

The New Mind Buzz

Wellness Trends 2020

The Sound | 2020

“The active pursuit of activities, choices, and lifestyles that lead to a state of holistic health.”

The Global Wellness Institute, July 2019

Plant-Based Permission



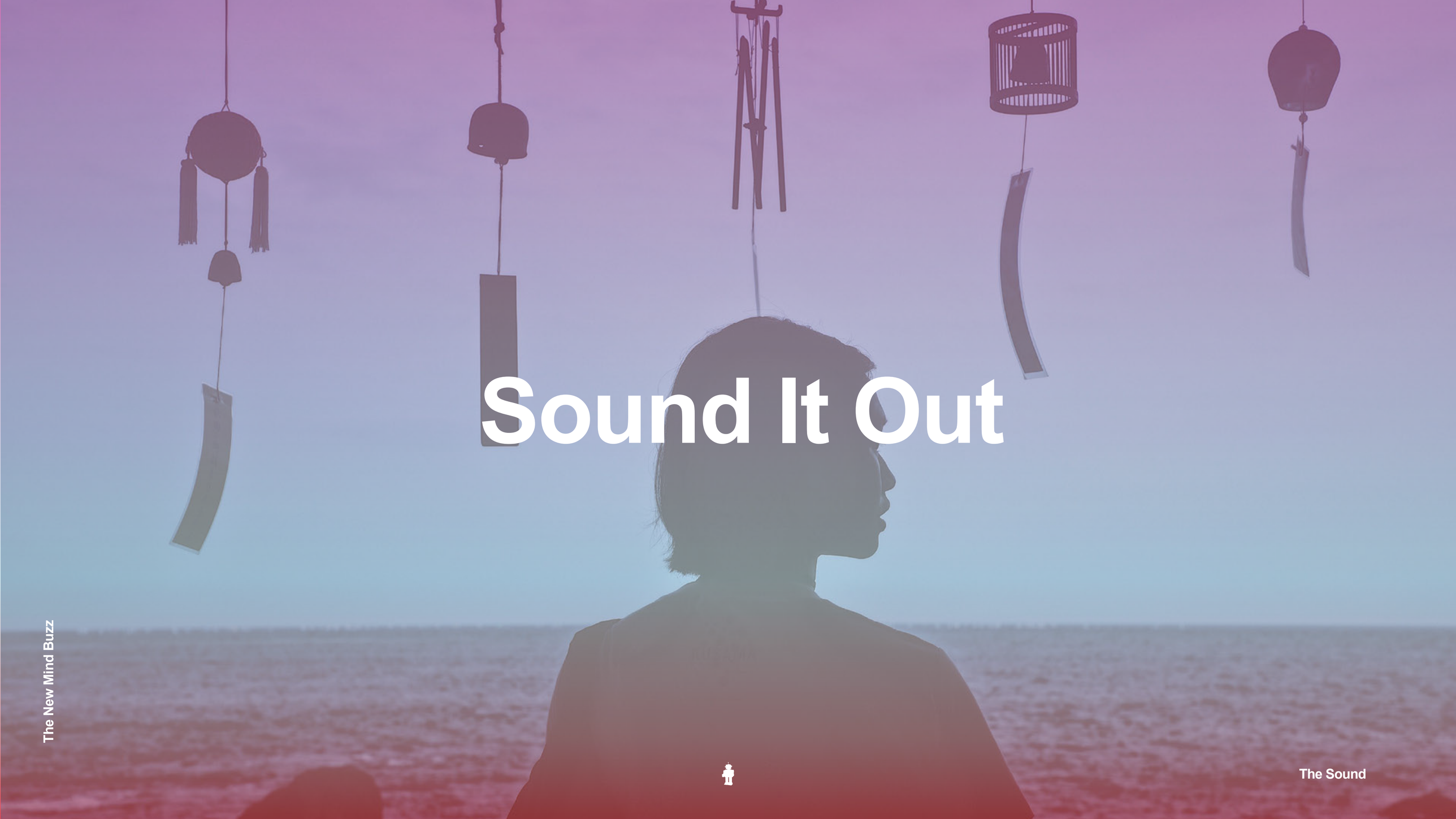
The proliferation of plant-based everything has people fetishizing a plant-based lifestyle to the point of obsession. Regardless of processing, formats and formulas, if it's based in plants, it can be nearly anything and it's all good.

- Wendy's "Plantiful" Burger and Burger King's Impossible Whopper
- Creative and snacky vegan "junk food"
- High calorie smoothie bowl porn on Instagram
- Clean Skincare - Beauty Counter and Credo
- Wood pulp and yarns extruded from kelp


Intensely Retreating

COVID-19, the screeching record scratch to people's travel plans, has drastically limited everyone's ability to "get away" and retreat. And while home used to provide a mini-retreat in between full-on vacations, that's no longer the case (home = jail these days). The need to find ways for *any* version of retreat is increasing and so are the options to do so.

- The rise of staycations
- Work From Mountains, an initiative where people can work from the Himalayas
- Exclusive virtual events and speaker series from resorts and hotels to extend the feeling of travel, even when at home
- Social distancing retreats
- Spike in RV and camping vacations
- 12-month Barbados Welcome Stamp



Sound It Out

Finding outlets for stress relief and healing is more crucial than ever and people are utilizing aural delights to soothe their weary souls. And these days, popping in those AirPods is a lot more socially distanced than things people used to do to relax, like getting a massage!

- ASMR - including the rise of “quarantine ASMR” as anxiety spikes
- Gong baths and singing bowls
- Inscape guided meditation studio in Flat Iron
- Spotify Deep Sleep playlist with nearly 1 million followers
- Ambient noise – at least we can pretend we’re at a crowded coffee shop



Sober Curiosity

As the pursuit of wellness becomes solidly mainstream, so too does people's desire for products to achieve it. Brands (big and small) continue to provide unique choices, helping people re-define how drinking can fit into their wellness dreams. Since meat isn't defined by having animal protein, why should drinks be defined by ABV?

- Seedlip and non-alcoholic spirits
- Wellbeing Brewing and Athletic Brewing Company
- Daybreaker with early morning sober raves
- Mood enhancing additives like adaptogens and nootropics


Sex Tech

Sexual well-being is part of a person's overall holistic well-being – something that's become extra clear in these quarantine times. People are exploring their possibilities like never before, be it solo or with others, and there's an influx of acceptance and openness around the sexual experience. "Normal" simply isn't a reference point anymore.

- Dipsea Audio Erotica App
- Maude vibrators
- Loveability a new female oriented condom company
- Handi, sex toys designed for people with hand or dexterity limitations
- Dating apps adding video features for quarantine times



Highly Functioning

Weed is mainstream now, people! And that means people who enjoy it can avoid the stigma that it's only for couch-bound stoners. Professionals, your mom, and probably your boss are all curious. Microdosing THC, CBD in every coffee shop and Medmen on Madison Avenue has proven it can be a life enhancer and not just a weekend fling to forget on Monday.

- 1906 Edibles with their Go, Bliss, Midnight and Love effect profiles
- CBD In your pint of Ben & Jerry’s
- St Jane Super Premium Beauty Serum on shelf and selling out at Sephora
- Vertly bath salts



Seeking Wisdom

In a time of a global pandemic, social unrest, and civil rights violations, the days of (only) indulging in self-reflection can now feel, well, indulgent. People are looking outward for answers to complex issues and just trying to make sense of what's happening in the world.

- Ava DuVernay's *13th* on Netflix
- Books White Fragility and How to be an Antiracist top best-seller lists
- The explosion of conspiracy theories (e.g. *Plandemic*)
- Tensions between science and economic interests

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