The rise of indie players, the mass adoption of a tech-enabled lifestyle, and major market shifts have defined the past twelve months. Across fashion, beauty, accessories, food, wellness, and home, consumer expectations are shifting and the retail landscape has changed from the bottom up.

In this report, Trendalytics highlights the meta-trends and consumer personas that shaped 2016. We feature innovators that will change your viewpoint on opportunities in commerce, including notable launches, brands with meaningful momentum and Kickstarter projects still in development.

Read through and pick up gift ideas (or #treatyourself) along the way.
12 PERSONAS

1. THE SOCIALLY OBSESSED
   For the selfie-lover.

2. THE CREATOR
   For the entrepreneur at heart.

3. THE ADVENTURER
   For the savvy traveler.

4. THE FITNESS JUNKIE
   For the #athleisure aficionado.

5. THE BEAUTY BUFF
   For the makeup genius.

6. THE SLEEPY HEAD
   For the smart snoozer.

7. THE KID (AT HEART)
   For the lifelong learner.

8. THE FOODIE
   For the intrepid gourmand.

9. THE HOMEBODY
   For the modern dweller.

10. THE SENTIMENTALIST
    For the keepsake collector.

11. THE PET PERSON
    For the contemporary critters.

12. THE GOOD SAMARITAN
    For the 21st century altruist.

12 META-TRENDS

- GURU EXPERIENCES
- AMATEUR-EXPERT
- INTERNET OF THINGS
- VIRTUAL REALITY
- DO IT YOURSELF
- 3D PRINTING
- MASS CUSTOMIZATION
- PERSONAL NIRVANA
- WEARABLES
- ARTIFICIAL INTELLIGENCE
- COMMUNITY CONSUMPTION
- COLLABORATIVE CONSUMPTION
In 2016, Snapchat went from Gen Z to mainstream and expanded their partnership with Turner Broadcasting to create original content. Meanwhile, Instagram launched Stories and Facebook and Pinterest both started working on shoppable video. It is clear that the media landscape is changing and social is serious business.

**CUSTOM SNAPCHAT FILTER**
Did you know that anyone can make their own Snapchat filter? No need to be a designer—head to Fiverr or Snap Filter Studio to get a filter custom made just for you!

**SNAPCHAT SPECTACLES**
Snap Specs are a must-have this season. If you don’t want to wait in line at one of the Snapbots check out Ebay to snag a pair (at a premium).

**CREATIVE CASES**
Express your individuality with a 3D-printed phone case from Shapeways and catch yourself in the best possible light with the LuMee case for the perfect #selfie.

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**WEARABLES**

**VIRTUAL REALITY**

**3D PRINTING**

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**www.trendalytics.co**
72% of millennials will buy personalized products in the next twelve months, and they aren’t the only ones. 2016 was the year of the amateur-expert, with pop-ups and new launches bringing hyper-customization to everyone.

**PERFECT PERSONALIZATION**
Get the exact pair of shoes you’ve been dreaming of with Shoes of Prey, 3D-knit socks customized to your feet from Thursday Finest or made-to-order fashion from Fame & Partners. For the nostalgic, check out Wool and the Gang and their #madeunique revolution—inviting makers around the world to knit their own handmade pieces.

**MASS CUSTOMIZATION**
Major brands from Nike to Converse have started offering personalized options on their popular products. North Face partnered with Lot, Stock and Barrel to provide custom embroidery at their New York flagship store, Vanessa Bruno makes on-demand patches for her handbags, and Swiss chocolate brand Cailler opened a pop-up shop with an immersive VR experience that transports each visitor to Switzerland. Meanwhile, JCRT produces shirts in as little as 48 hours and Gustin is making limited-edition, crowdfunded menswear. The future is creator-led and everyone can play designer.

**AMATEUR-EXPERT**

**3D PRINTING**

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TRENDALYTICS
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Instagrammable vacation spots are seeing an uptick in tourism, thanks to influencers and #regrams. With the new emphasis on experiences over material objects, it is no surprise that travel startup Remote Year was able to raise $12 million in 2016 as more people make globe-trotting part of their lifestyle.

GoPro

CAPTURE THE MOMENT
In today’s world it is all about getting the best shot for social. With the GoPro App you can control your GoPro remotely and instantly transfer photos to your phone for easy posting. PanoMoments captures living photos in VR 3D, while SNUKR lets you map your travels and share routes with friends.

Remote Year

WORLD OF TRIPS
2017 applications are open for Remote Year, a community of digital nomads who spend a year working and exploring twelve different cities around the world. Airbnb isn’t just an economical way to stay — with #tripsonairbnb the sharing economy has come full circle with experiences led by local experts and hosts.

