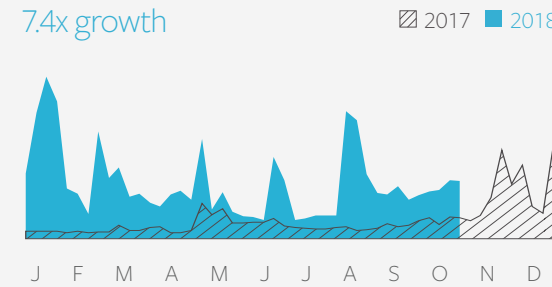
33. "U.S. Consumers Are Increasingly Eating and Preparing Their Meals At Home Often With The Help Of Foodservice," NPD, Jul 24, 2018.  
 34. "Retail sales of ethnic cooking products in the United States from 2010 to 2017 (in million U.S. dollars)," Statista, Feb 2018.  
 35. "Sandwiches, Subs and Wraps: Market Factors," Mintel, Aug 2018.

Featured Topics To Watch: calabaza, caldo de pollo, tiropita

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

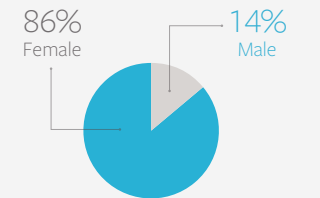
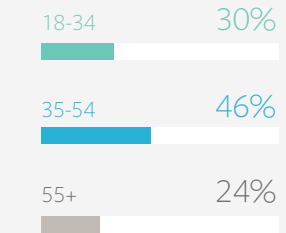
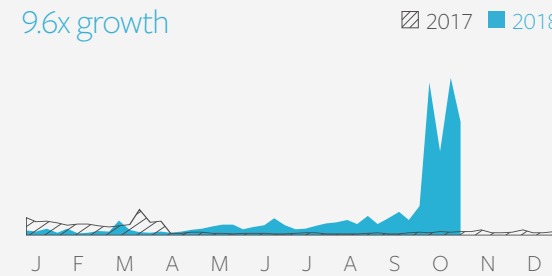
## Calabaza

7.4x growth



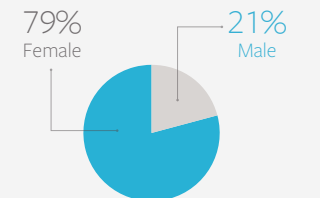
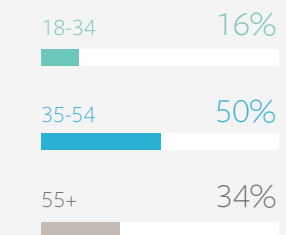
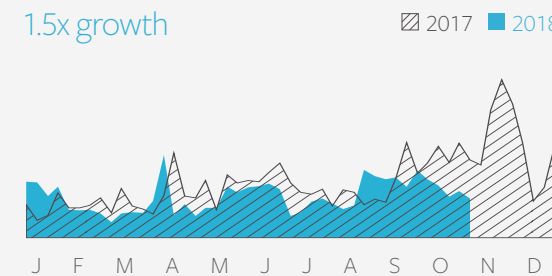
## Caldo de Pollo

9.6x growth



## Tiropita

1.5x growth



# Soul Food Reimagined

Healthy is in, and so is every imaginable kind of diet. The number of Americans going gluten-free<sup>36</sup> has more than tripled since 2009, and sales of paleo-labeled products are projected to reach \$4 billion by 2020.<sup>37</sup>

In an age in which [we post photos of our meals](#)<sup>38</sup> and eating is a form of entertainment, people expect to love every bite they consume. Focused on flavor, people are working to make healthy foods taste as good as classic favorites, replacing elements of traditional cuisines with health-conscious alternatives.

Among the cuisines being revamped on a grand scale, *soul food* is getting some major attention

from healthy eaters working to emulate rich, soul-warming dishes. One popular alternative to *pork & beans* uses jackfruit or smoked turkey in place of fattier meats, and on the rest of the plate people are using lower amounts of *brown sugar* and leaner preparations of vegetables like collard greens.

In the past, weight-loss diets have defaulted to boring steamed foods, coding healthy as flavorless. But a new focus on more virtuous alternatives to rich, timeless favorites is steering us toward a future where healthy is also delicious.

*“For a generation of foodies in search of exotic and regional foods, we’re seeing innovative new chains reimagine dishes, replacing ingredients with vegetable-based alternatives or a healthy spin. This movement emerges as people embrace two key trends: well-being and foodie-ism.”*

—LUCIE GREENE, GLOBAL DIRECTOR AT THE INNOVATION GROUP AT J. WALTER THOMPSON INTELLIGENCE

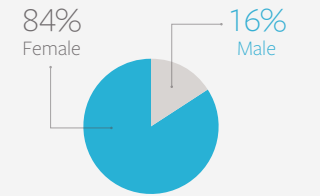
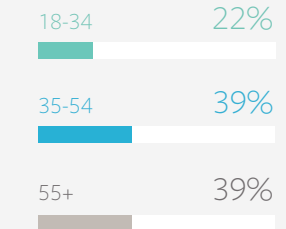
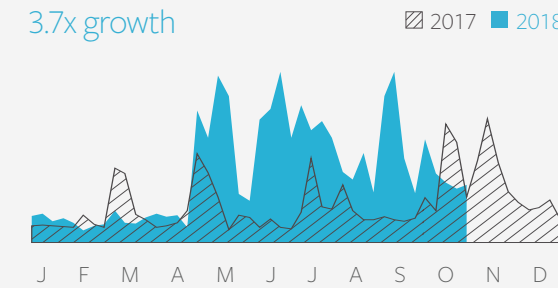
36. Niall McCarthy, “The Number Of Americans Going Gluten-Free Has Tripled Since 2009,” *Forbes*, Jan 17, 2017.  
 37. Elaine Watson, “Caveman Eats: Paleo could hit \$4bn by 2020 but it’s never going to be Greek yogurt,” *Foodnavigator USA*, Jul 9, 2017.  
 38. “[Discover Once-a-Day Moments that Can Grow Your Brand](#),” Facebook IQ, Oct 3, 2018.

Featured Topics To Watch: brown sugar, soul food

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

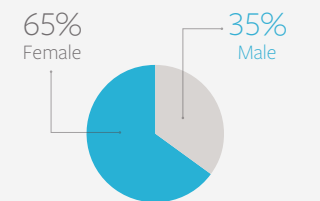
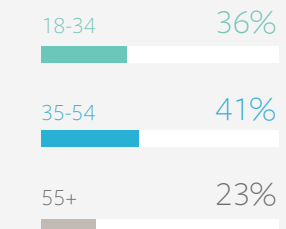
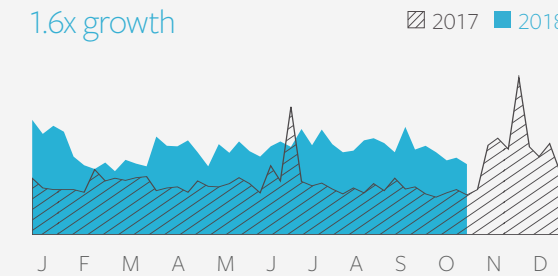
## Brown Sugar

3.7x growth



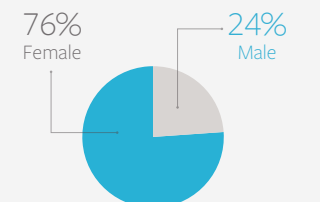
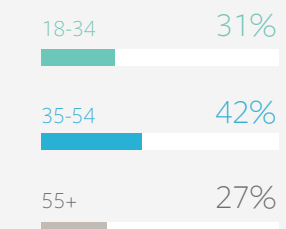
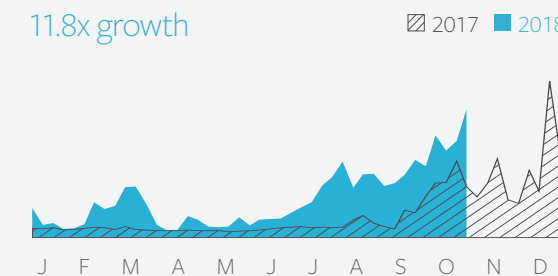
## Pork and Beans

1.6x growth



## Soul Food

11.8x growth



# Bread 2.0

Bread has gotten a bad rap. For years, many diets put the popular carb on forbidden lists. But the health-conscious tides may be turning. Food start-ups are innovating bread with processes like “slow carb baking,” or slow natural fermenting,<sup>39</sup> which creates breads with lower glycemic indexes (GI). In the process, they are also creating loaves with increased bioavailability of nutrients.

In doing so, food start-ups are generally raising awareness that not all bread is bad—it’s the overly processed, sugar- and preservative-laden varieties that have proven problematic for many diet plans.<sup>40</sup> In turn, alternative flours have seen a rise in interest, as people have become more interested in spelt, *rice flour*, popular earlier this year, and even ancient grains, such as *einkorn*

*wheat*. We also see interest in baking overall growing as, for example, conversation about *crust* is on the rise.

The trend happens as people’s attitude towards nutrition and wellness becomes more evolved and sophisticated. In the face of dietary concerns, this is an example of a previously “unhealthy” food category being reinvented by rethinking the process, returning to natural and traditional techniques over mass production.

—Lucie Greene, Global Director at The Innovation Group at J. Walter Thompson Intelligence

## SPOTLIGHT BY

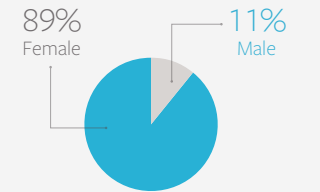
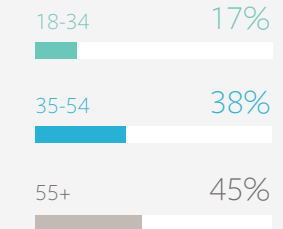
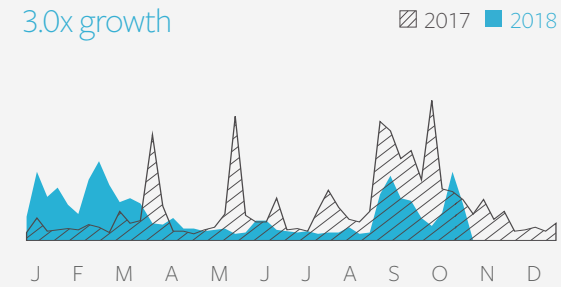


39. “Why Long-Fermented Sourdough Bread Is Actively Good For You,” Modern Baker.  
40. Nina Jones, “Bread 2.0,” J. Walter Thompson Intelligence, May 9, 2018.

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. While the majority of featured topics of conversations grew from January 2017 to October 2018, in some cases we include topics of conversations that did not rise over this time period, but whose activity, such as a surge earlier in the year or spike, added context to the broader themes we are exploring. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

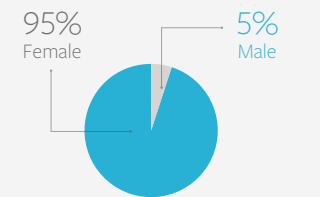
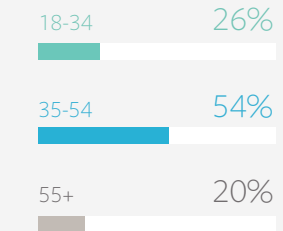
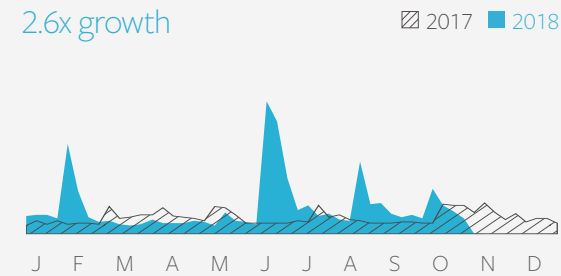
## Crust (Baking)

3.0x growth

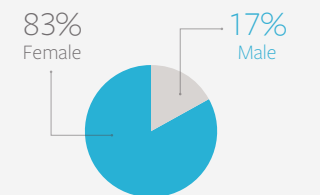
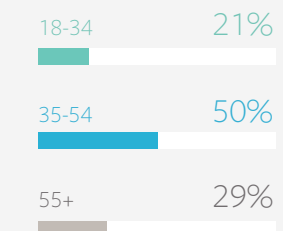
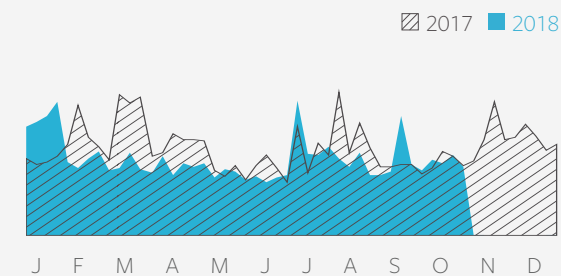


## Einkorn Wheat

2.6x growth



## Rice Flour



# Mind & Body

Wellness is growing as a new commercial category, with people adopting self-care routines, seeking out funky functional ingredients and bringing mental relaxation techniques into the workplace in the name of productivity.



# “It” Ingredients in Action

There’s a distinction between health and wellness: If you’re healthy, you’re not sick. If you’re well, you’re glowing. In the same vein, there’s a difference between healthy foods—fruits, vegetables and protein—and functional foods, which impart benefits beyond basic nutrition, like shiny hair, efficient digestion and glowing skin. People are zeroing in on a set of popular hero foods from around the globe to achieve specific results from within.

As shoppers seek out “it” ingredients at grocery stores—and not just specialty stores—companies are responding in kind. Consumer packaged goods (CPG) companies are incorporating wonder ingredients into

their product lineups and acquiring smaller brands that offer them already.<sup>41</sup> One leading company in 2017 bought an herbal tea startup specializing in anti-inflammatory drinks featuring *turmeric*, an ingredient popular in curries that is now appreciated in the West for its health benefits. Another major player is offering *eucalyptus* tea, also known to decrease inflammation, and yet another market leader now owns a popular company proffering a product known for its probiotic<sup>42</sup> qualities, typically found in *kimchi* and kombucha.

Given the growing appetite for foods doing double duty, keep an eye out for the next crop of wonder ingredients.

*“Palates are widening globally and drawing inspiration from food cultures with long histories, where a holistic approach to wellness links food to ritual, community and seasons.”*

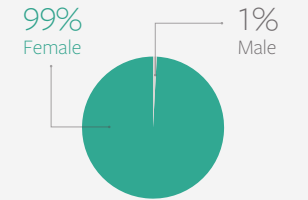
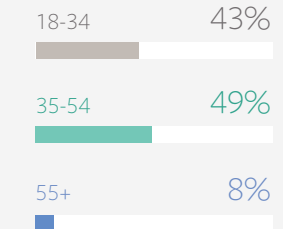
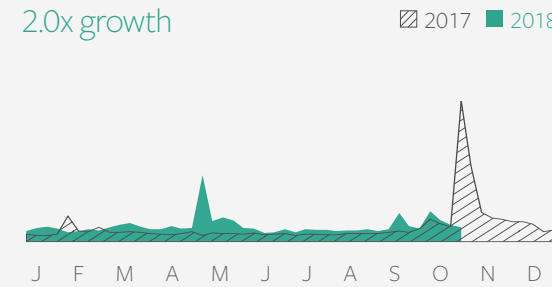
—TESSA MANSFIELD, CHIEF CREATIVE OFFICER AT STYLUS

41. “Unilever acquires Pukka Herbs,” Unilever, Jul 9, 2017. <https://www.unilever.com/news/press-releases/2017/unilever-acquires-pukka-herbs.html>.  
 42. “Probiotic Ingredients Market Worth Over \$3 Billion by 2024: Global Market Insights, Inc.,” PR Newswire, Nov 27, 2018.

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. While the majority of featured topics of conversations grew from January 2017 to October 2018, in some cases we include topics of conversations that did not rise over this time period, but whose activity, such as a surge earlier in the year or spike, added context to the broader themes we are exploring. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

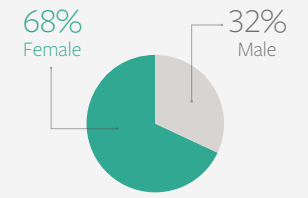
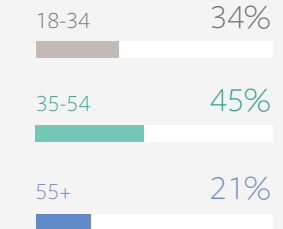
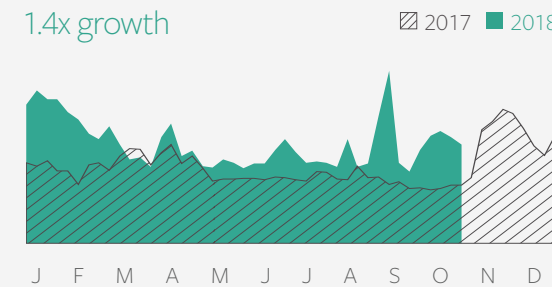
## Eucalyptus Radiata

2.0x growth

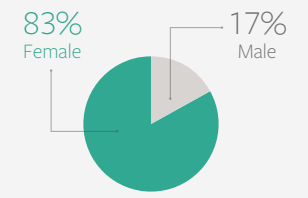
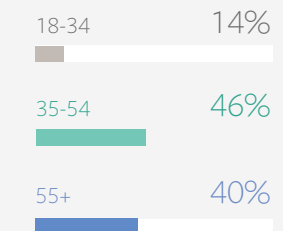
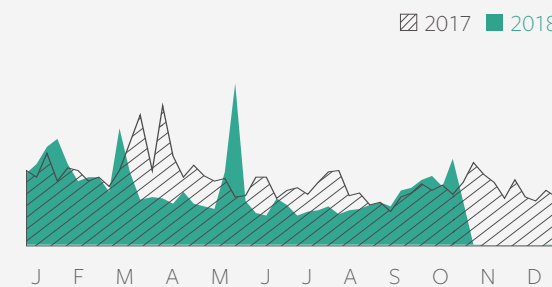


## Kimchi

1.4x growth



## Turmeric



# Productivity Hacks

Workers are more productive than ever, but regardless are working more, not less.<sup>43</sup> In addition to time spent in front of the computer, they check their phones first thing in the morning, during meals and throughout the day.<sup>44</sup> To make the most of the hours they're putting in, people are trying new ways of managing their minds and their workflow.

Productivity software saw a rise in conversation in 2018, as people endeavor to harness their most powerful mental moments, setting reminders to do things like work in bursts, mono-task or get up and stretch.<sup>45</sup>

And while some rely on technology to keep themselves on task, others are turning inward to mindfulness techniques to optimize their mental function.

*Wu Wei*, the Taoist principle of “non-doing,” asks practitioners to go with the flow: work when they're energized, turn off when they're tired and pursue tasks that come easily.<sup>46</sup> Other workers use positive affirmations to avoid losing energy to self-doubt.

As the quest for productivity continues, workers will be increasingly receptive to mental optimization practices from near and far.

*“Performance is no longer relegated to the realm of athletes, as artists, engineers and entrepreneurs experiment with new technologies and practices to maximize their efforts and gain a mental edge.”*

—SCOTT LACHUT, PARTNER AND PRESIDENT OF RESEARCH AND STRATEGY AT PSFK

43. “The Productivity-Pay Gap,” *The Economic Policy Institute*, Aug 2018.

44. “4 Ways to Matter to Millennials at Work and Beyond,” Facebook IQ, Nov 28, 2018.

45. Jill Duffy, “The Best Productivity Apps of 2018,” *PCMag*, Nov 1, 2018.

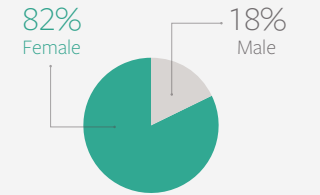
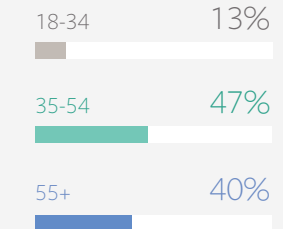
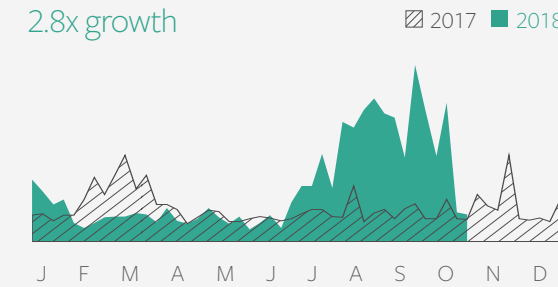
46. Ephrat Livni, “An ancient Chinese principle can help you get comfortable with doing less—and make you happier, too,” *Quartz*, Jan 1, 2017.

Featured Topics To Watch: wu wei, affirmations

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

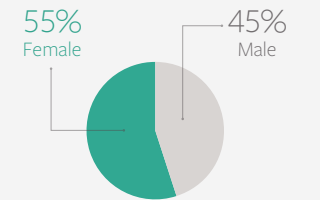
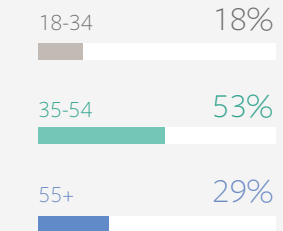
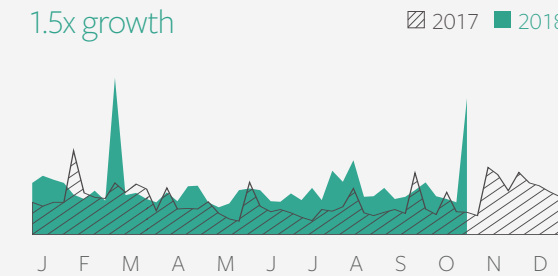
## Affirmations

2.8x growth



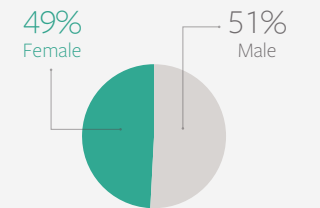
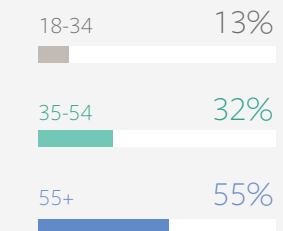
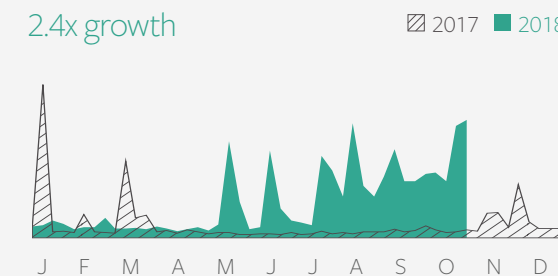
## Productivity Software

1.5x growth



## Wu Wei

2.4x growth



# Wellness as a Luxury Good

As an aspiration and an experience, wellness is becoming an increasingly important part of people's daily lives—one that they are willing to spend money on.<sup>47</sup>

We see the latest evolution of this in an increase in conversation around topics like *intermittent fasting*, a practice that alternates between periods of eating normally and fasting; *self care*, the act of tending to one's well-being that can encompass anything from exercise to facial treatments; and *detoxification*, diets and other practices that

help flush out impurities and reset the body's system back to a clean or balanced state.

In a time when consumers, especially Millennials, value experiences as much or more than objects, they are replacing materialistic items for wellness experiences that improve their body and mind.<sup>48</sup> Increasingly, success is not defined by people's ability to purchase the latest handbag, but by their willingness to take the time to achieve the best possible version of themselves.

—Scott Lachut, Partner and President of Research and Strategy at PSFK

SPOTLIGHT BY

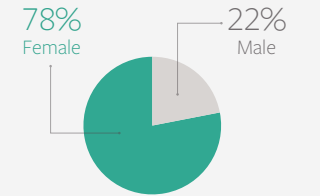
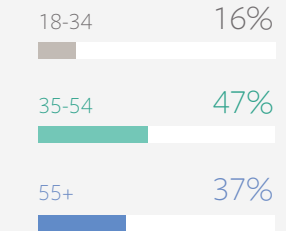
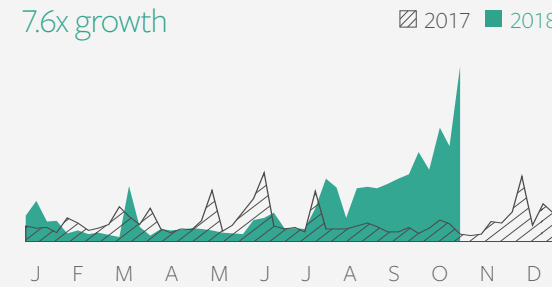


47. Deborah Weinswig, "Wellness Is The New Luxury: Is Healthy And Happy The Future Of Retail?," *Forbes*, Jun 30, 2017.  
 48. Jeanette Settembre, "This is the insane amount millennials are spending on fitness," *MarketWatch*, Jan 21, 2018.

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

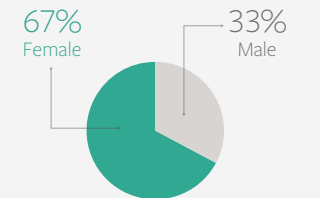
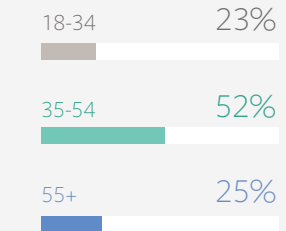
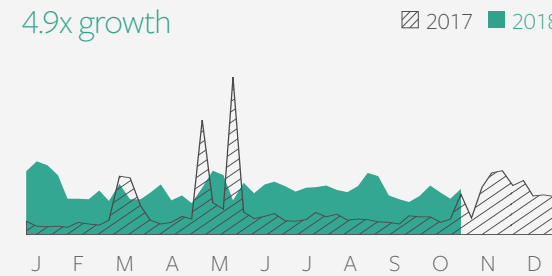
## Detoxification

7.6x growth



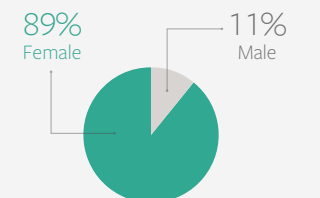
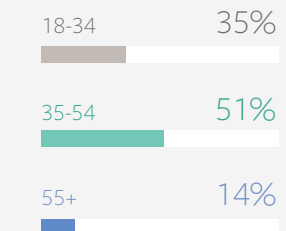
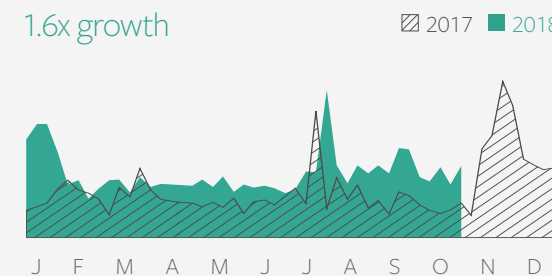
## Intermittent Fasting

4.9x growth



## Self Care

1.6x growth







# Science & Technology

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People turn to technology to access new experiences, and recent innovations are bringing adventurers and early adopters into closer contact with outer space, the imagined worlds of video games and virtual experiences.

# Delving Into Digital Worlds

In the US, 64% of people play video games, and the world of gaming is rapidly expanding beyond the console.<sup>49</sup> The leading live streaming platform for professional game play currently has more daily viewers than CNN, and one video game trailer even won an Emmy in 2018 for Outstanding Live Graphic Design.<sup>50</sup>

With consumers participating in more virtual worlds, the demand for strong graphics is palpable, as is an interest in how they're made. The technical terms *compositing*, *palette* and *display resolution*—all used to describe the color and feel of digital displays—

are entering the common lexicon, reflecting a desire expressed by 58% of gamers to learn more about their favorite games and the way they're made.<sup>51</sup> In response, game developers have launched a number of how-it's-made-style videos to engage gamers outside of play.

As people spend more time engaging with game-adjacent content, the process of game creation is becoming just as entertaining as playing the games themselves.

49. Dr. Michael J. Garbade, "10 Interesting 2018 Video Game Industry Statistics, Trends & Data," *The Startup*, Sep 29, 2018.  
 50. Julia Lee, "Riot Games wins a Sports Emmy for Outstanding Live Graphic Design," *Rift Herald*, May 9, 2018.  
 51. "Attitudes toward gaming, US," Mintel Reports, Jun 2018.

Featured Topics To Watch: compositing, palette, display resolution

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

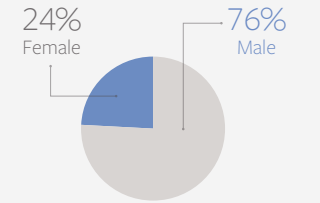
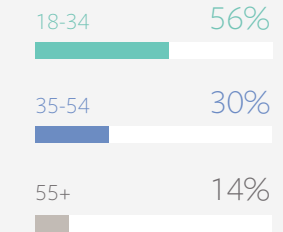
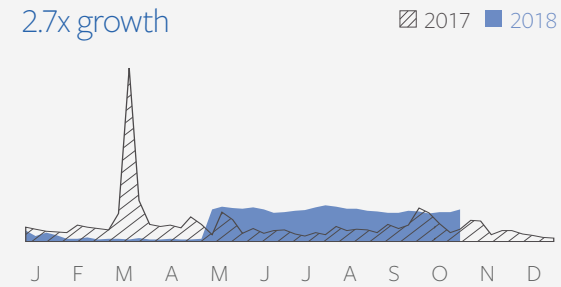
## CONVERSATION OVER TIME (Jan 2017–Oct 2018)

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## GENDER (Nov 2017–Oct 2018)

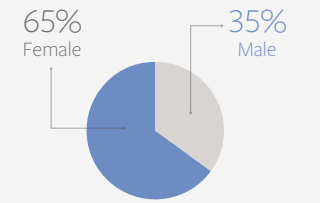
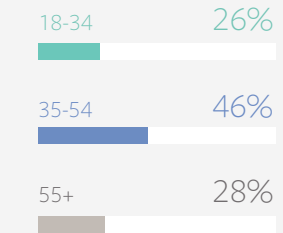
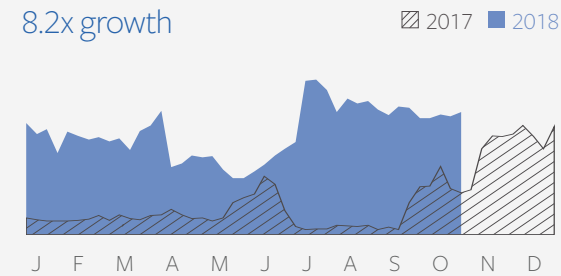
### Compositing

2.7x growth



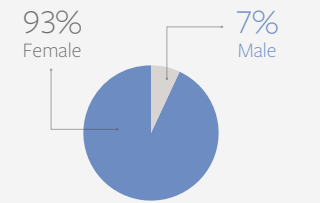
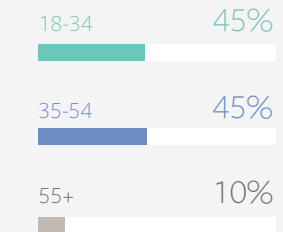
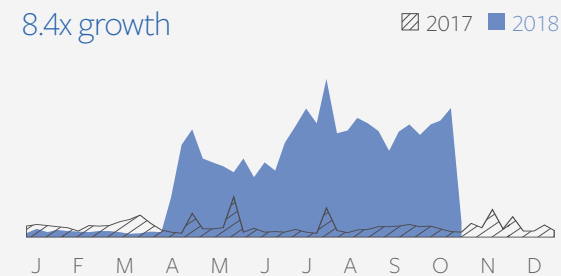
### Display Resolution

8.2x growth



### Palette (Computing)

8.4x growth



# Screens Spread Out

Thanks to our smartphones, we're living in a world in which a mobile command center<sup>52</sup> sits in our hands. And, with the internet of things expanding at a rapid clip, people now want the same level of functionality and control from their connected objects.

With responsive screens built into everyday objects, people can now use *stationary bicycles* as displays to stream workout classes,<sup>53</sup> look to windshields as safer dashboards through *automotive head-up displays* (or auto-HUD)<sup>54</sup> and outsource photography to *remote cameras*.

The utility of these built-in screens is fueling extremely rapid market growth, ballooning projected sales of connected objects to nearly double what they are in 2018 by 2020.<sup>55</sup> As connected devices move from novelty to necessity, expect to see more screen-enabled devices replacing the simpler appliances of the past.

*“Visual displays coupled with voice- and touch-activated interfaces are revolutionizing computing paradigms and form factors. Technology will continue to fade into the background while remaining ever present and aware.”*

—SCOTT LACHUT, PARTNER AND PRESIDENT OF RESEARCH AND STRATEGY AT PSFK

52. “Shifts for 2020: Mobile Command Center,” Facebook IQ, Oct 12, 2017.

53. Cheryl Wischhover, “Peloton’s \$2,000 stationary bike has totally disrupted working out at home,” Vox, Nov 14, 2018.

54. Ronan Glon and Miles Branman, “The best head-up displays (HUDs) of 2018,” Digital Trends, Jun 22, 2018.

55. “Size of the IoT market worldwide from 2016 to 2020 (in billion U.S. dollars),” Statista, 2018.

Featured Topics To Watch: remote camera, automotive head-up display

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

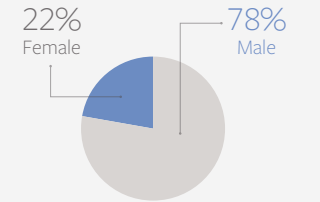
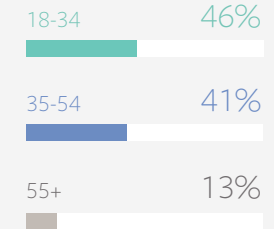
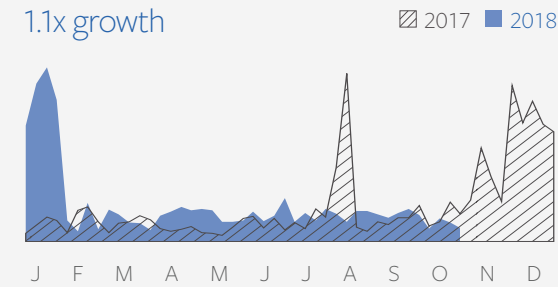
CONVERSATION OVER TIME (Jan 2017–Oct 2018)

AGE (Nov 2017–Oct 2018)

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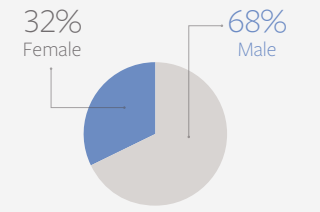
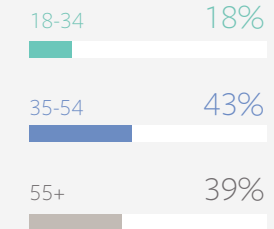
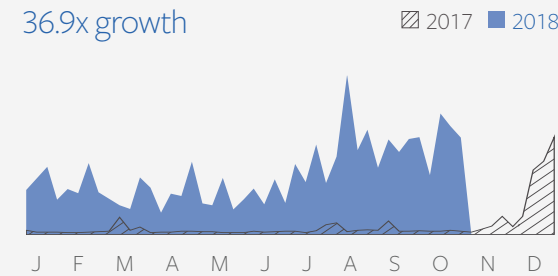
## Automotive Head-Up Display

1.1x growth



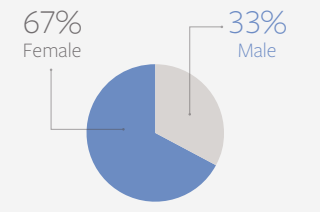
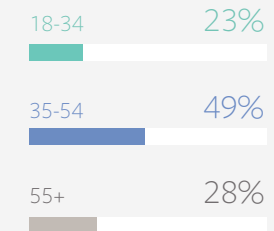
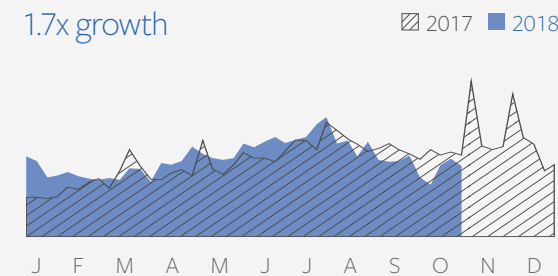
## Remote Camera

36.9x growth



## Stationary Bicycle

1.7x growth



# The New Space Race

Space has long captivated the public imagination. When Neil Armstrong executed the first moonwalk in 1969, space themes imbued pop culture, from moon boots to *The Jetsons*.

Now, 50 years after that first moon mission, private companies are beginning to explore *outer space*, one even having committed to sending six people to Mars in the foreseeable future.<sup>56</sup> The idea of regular people embarking on space travel has brought the cosmos back into the public imagination. One hit show on

National Geographic explores what it would be like to colonize Mars in 2042.<sup>57</sup> Popular astrophysicist and author Neil DeGrasse Tyson is a bonafide cultural icon. And some people are rehashing the *Big Bounce*, a popular theory on the origin of the universe, while others theorize that black holes live at the *galactic center*, or the rotational center of the Milky Way.

As the second space race progresses, people's attention will continue to turn toward the stars.

56. Dave Mosher, "Elon Musk says SpaceX is on track to launch people to Mars within 6 years," *Business Insider*, Nov 2, 2018.  
 57. Rick Bentley, "Former Astronaut Mae Jamison Over the Moon for 'Mars,'" *The Columbus Dispatch*, Nov 12, 2018.

Featured Hot Topics: Mars, Neil DeGrasse Tyson

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. While the majority of featured topics of conversations grew from January 2017 to October 2018, in some cases we include topics of conversations that did not rise over this time period, but whose activity, such as a surge earlier in the year or spike, added context to the broader themes we are exploring. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

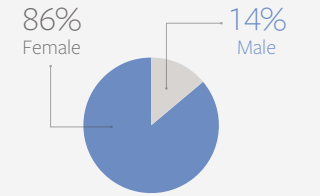
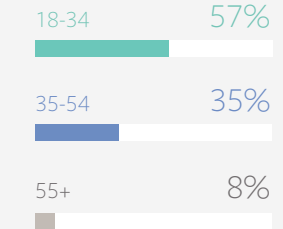
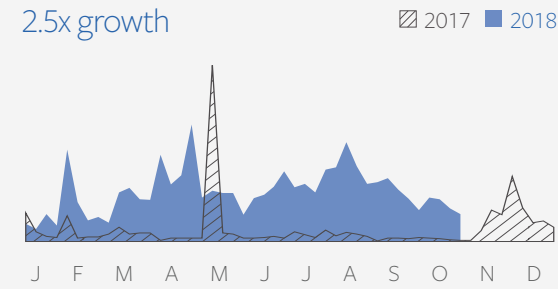
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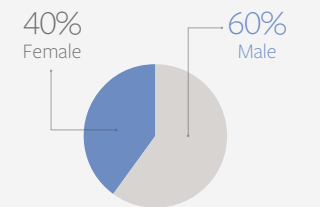
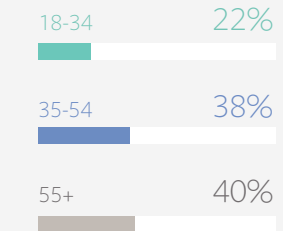
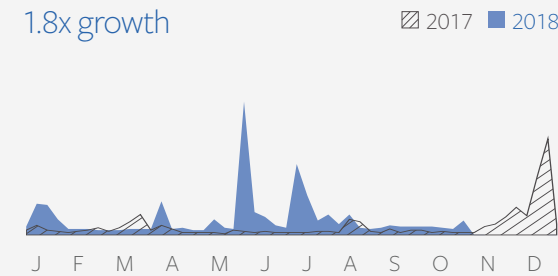
### Big Bounce

2.5x growth

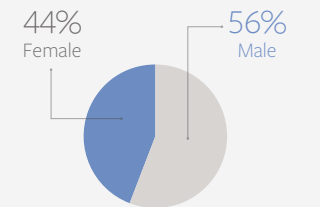
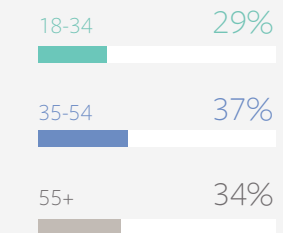
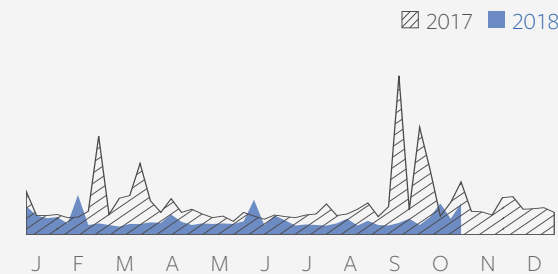


### Galactic Center

1.8x growth



### Outer Space



# Travel & Leisure

It's the year of the great outdoors. From the city to the most remote climates, more people are heading outside, be it for exercise, beach activities or hiking and camping adventures.



# Accessible Adventures

As people scroll through their Facebook and Instagram Feeds, many [find inspiration for their next travel destinations](#).<sup>58</sup> When seeing friends' outdoor adventures, even people who previously haven't spent much time exploring the wilderness can't help but be newly curious about the magic of nature.

Add to that the increasingly cited benefits of the low cost and calm of nature, and people are looking to travel offerings that make outdoor adventures viable for beginners.<sup>59</sup> *Glamping* has become a popular offering, transforming camping into a luxe

outdoor sleeping experience complete with beds, high-class decor and sometimes even plumbing. Hikers can now approach more difficult trails with the *via ferrata*, which strings steel cables between rock faces to limit potential falls, and *zip lines* catapult anyone through the treetops, regardless of skill.

Thanks to these accessible amenities, beginner adventurers will be able to share experiences previously reserved for skilled outdoorspeople.<sup>60</sup>

*“21st-century pressures are propelling more people across age and ability levels into exhilarating (and shareable) outdoor experiences that reawaken senses and help people feel more present.”*

—TESSA MANSFIELD, CHIEF CREATIVE OFFICER AT STYLUS

58. [“Connect with Millennial Travelers Before, During and After the Trip.”](#) Facebook IQ, Nov 8, 2018.

59. Monica Houghton, “Why Camping Is Rising in Popularity, Especially Among Millennials,” *Forbes*, Apr 16, 2018.

60. “Travel Trends to Emerge in 2018,” *Financial Tribune*, Dec 22, 2017.

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

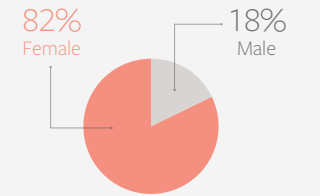
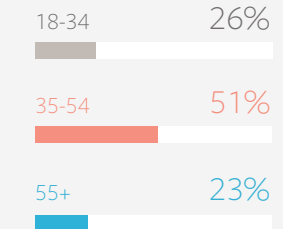
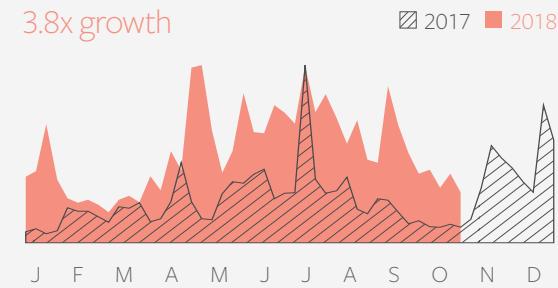
## CONVERSATION OVER TIME (Jan 2017–Oct 2018)

## AGE (Nov 2017–Oct 2018)

## GENDER (Nov 2017–Oct 2018)

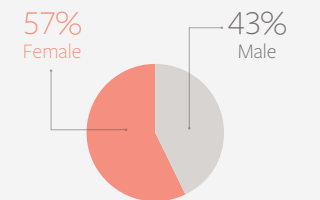
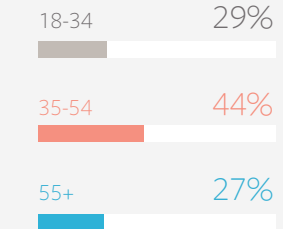
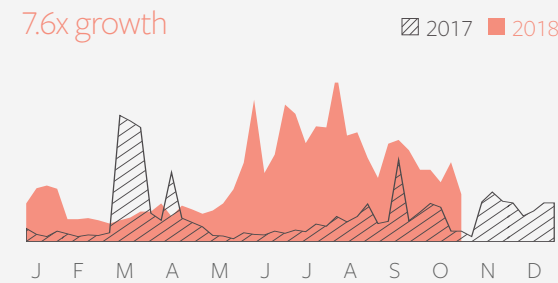
### Glamping

3.8x growth



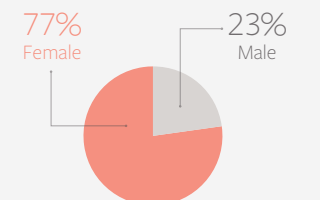
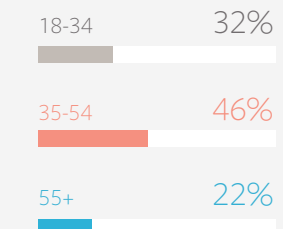
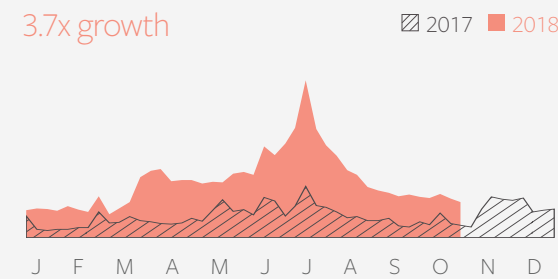
### Via Ferrata

7.6x growth



### Zip Line

3.7x growth



# California Dreaming

As of 2018, there are more Millennials living in California than there are people in Switzerland, Denmark or Finland.<sup>61</sup> And given the explosion of job opportunities,<sup>62</sup> coupled with an ever-increasing desire to balance time spent in the office with that spent outdoors, it's no surprise that young people have been heading to the Golden State in droves.

The West Coast lifestyle is catching on around the country, inciting a drive to spend time in the sand and sun. Conversations about *beach soccer*, *paddleboarding* and *wakesurfing* are all on the rise, with people engaging in these activities no matter where they live.

For those living far from the coast, California has been a top travel destination among domestic vacationers in 2018,<sup>63</sup> and travelers under the age of 34 report that they are more likely than average to participate in an extreme sport or activity while on vacation.<sup>64</sup> These activities are also meaningful ways to form connections and community, especially for those who work on their own or remotely. No wonder more people are finding meaning in these freewheeling games on the beach.

*“Surf and water activities are expanding beyond being known as simply niche sports. Now they are something altogether more holistic, something connected to well-being, the elements, spirituality and mental health—the new golf trip for executives in search of bonding and relaxation.”*

—LUCIE GREENE, GLOBAL DIRECTOR AT THE INNOVATION GROUP AT J. WALTER THOMPSON INTELLIGENCE

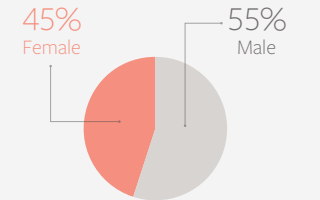
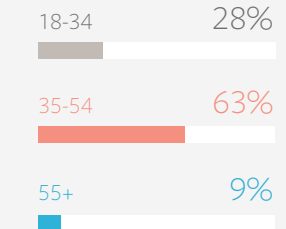
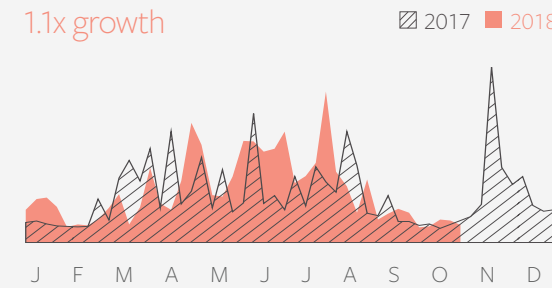
61. Preeti Varathan, “The most and least millennial places in America,” Quartz, Feb 8, 2018.  
 62. Michael Hoon, “Employment opportunities: Best US cities for job seekers in 2018,” USA Today, Jun 18 2018.  
 63. “Regional Tourism, US,” Mintel Reports, Apr 2017.  
 64. “The Experiential Traveler, US,” Mintel Reports, Apr 2018.

Featured Topics To Watch: beach soccer, paddleboarding

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

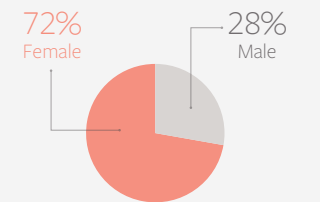
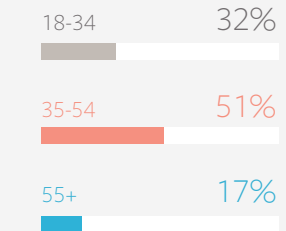
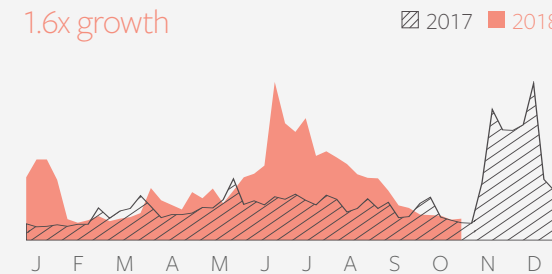
## Beach Soccer

1.1x growth



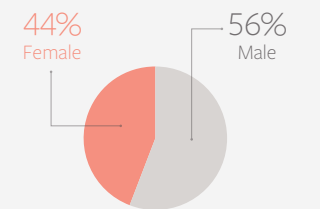
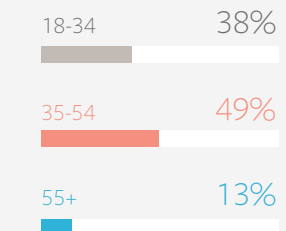
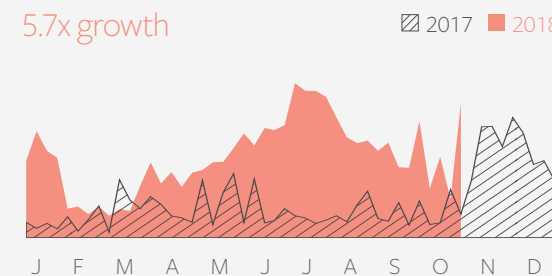
## Paddleboarding

1.6x growth



## Wakesurfing

5.7x growth



# The Urban Jungle Gym

New York City added several new parks across numerous boroughs in 2018, and also expanded the famous High Line rail-trail. Minneapolis unveiled a plan to revamp 33 urban green spaces<sup>65</sup> and bike shares proliferated across most major American metros.<sup>66</sup>

In a moment when cities are renewing their focus on outdoor spaces, and turning a once industrial spot like a *rail trail* into a park, more people are taking their workouts outside.<sup>67</sup> Since outdoor activities can be cheaper, faster and more accessible than gym workouts, street exercises offer a compelling supplement to an indoor gym routine.

*Playgrounds* offer a perfect venue for the push- and pull-ups of bodyweight training, which was ranked the second most popular exercise activity in 2017.<sup>68</sup> And parkour, a freerunning exercise derived from military obstacle training practices that famously incorporates jumps and *kicks*, has also been gaining steam—the activity was recognized in the UK as an official sport in the same year.

There's never been a better time to be an outdoorsperson in a city, embracing the great urban jungle.

65. "Check out new designs for all 33 Minneapolis neighborhood parks east of the Mississippi River!" Minneapolis Park & Recreation Board, Jul 5, 2018.  
 66. Aarian Marshall, "Americans are falling in love with bike share," *Wired*, May 3, 2018.  
 67. "Health and Fitness Clubs, US;" Mintel Reports, May 2017.  
 68. "Worldwide Survey of Fitness Trends for 2017;" American College of Sports Medicine, Nov/Dec 2016.

Featured Topics To Watch: kick

Chart Source: Conversation over time: Facebook data, people ages 18+, US only, Jan 2017–Oct 2018. Growth rates compare average weekly volume of last month to average weekly volume of first month (Oct 2018 over Jan 2017). Particularly large growth rates can be driven by spikes in conversation due to one-time events. Age and gender: Facebook data, people ages 18+, US only, Nov 2017–Oct 2018.

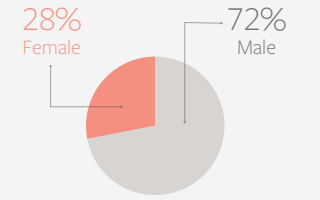
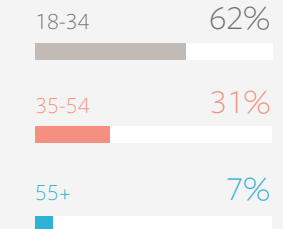
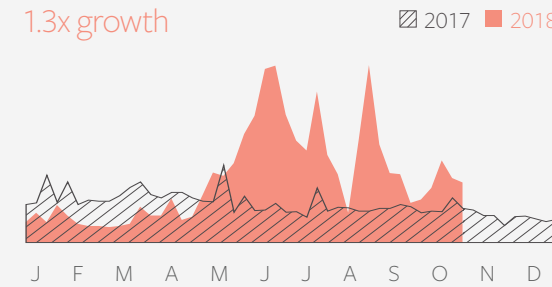
CONVERSATION OVER TIME (Jan 2017–Oct 2018)

AGE (Nov 2017–Oct 2018)

GENDER (Nov 2017–Oct 2018)

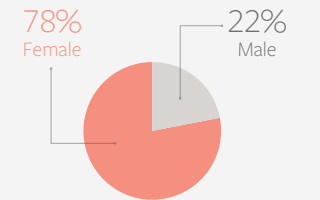
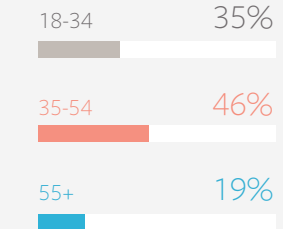
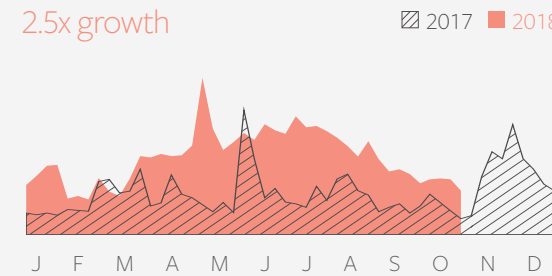
## Kick

1.3x growth



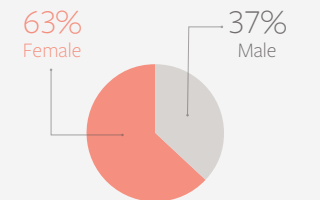
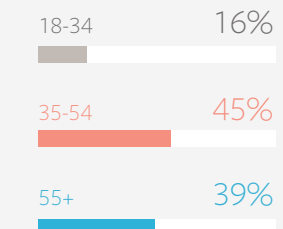
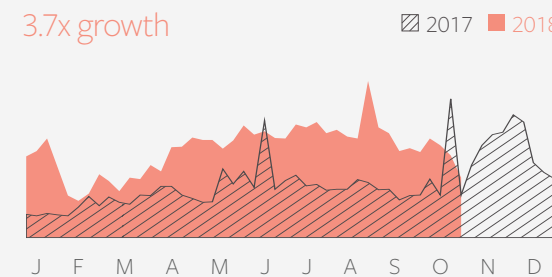
## Playground

2.5x growth



## Rail Trail

3.7x growth





# Want to know more?

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“4 Ways to Matter to Millennials at Work and Beyond”

“Discover Once-a-Day Moments that Can Grow Your Brand”

“Connect with Millennial Travelers Before, During and After the Trip”

“Shifts for 2020: Mobile Command Center”

“Selfies and Snail Slime: Analyzing Beauty Conversations on Facebook and Instagram”

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