SMART SUITCASES
These are not your father’s roller bags — luggage in the 21st century needs to do more than just carry your clothes. From collapsible bags by Néit, to connected cases like bluesmart and Raden the bar for baggage is being set pretty high.

www.trendalytics.co
Athleisure is now in the dictionary and wellness is on everyone’s wishlist (read our Athleisure Report). In 2015, activewear generated $44 billion sales in the U.S. alone and drove growth in the apparel market. With Hilary Swank launching Mission Statement and Tory Sport opening stores this year, it is now très chic to sweat.

SNEAKERHEADS
Big things are happening in the sneaker world. Rihanna’s Puma Creepers were named “Shoe of the Year” and each release has sold out immediately. The last drop of the year featured Rihanna’s award-winning sneakers in velvet and sold out within one hour. Kanye West’s Yeezy Boost 350 is also in high demand and Adidas has released a limited-edition sneaker made from recycled plastic ocean waste. For those more inclined toward the leisure side of athleisure, check out AllBirds cozy kicks made from merino wool.

MEDITATION MOMENT
Even Jack Dorsey makes time to meditate! Flex your mindfulness muscles with one of the many meditation apps or give a stress-free subscription to someone in need. Headspace, Buddhify, Calm, Omvana, and Smiling Mind are just a few of the options available. Newly launched Inscape also offers classes at their NYC-based studio.

CONNECTED CARDIO
Fitness is the new social club with influencers like Kayla Itsines and her #BBG army changing what it means to be in shape. The modern fitness junkie wants workout gear like Lume Smart Leggings and the Hidrate Spark water bottle that reminds you to drink. Go Pro Workouts brings professional athletes’ training regimens to the masses, while Sweat Cosmetics offers high-performing makeup that can stand up to even the toughest workout.
Indie brands have instigated a revolution ([read our Beauty Report](#)) and changed the makeup of the industry as a whole. With a 44% increase in M&A deals since last year, 2016 has been all about global brands snapping up beauty startups — and the startups are bringing their methods mainstream.

**BESPOKE BEAUTY**

Get your friends the beauty products they never knew they needed! With AR apps like Plum Perfect and Perfect 365 you can get a plethora of beauty recommendations in exactly the right colors and formulations. Just upload a photo to get unique makeup matches.

Take personalization a step further with custom foundation from MatchCo, individualized serums from Skin Inc, one-off apothecary preparations from Kiehl’s, and personalized haircare from Function of Beauty.

**BE YOUR OWN BEAUTY BRAND**

Head to Bite Beauty’s Lip Lab to make lipstick to your exact specifications — choose shade, finish, and scent to get a truly unique gift for the beauty lover in your life. At Le Labo you can create an equally unique fragrance, custom packaged with a one-of-a-kind label. LOLI is perfect for the DIY devotee, with easy-to-follow beauty recipes and ingredients delivered each month.
Arianna Huffington’s bestseller The Sleep Revolution woke us up to the sleep deprivation crisis. In 2016, Huffington launched Thrive Global to continue to address the problem and Kickstarter is full of tech-enabled smart sleep ideas.

Give your lethargic pal a friendly wake up call.

**The Sleepy Head**

**Friends Don’t Let Friends Skip Naps**

Casper and Parachute have made it cool to shop for bedding and sleep masks have taken the internet by storm. Check out Perpetual Shade, Nuvi, and Hibermate for clever gifting ideas.

**Dream Chic**

It’s on trend to be sleepy. Casper and Parachute have made it cool to shop for bedding and sleep masks have taken the internet by storm. Check out Perpetual Shade, Nuvi, and Hibermate for clever gifting ideas.

**Smart Sleep**

We all know how important it is to get a good night’s sleep and with the smart mattress from Eight Sleep you can give the gift of quality ZZZs. The mattress syncs with an app to track your sleep cycles and connects to your smart home. The Sleespace Sleep Dot also monitors and analyzes sleep patterns, the Aura alarm clock will wake you up with music from Spotify, and the Bonjour smart alarm clock promises to use artificial intelligence to act as your very own personal assistant.

For budget gifting options, check out the myriad of sleep apps: Awoken, Sleep Genius, and Sleep Cycle all offer customizable tracking services to help you rest easy.
In 2016, there were more searches for coding classes than piano lessons, showing that it is never too early (or late) to start learning. Toys can be fun and educational—classic products are coming back with modern features that everyone can enjoy.

NEW NOSTALGIA
Remember the original Furby? The lovable creatures have gotten an app-enabled upgrade for the 21st century: meet the Furby Connect. Meanwhile, Hatchimals are this generation’s take on the iconic Tamagotchi. If these toys have you feeling nostalgic, check out the View Master VR for the ultimate novelty upgrade.

SUPER SCHOLAR
Some of the hottest toys this season aren’t just fun—they are educational too. Sphero teaches robotics, Dash & Dot, and Osmo make coding easy and the Mattel ThingMaker lets kids 3D print their own toys.

VIRTUAL REALITY
VR is here to stay. Google Daydream delivers simple, high-quality virtual reality, so you can enjoy everything from movies to games in a whole new way, while Google Tilt Brush turns your room into a virtual canvas. For added fun, check out the Selfie Mic and make AR music videos starring you.
With 105 million #foodporn posts on Instagram, Anthony Bourdain and Bobby Flay have some stiff competition. The next generation foodie is all about documenting the process and is willing to travel across the world for the next big food trend. Snap or it didn’t happen.

GLOBAL GOURMAND
Social media has taken food tourism to a whole new level — with organizations like World Food Travel and One Star House Party you can eat gourmet food on Everest or feast with a fishing crew off the coast of Vietnam. Support sustainability with the Salvage Supper Club, Food for All and Kinosol.

CUSTOM COOK
You don’t have to be a famous chef to cook like one. Home delivery kits Blue Apron, Plated, Home Chef, and Hello Fresh have taken over in 2016. You can even get your own personalized cookbook from Cookbook Create!

KITCHEN TO TABLE
Farm to table is so 2015. From aeroponics to smart gadgets you can have all the perks of a big kitchen in the tiniest of apartments. Check out the Smart Garden for fresh veggies or the CHiP Smart Cookie Oven to satisfy your sweet tooth.
the HOMEBODY

In 2016, the definition of the homebody changed. WeWork launched WeLive and the community living trend took off. Alexa celebrated her first birthday with over 5,000 skills making the smart home even smarter. Today, home is where the tech is.

SMALL IS BEAUTIFUL
The tiny house movement is all about learning to live smaller—for a lower carbon footprint, less debt, and minimized stress. Resource Furniture and Spyndi both provide clever convertible furniture for small spaces. Or take a different route and go for a spin on Jet Capsule’s futuristic UFO houseboat.

DIGITAL DWELLING
Take the plunge into #smartliving. Google Home and Amazon Alexa have made it easy to control your lights, climate and music with your own voice—and their connected capabilities are expanding each day. Everything from your speakers (Sonos) to your keys (Tile) are getting smarter. If you’re nostalgic for the past, but love the perks of the present, check out Alfred, your modern butler.

WIRELESS WANDERER
No matter where you go, you still need to be connected. Community living is on the rise with WeLive, Common, and the Living Future Institute making it easy to share your domestic space with like-minded individuals. Use clever gadgets like USB cufflinks from Ravi Ratan and the ili travel translator to stay connected wherever you are.
In 2016, wearables got a makeover. These smart accessories are no longer just geeky gadgets—make your keepsakes work for you with über-personalized ornaments that value form and function.

Not just for show
A new generation of well-bred wearables are taking over. Say sayonara to techie tools and pick up these beautiful pieces from Wisewear, Ringly, Rebecca Minkoff, Vinaya, and Leaf by Bellabeat that do more than just look pretty. For the next generation of style mavens, give the Jewelbot—a friendship bracelet that teaches kids to code.

Personalized keepsakes
From luxe to budget there are a plethora of options for making your mementos your own. 3D print accessories from Shapeways or get luxury 3D-printed designs from award-winning architect Jenny Wu. Suuz delivers personalized jewelry and Kendra Scott’s Color Bar lets you design your own pieces. If you want to go truly lavish order a one-of-a-kind gem from Zameer Kassam.
In 2016, the U.S. pet industry is expected to reach over $62 billion in total expenditures. Pets are our best friends, so let’s treat them to something better than the usual dog bone or stuffed mouse.

**Connected Critters**

Never miss a moment with your pets, even when you are away from home. Petcube uses sound and motion activation to send pet updates to your phone, while Findster tracks your pets’ location using GPS. Call your furbaby anytime with PetChatz or, for your canine friends, use the Furbo—a smart camera that lets you interact with your pup and even toss treats!
Altruism is in. Over 1.5 million posts on Instagram have been tagged with #givingback and another 3.5 million are tagged #charity. Millennials and Gen Z kids care about kindness, so check out these feel good trends sweeping social.

AMATEUR-EXPERT

16-year-old Natalie Hampton created an app called Sit With Us, so no one would ever have to eat lunch alone again. Inspired by her own experiences with bullying, Hampton designed the app to protect kids from being publically rejected and to encourage inclusion at school.

¿COMEMOS JUNTOS? (LET’S EAT TOGETHER)

When 10-year-old Amanda Moore noticed one of her classmates struggling to make friends because he didn’t speak English she used Google Translate to write him a letter in Spanish. The two are now close and even went trick-or-treating together!

SIT WITH US

SOCIAL CAMPAIGNS

During a three-week period in 2014, the ALS Ice Bucket Challenge raised over $115 million. Social campaigns are a great way to show you care and activate others to help. One of our favorites of the moment is the #SLAYITFORWARD campaign by Fame & Partners, which lets you nominate women you admire while donating to charities you care about.

GIFTS THAT GIVE

Check out SmallToken.org for more ideas of gifts that give back.
Like what you read? Check out our recent reports and last year’s Holiday Gift Guide: