

Agriculture

Trend Report for Cámara de Comercio de Bogotá



Whey Consumption



Anti-Package



Responsible Laundry



Organic Dinnerware

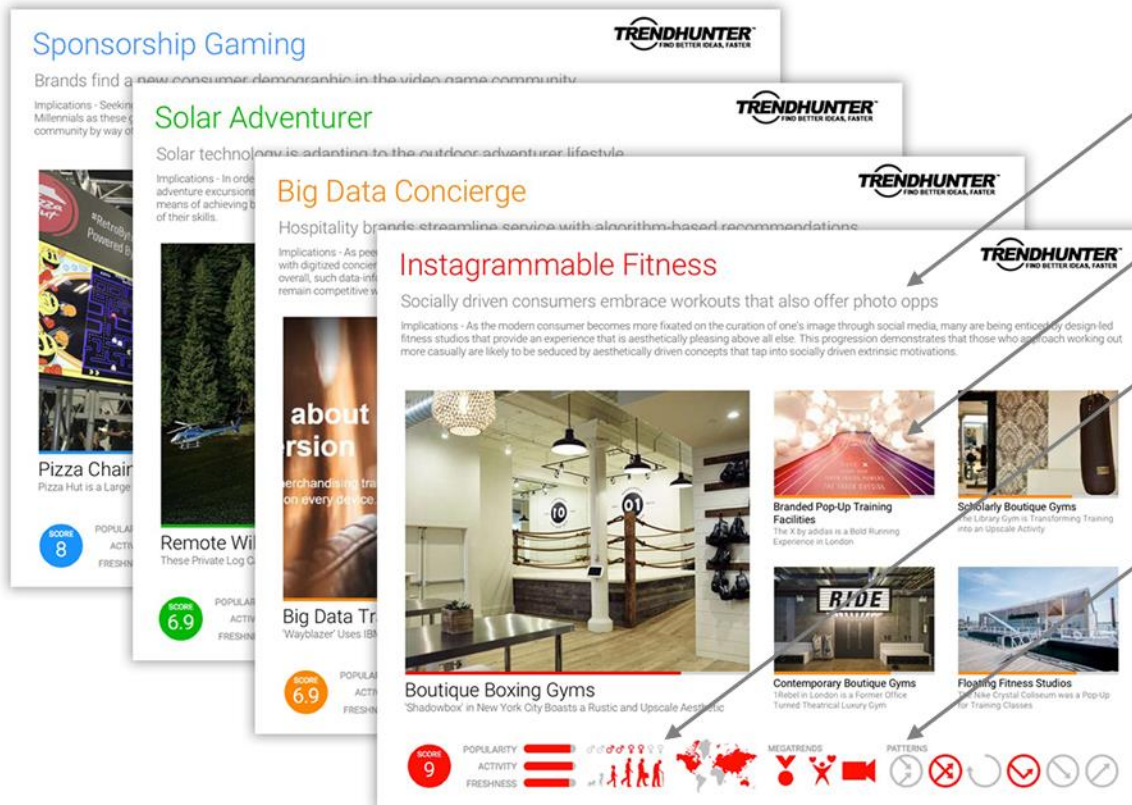
Estas son cinco razones por las que los principales innovadores confían en nosotros:



1. **INSPIRAMOS** nuevos productos, servicios y campañas
2. **PREDECIMOS**, monitoreamos y validamos la percepción del consumidor
3. **HACEMOS SEGUIMIENTO** de la competencia, las amenazas y las oportunidades
4. **ACELERAMOS** la innovación y facilitamos el cambio
5. **AHORRAMOS** tiempo, esfuerzo y dinero

¿CÓMO SACARLE PROVECHO AL INFORME?

Si está viendo este archivo en modo de presentación, cada ejemplo está enlazado a un artículo completo, imágenes y, en algunos casos, videos. Conozca más al respecto en el apéndice.



Implicación para el negocio:

Cada Consumer Insight está escrita en términos de sus implicaciones en múltiples industrias.

Ejemplos con hipervínculos:

Cada uno de los ejemplos de microtendencias está enlazado a artículos completos e imágenes.

Demografía y desempeño:

Es posible filtrar mejor los ejemplos y las Consumer Insights con base en sus necesidades haciendo ajustes por edad, sexo y región geográfica.

Patrones y megatendencias:

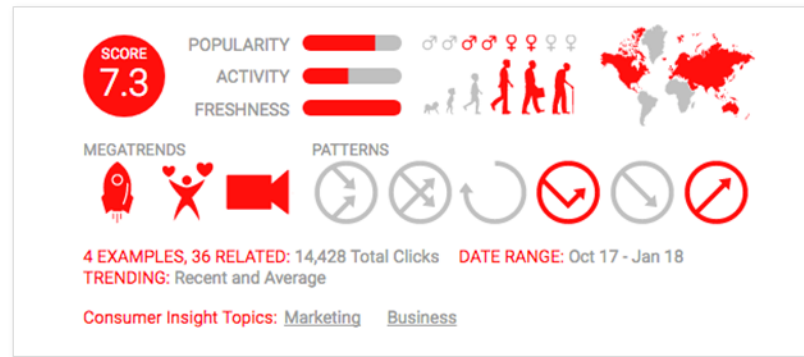
Comprenda estas Consumer Insights dentro del contexto de las 18 megatendencias que están moldeando el mundo, además de los 6 patrones de oportunidades que le ayudarán a descubrir ideas innovadoras más rápidamente.

Enlaces en línea:

Cada Consumer Insight contiene un enlace a una versión en línea, en la cual podrá encontrar hasta 100 ejemplos, imágenes y videos adicionales.

Características especiales y definiciones

Estas son algunas sugerencias útiles para comprender nuestros Consumer Insights. No olvide que cada imagen está enlazada a un artículo completo, estadísticas y artículos adicionales en línea.



Colores

Estilo de vida

Moda

Arte y diseño

Tecnología

Cultura Pop

Mercadeo

Negocios

Lujo

Ecológico

Diseño

Implicaciones:

Nos esforzamos por descubrir ideas que tengan implicaciones en múltiples industrias. Quizá se encuentre observando un calzado hecho a la medida, pero ¿en qué forma esa personalización impacta su mundo?

Ejemplos con hipervínculos:

Si está viendo este archivo en modo de presentación, puede hacer clic en cualquier ejemplo para abrir un artículo completo con más conceptos relacionados.

Enlace abierto:

El enlace principal de cada página lo llevará al artículo completo. Si no ha iniciado sesión, será dirigido al sitio web sin costo; si inició sesión, será dirigido a su PRO dashboard.

Puntuación

Puntuación general:

Todas las puntuaciones son percentiles (6,9 = percentil 69) y en general son el promedio de la popularidad, actividad e innovación.

Popularidad:

El atractivo general, determinado por la elección de un artículo por parte de las personas, entre otras opciones en la misma categoría y clústeres, normalizado por la fecha de publicación.

Actividad:

La cantidad de personas que interactúan con un artículo, incluso si se desplazan por las imágenes. Por ejemplo, algo como un cupcake de tocino tal vez no sea popular, pero podría ser lo suficientemente llamativo para compartirlo en las redes.

Innovación:

La novedad relativa de un artículo, que tiene más relevancia en categorías como Tecnología, a diferencia de Estilo de vida.

Demografía:

La audiencia objetivo de acuerdo con el investigador y no con las estadísticas del sitio.

Tipos de contenido

Consumer Insights:

Clústeres de oportunidad de alto nivel.

Listas en clúster:

Recopilaciones completas de ideas relacionadas, con el fin de hacerle seguimiento a las ideas innovadoras.

Ejemplos específicos:

Microtendencias cuidadosamente seleccionadas, de modo que no tenga que invertir demasiado tiempo buscando.

Todas las tendencias tienen una puntuación en tiempo real basada en las elecciones de nuestro grupo focal de 130.000.000 personas

Puntuación
9,9



Estadísticas del mobiliario de comercio electrónico dirigido a millennials

Tendencia: Esta semana, y viral
Investigación: 2.000 clics en 5 días
Interés: 3,9 minutos

Concepto: Amazon Rivet
Relacionados: 90 ejemplos / 69 fotos
Segmento: Neutro, 0-0

Conjunto de comparación: 33 artículos similares, incluidos: sillas apilables multifuncionales, mobiliario urbano para ahorrar espacio, y mobiliario multifuncional para millennials.

Informes relacionados: [Informe sobre millennials](#), [Informe sobre decoración](#), [Informe sobre bebés](#), [Informe sobre alcobas](#), [Informe sobre la generación Y](#)

PUNTUACIÓN
9,9

POPULARIDAD

ACTIVIDAD

INNOVACIÓN



Contenido
PRO

Investigación
personalizada

Comentarios / Reacciones [+/-]

150.000.000

Personas=Grupo focal gigante

Cada idea publicada se clasifica en las categorías usando tres criterios demográficos

Desglose demográfico de Trend Hunter

EDAD



De izquierda a derecha:

- Entre 0 y 2 años
- Entre 3 y 12 años
- Entre 12 y 18 años
- Entre 18 y 35 años
- Entre 35 y 55 años
- 55 años en adelante

REGIÓN



Esta es una medida de los mercados a los que está dirigida una tendencia específica. Son seleccionados por el editor de un artículo, y no se generan con base en la ubicación de los lectores de TrendHunter.com. Las regiones disponibles son: América del Norte, Europa, Asia, África y América del Sur.

SEXO



El anterior desglose representa una tendencia de género neutro, pero se inclina ligeramente hacia los consumidores hombres. Algunas tendencias pueden indicar un gran interés de hombres o de mujeres, pero muchas se encuentran dentro de este rango medio.

Todo está relacionado con nuestro marco de megatendencias, lo que le permite comprender mejor las variaciones importantes y cómo proponer nuevas ideas

 ACELERACIÓN 1. Perfeccionar una sola cosa 2. Ícono prospectivo 3. Característica exagerada 4. Solución reinventada	 Prosumerismo En la actualidad, los consumidores esperan herramientas y servicios profesionales, desde la generación por parte de los usuarios hasta la cultura maker.	 CICLICIDAD 1. Retro + Nostalgia 2. Generacional 3. Económico + Por temporada 4. Ciclos repetitivos	 Nostalgia Los buenos recuerdos alimentan el deseo de revivir el pasado, especialmente si se trata de los años de formación.
 Catalización Las marcas asumieron la función de acelerar el desarrollo personal de los consumidores.	 Inteligencia artificial Estamos entrando en una nueva era transformadora, marcada por un crecimiento exponencial de los datos, la robótica y la inteligencia.	 Naturalidad El deseo de contar con productos sostenibles y que contengan ingredientes locales, orgánicos, reciclables y conocidos.	 Juventud Detrás de la jovialidad se esconde el hecho de que las generaciones no están listas para crecer, entre ellos los Boomers que desean una vida más activa y enriquecida.
 REDUCCIÓN 1. Especialización 2. Menos capas + Eficiencia 3. Crowdsourcing 4. Suscripción	 Emprendimiento instantáneo Los nuevos servicios hacen que conceptualizar, financiar, lanzar y comercializar nuevas empresas sea más fácil que nunca.	 REDIRECCIÓN 1. Reenfocar 2. Revertir 3. Sorprender 4. Gamificar	 Tribalismo Es más fácil que se formen grupos leales en torno a intereses, causas e incluso marcas específicas.
 Depuración Ofertas, servicios, suscripciones y recomendaciones hiperseleccionadas que simplifican la vida con cosas mejores.	 Simplicidad En un mundo acelerado y atiborrado sobresale la simplicidad; el resultado son negocios enfocados y diseño simple.	 Gamificación La aplicación de las dinámicas de los juegos a los problemas del mundo real crea un mundo más competitivo e interesante.	 Experiencia En un mundo lleno de "cosas", la experiencia se convierte en una prioridad de la vida y un bien más importante que el dinero.
 CONVERGENCIA 1. Combinación + Estratificación 2. Agregar valor 3. Alianza de marcas + Alineación 4. Físico + Digital	 Multisensaciones Las experiencias interactivas, tecnológicas, de realidad aumentada y realidad virtual aumentan nuestras expectativas en los campos del entretenimiento, la comercialización e incluso la alimentación.	 DIVERGENCIA 1. Personalizar + Adaptar 2. Status + Pertenencia 3. Estilo + Convertir en tendencia 4. Rebelión generacional	 Autenticidad Las redes sociales y la resistencia ante la publicidad tradicional han creado un deseo de autenticidad y realidad.
 Cocreación Las marcas, productos, servicios y clientes crean en conjunto cada vez más un mundo interdependiente.	 Hibridación Las fronteras se vuelven cada vez más borrosas a medida que los modelos de negocios, productos y servicios se combinan para crear conceptos y experiencias únicas.	 Personalización Las tecnologías de producción en pequeñas cantidades y los medios de comunicación más personalizados crean expectativas de personalización.	 Muchos a muchos La proliferación en masa de vendedores y creadores de medios de comunicación ha reorientado el mundo hacia una economía de muchos a muchos.



"Trend Hunter es un gran recurso porque permite simplificar el caos. En este mundo, hay muchas cosas y oímos hablar mucho sobre tendencias; pero Trend Hunter nos ayuda a hacerlo más simple y tangible."

- Gerente de mercadeo y percepción del consumidor



i. Consumer Insights

High-Level Patterns & Examples

Consumer Insights are the crown jewel of Trend Hunter. They are premium, subscriber-only articles based on clusters of specific examples. Each insight is identified using our crowdsourced, crowd-filtered methodology. We use a combination of algorithms, consumer data and editorial curation to identify patterns of ideas that score highly among our audience. Consumer Insights are intended to teach you about creativity in other industries, so that you can bring unique, high-level creativity to your own brand. Competitive advantage comes not from closely benchmarking yourself to the developments of your competitor, but by looking for inspiration that can revolutionize your industry.

Whey Consumption

Beverage brands infuse protein into their products with whey

Implications - Commonly added to beverages in its powdered form in order to enhance the protein content of shakes, whey is now being incorporated into pre-packaged drinks. These products appeal to fitness-minded consumers and offer the benefit of convenience by removing steps from the process of consuming whey for its protein.



Vitamin-Enriched Protein Waters

The Upbeat Drinks Spring Water Beverages are Low in Sugar



Upcycled Whey Beverages

Superfrau's Drinks Repurpose a Nourishing By-Product of Cheese and Yogurt



Clear Matcha Lattes

Asahi Transformed the Green Matcha Latte into a Bottled, Colorless Beverage



Sparkling Whey Drinks

Render's 'Weyla' Blends Fruit, Herbs, Botanicals and Whey Byproduct



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

33,167 Total Clicks
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Whey Consumption

Beverage brands infuse protein into their products with whey

How could your brand better
prioritize convenience in its
offerings?

Seaweed Beverage

Seaweed becomes a nutritious base for various beverages

Implications - Brands in the beverage space are adopting seaweed-based or flavored formulations that enhance the perceived nutrition of their offerings. Such items come as seaweed consumption grows in North America, with consumers increasingly prioritizing foods that speak to their preference for global flavors.



Seaweed-Based Drink Capsules

The London Marathon Offered Runners an Eco-Friendly Drink Solution



Seaweed-Infused Flavored Water

Aqwi Organics' Zero-Calorie Flavored Water
Features Sea Salt & Kelp



Deep Ocean Water Drinks

These Beverages from Ocean's Halo Pair
Electrolyte-Rich Water & Superfoods



Mythology-Inspired Cocktail Menus

The Dead Canary's 'Cock'tales' Menu
Celebrates Welsh Mythology

SCORE
7.6

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

44,166 Total Clicks
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Seaweed Beverage

Seaweed becomes a nutritious base for various beverages

How could your brand adapt an emerging trend from an adjacent industry?

Responsible Laundry

Laundry products get a more sustainable makeover

Implications - Speaking to the ways in which consumers are demanding more sustainable design in all aspects of their lives, companies are debuting laundry goods that are specifically positioned to be less damaging to the environment than traditional options. This change signifies an openness on the part of consumers when it comes to trying new formats of well-established products, especially if it's in the name of a reduced negative impact.



Eco-Friendly Towel Rods

The Airfold Eco-Friendly Towel Rod Cleans Up The Laundry Process



Eco-Friendly Laundry Detergent Strips

Tru Earth's Eco-Strips Can Be Tossed in the Washing Machine



Ocean-Saving Laundry Devices

Cora Ball is Fighting the Microfiber Pollution Created by Our Clothes



Mineral Detergent Alternatives

Terra Wash is an Eco-Friendly Laundry Detergent Replacement



PATTERNS



MEGATRENDS

4 FEATURED, 25 EXAMPLES



28,984 Total Clicks
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Laundry products get a more sustainable makeover

What's an aspect of your product, brand or service that consumers feel guilty about? What's a creative way that you could alleviate that feeling?

Organic Dinnerware

Brands create eco-friendly tableware from naturally-occurring materials

Implications - While consumers have become familiar with brands shifting towards eco-friendly single-use items, brands within the home dining space are also getting involved, and using natural and sustainable materials to make plates and utensils. These products highlight the consumer interest in products intended for long-term use being just as environmentally-conscious as disposable items.



Potato Starch Plastics

'Potato Plastic' Decomposes in Just Two Months and is 100% Eco-Friendly



Plant-Based Kitchen Cutlery

The KNORK Eco Bamboo Utensils are Dishwasher-Safe and Compostable



Egg-Made Tableware

Basse Stittgen Advocates Against Food Waste with a Range of Egg-Based Products



Compostable Tableware Sets

Wild Leaf Offers Consumers a Sustainable Option for Dining at Events



PATTERNS



MEGATRENDS



4 FEATURED, 29 EXAMPLES

68,499 Total Clicks
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Organic Dinnerware

Brands create eco-friendly tableware from naturally-occurring materials

Consider how your brand could leverage organic materials to replace plastics.

Waste-Conscious Kit

Meal kit services are differentiated by being conscious of packaging waste

Implications - One of the most pervasive criticisms of meal delivery services has long been the industry-wide reliance on single-use packaging solutions. In an effort to move away from this, an increasing number of meal kit and delivery services are turning to reusable packaging that eliminates the need for consumers to properly dispose of packaging materials. In a market that is becoming increasingly saturated with competitors, these offerings stand out for their alignment with shifting consumer habits surrounding sustainable consumption.



Natural Home Cleaning Kits

supernatural's Simple Products are Made with "Conscious Concentrates"



Reusable Meal Kit Boxes

'Liviri Fresh' is a Durable Container That Reduces Single-Use Materials



Eco-Friendly Single Serving Containers

StackTek's Containers are Ideal for Homemade Baby Food



Waste-Free Meal Kits

Lettuce Networks Offers No-Waste and Locally Sourced Meal Kits



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MEGATRENDS



4 FEATURED, 45 EXAMPLES

55,980 Total Clicks
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Waste-Conscious Kit

Meal kit services are differentiated by being conscious of packaging waste

What kind of added value might a reusable packaging solution from your company give consumers?

Compostable Clean

Single use cosmetic wipes are now safe to compost

Implications - An emerging shift where increased number of cosmetic wipe manufacturers are now using compostable materials serves as a welcomed update for consumers that prioritize sustainability and convenience. The broad brand adoption of this speaks to the heightened purchasing pressure consumers have placed on brands in recent months to align with their values towards environmental sustainability.



Eco-Conscious Face Wipes

The New Simple Biodegradable Face Wipes are Made from Renewable Fibers



Plastic-Free Flushable Wipes

Natracare's Moist Tissues are Compostable and Safe to Flush



Kale-Infused Facial Wipes

YES TO's Cleansing Facial Wipes are Touted as "Nutrition-Boosting"



Ultra-Hydrating Facial Wipes

Derma E's Face Wipes Condition and Moisturize with Hyaluronic Acid



PATTERNS



MEGATRENDS



4 FEATURED, 41 EXAMPLES

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Single use cosmetic wipes are now safe to compost

How has your brand responded to emerging consumer expectations surrounding sustainability?

Circular Seafood

Waste from the seafood industry is re-introduced into the consumption cycle

Implications - As much of the world looks to prioritize efforts towards living in a more sustainable way, organic waste from the fishing industry is being reused and recycled for consumption. From turning lobster shells into bioplastics to making chips out of discarded fish skins, these offerings speak to the growing consumer expectation and appetite for sustainability in all facets of their lives.



Zero-Waste Fish Restaurants

Ijen, Indonesia's Zero-Waste Restaurant Fuses Design and Function



Fish Skin Crisps

'Sea Chips' Makes Nutrient-Packed Snacks with Salmon Skin



Sustainable Retailer Seafood Meatballs

The IKEA Salmon Balls are ASC Certified and Scrumptious



Seafood Waste Bioplastics

Shellworks Creates Recyclable Bioplastic from Lobster Shells

SCORE
6.2

POPULARITY



ACTIVITY



FRESHNESS



♂♂♂♂♀♀♀♀



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

38,616 Total Clicks
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Waste from the seafood industry is re-introduced into the consumption cycle

How have growing consumer expectations related to sustainability impacted your business?

Waste-Free Commodity

Manufacturers of consumer goods adopt zero-waste production processes

Implications - As technological advancements have allowed for more creative and impactful reuse and recycling methods, some manufacturers of consumer goods are following suit by committing to waste-free manufacturing processes. For many consumers, zero-waste manufacturing serves the added benefit of providing a distinct value proposition that extends beyond claims of sustainability. Millennial and Gen Z consumers continue to expect the brands they engage with to reflect their own values and this slow shift in production practices highlights the growing purchasing power of today's youth.



Compostable Zero-Waste Lingerie

'The Very Good Bra' Creates Underwear without Toxins



Zero Waste Sunglasses

The 3D Printed Sunglasses From w.r.yuma are Made Out of Recycled Materials



Zero Waste Mezcal Distilleries

This Liquor Company is Making Mezcal Production More Sustainable



Gargantuan Metal 3D Printers

This 3D Printer Uses High-Speed Titanium Spraying Technology



Recycled Waste-Crafted Sneakers

Ecoalf's Shao Sneakers are Made from Algae and Ocean Plastic



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

72,678 Total Clicks
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Waste-Free Commodity

Manufacturers of consumer goods adopt zero-waste production processes

How is your brand adapting to shifting consumption norms driven by today's youth?

Eco Sauce

Sauces and condiments are created with eco-friendly ingredients

Implications - Sauces, whether belonging to large chain restaurants or created by small businesses, are being made with environmentally friendly ingredients or packaged in eco-friendly materials. Such items speak to the ways in which brands are able to make small adjustments to suit the needs and preferences of environmentally and socially conscious consumers.



Compostable Seaweed Sauce Sachets

Just Eat UK Launched Eco Packaging to Reduce Plastic Waste



Repurposed Relish Condiments

The Sweet, Spicy & Sour 'Rescued Relish' is Made from Excess Produce



Free-From Gourmet Sauces

Sue's Organics Awesome Sauces and Salad Dressings Target Millennials



Biodynamic Applesauce Snacks

This White Leaf Provisions Snack Has Ecologically Grown Ingredients

Sauces and condiments are created with eco-friendly ingredients

What's a small adjustment your brand could make to be more eco-conscious?

Package-Free Beauty

Package-free beauty products boost purchase incentives for the eco conscious

Implications - A select few cosmetic brands are leading the way when it comes to clean and eco-conscious beauty by offering products that are package-free. With the cosmetic industry's significant contribution to waste and pollution around the world, this shift indicates a slow but significant shift towards not the appearance of environmental awareness and betterment, but the actual application of it.



Cork-Based Bath Tins

Lush Cosmetics is Replacing Its Reusable Metal Tins with Eco-Friendly Cork



Package-Free Soap Packs

Bare Soaps Offers Natural Soaps Without Unnecessary Packaging



Reusable Facial Cleansers

Lush's '7 To 3' Facial Rounds are Biodegradable and Package-Free



Plastic Package-Free Soaps

Naked Solid Liquid Soaps are the Latest Offering from Lush Labs

SCORE
6.7

POPULARITY



ACTIVITY



FRESHNESS



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PATTERNS



MEGATRENDS



4 FEATURED, 46 EXAMPLES

50,129 Total Clicks
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Package-free beauty products boost purchase incentives for the eco conscious

How can your brand contribute to environmental causes by shifting your production processes?

Anti-Package

Lack of packaging conveys both literal transparency and eco-consciousness

Implications - The omnipresence of social media and shared opinion has placed a premium on transparency. This also creates consumers who expect brands to make a positive impact on the world in a way that is tangible. Minimized waste via unpackaged products achieves this while alleviating consumption guilt for consumers who are conscious of their carbon footprint.



Fully Edible Food Packaging

Roza Janusz Uses Scoby as an Alternative to Plastic Take-Out Boxes



Vegan Protein Shampoos

Lush Cosmetics' Package-Free Shampoos are Made with Aquafaba



Package-Free Lifestyle Shops

The Package Free Shop Features Eco-Friendly Products



Solid Deodorant Bars

Lush Cosmetics' T'eo Absorbs Sweat and Neutralizes Underarm Odor



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4 FEATURED, 45 EXAMPLES

78,970 Total Clicks
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Lack of packaging conveys both literal transparency and eco-consciousness

What is one industry norm you could challenge to provide more authenticity?

Convenient Cleanse

Grab-and-go packaged soups serve as a convenient cleanse

Implications - Detoxifying soup cleanses are making a comeback to assist those who want to improve their nutritional intake. These conveniently-packed beverages have natural ingredients that aid with digestion and inflammation; which is typically challenging for the busy consumer. Elevating the format of a widely-known diet hack encourages consumers to stick to their health-conscious decisions.



Canned Detoxifying Drinks

RAW Sets Itself Apart by Packaging Its Fresh Juice in a Can



Detoxifying Soup Cleanses

Glow Foods' Soup Cleanse Boasts Turmeric, Beetroot and Carrot Blends



Beautifying Soup Cleanses

Urban Remedy's Soups Aim to Detoxify and Boost Immunity



Wholesome Beetroot Soups

Yorkshire Provender's Beetroot Soup Boasts Fresh Vegetable Ingredients



PATTERNS



MEGATRENDS



4 FEATURED, 32 EXAMPLES

18,591 Total Clicks
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Convenient Cleanse

Grab-and-go packaged soups serve as a convenient cleanse

How can you incorporate
convenience in your
product/service?

Mainstream Veganism

Moving beyond food, veganism is adopted into broader lifestyle trends

Implications - Moving beyond just food products, veganism is expanding into broader lifestyle categories to satiate those looking for more health-minded products and services. Infiltrating categories like hospitality, fitness and even household goods, brands are utilizing vegan practices to better adhere to those sustainable practices and cater to those looking for more mindful products. These examples speak to the broader adoption of health and wellness trends, but also a sense of ethical practices in typically unrelated categories.



All-Vegan Hotel Suites

This Hilton London Bankside Suite Features Natural Materials & Fibres



Guilt-Free Vegan Furniture

Erez Nevi Pana Experimented with Plants & Minerals for This Exhibition



Vegan Wool Alternatives

'Woocoo' is a Cruelty-Free Material Made from Hemp and Coconut Fibers



Transformational Health Cruises

'The Whole Connection' is Australia's First Plant-Based Cruise



PATTERNS



MEGATRENDS

4 FEATURED, 44 EXAMPLES



49,734 Total Clicks
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Mainstream Veganism

Moving beyond food, veganism is adopted into broader lifestyle trends

What can your brand or business do to better communicate concerns over sustainable and ethical consumption habits?

Boosted Birch

Food and Beverages with birch sap are on the rise

Implications - Brands are using the plant-based syrup, birch sap, as a multi-functional ingredient in food and beverage items. This syrup's positive nutritional profile appeals to health-conscious consumers as it contains a wide range of health benefits without any added sugar or calories. The incorporation of birch water into existing products speaks to the consumer's prioritization of naturally-sourced ingredients in their diets.



Lightly Flavored Sap Drinks

'Lif' is an Organic Birch Sap Drink with Varieties Like 'Cloudberry'



Immune-Boosting Birch Beverages

Yönalé's Clean, Plant-Based Drink Supports One's Immunity & Energy



Birch Water Ice Creams

Trü Birch Makes Clean-Label Superfood Ice Cream with Birch



Sap-Based Beverages

SAP! Makes Maple Drinks in Seltzer and Soda Varieties

SCORE
5.4

POPULARITY



ACTIVITY



FRESHNESS



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PATTERNS



MEGATRENDS



4 FEATURED, 30 EXAMPLES

22,138 Total Clicks
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Food and Beverages with birch sap are on the rise

How can your brand take an unappealing resource and transform it into something that is beneficial to consumers?

Beneficial Dental

Toothpastes incorporate additional ingredients to go beyond just cleaning teeth

Implications - Products across the food and beverage and beauty categories have increasingly highlighted additional benefits beyond the products' typical functionality, and toothpaste is being incorporated with additional health benefits beyond just cleaning teeth. Whether they include ingredients like vitamins or probiotics, such products not only create added value in the mind of the consumers but connect to the consumer desire to take a more holistic approach to their health and wellness.



Probiotic Charcoal Toothpastes

The Activated Charcoal Probiotic Toothpaste Supports Good Bacteria



Whole Mouth-Cleaning Toothpastes

The Schmidt's Naturals Tooth+Mouth Paste Offers Holistic Cleaning



Functional Free-From Toothpastes

Wildist Creates Toothpaste Tubes for Day and Night Use



Vitamin-Infused Toothpastes

ORALOGICA Created Protective, Refreshing Chemical-Free Toothpaste



Floral Mint Toothpastes

Schmidt's Jasmine + Spearmint Tooth+Mouth Paste is Fresh & Sophisticated



MEGATRENDS

5 FEATURED, 32 EXAMPLES

42,245 Total Clicks
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Toothpastes incorporate additional ingredients to go beyond just cleaning teeth

How could your brand look to incorporate beneficial functions beyond its product's traditional purpose?

TRENDAHUNTER™
FIND BETTER IDEAS, FASTER



Cámara
de Comercio
de Bogotá

Parachute Uses Non-Toxic & Natural Fibers for Its Products



The Tow and Line French Linen Bedding is Casual Yet Fashionable



Coyuchi's Subscription Program Focuses on Sustainability and Textile Waste



Boll and Branch's Ethically Sourced Mattress Has a 10-Year Guarantee



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Sleep product companies minimize environment impact to cater to the eco-conscious

How could your brand use an eco-friendly approach in order to set itself apart from its competitors?

Pod Living

The popularity of the microhome has brought on an extension of their designs — “pods”

Implications - Brands are creating “pods,” unique microhome-like structures that are usually designed to be ecologically integrated. These structures rise in popularity as consumers seek out self-sustaining forms of living that allow them to consumer with both function and ethicality in mind, perfectly aligning both their values and their needs or preferences.



Biophilic Outdoor Living Pods

The Galini Sleeping Pod Doesn't Disturb the Natural Environment



Compact Self-Built Homes

Maria Vergopoulou's Cocoon BioFloss Makes Use of Bio-Plastic Fibers



Spherical Livable Pods

Jag Virdie's Conker Living is Livable Through All Four Seasons



Elevated Pod Condos

'Arte S' Features Enclosed Pods Built Into the Upper Stories

The popularity of the microhome has brought on an extension of their designs — “pods”

How could your brand better align
with it consumers' values?

Algae Pack

Seaweed is used as an effective alternative to plastic packaging

Implications - Brands are adopting seaweed into the packaging of their products, as it functions as a more eco-friendly alternative to the plastics and laminated cardboards that are so common across categories. Innovations in this sphere allow for brands to reduce their ecological footprint while catering to the accelerated consumer desire to live in a way that reduces waste.



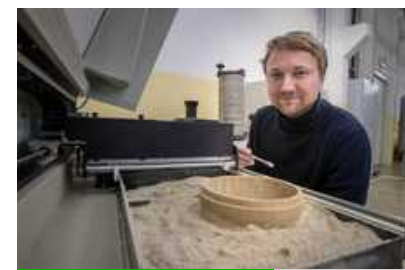
Zero Waste Food Packaging

Evoware's Biodegradable and Edible Packaging is Made Out of Seaweed



Edible Drinking Straws

Loliware's 'Lolistraw' Can Be Eaten or Composted After Use



Printed Biomaterial Packaging

Amtopus Creates 3D-Printed Packaging from Apricot Cores



Single-Use Shower Gels

Lush's 'Atmospheres' are Seaweed Gel-Wrapped Shower Products

Seaweed is used as an effective alternative to plastic packaging

How could your brand make environmentally friendly changes?

Bio Accessory

Fashion accessories are made biodegradable to reduce their environmental impact

Implications - Biodegradable accessories in the form of sunglasses, clothing, and more are increasingly common as brands seek to engage consumers seeking less harmful forms of consumption. This shift is in direct opposition to the wasteful fast fashion industry directed by large corporations, with smaller brands being able to find their niche as both fashion-forward and ethical for conscious consumers.



Biodegradable Vegan Stilettos

Sydney Brown is Launching a Pair of Environmentally Friendly Heels



Fungus-Created Leather

Bolt Threads is Using Fungal Root Structures to Make New Materials



Ethical Coffee-Made Sunglasses

Ochis Develops a Pair of Innovative Sunglasses with Coffee & Flax



Biodegradable Sunglasses Frames

The Tens Sunglasses' 2018 Collection is Made from Plant Materials



Transformative Biodegradable Clothes

Solve's Omdanne Three-Piece Capsule Can Be Worn in 10 Ways

Fashion accessories are made biodegradable to reduce their environmental impact

How could your brand lessen its impact on the environment?

Micro-Farming

Micro-farming is adapted for a variety of purposes

Implications - The concept of micro-farming is so diverse that it can be used to do something as simple as offer functional and attractive home decor pieces, or something as interesting as producing high-quality wine. The diversity of such agricultural technologies allows for brands to instil the perception of "small-batch" in the products they offer, while catering to consumers' preference for DIY creativity in their purchase decisions.



Automated Urban Micro Farms

Babylon Micro-Farms Produces a Winning-Design for Small-Scale Farming



Urban Micro-Vineyards

Brancott Estate Wines Set Up a Small Vineyard in a London Train Station



Stacking Hydroponic Gardens

The EcoQube 'Sprout' Grows Micro Greens in a Streamlined Format



Reflective Botanical Micro-Homes

'The House with Plants' Maximizes Urban Gardening Potential



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4 FEATURED, 53 EXAMPLES

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Micro-farming is adapted for a variety of purposes

How could your brand better cater
to consumers' sense of creativity?

Autonomous Farming

Semi-autonomous farming enhances human capabilities

Implications - Semi-autonomous tools, systems and machines related to farming are becoming increasingly common within the agricultural industry. Such innovations are able to enhance efficiency and keep up with production in instances of high demand, while also ensuring the role and expertise of people working in this industry remain intact and utilized.



Free-From Produce Lines

Eden Green Technology's Crisply Makes Locally Grown, Fresh-Picked Produce



Autonomous Farming Tractors

The Dynium Robot is a Newly Designed Driverless Tractor



Accelerated Growth Farming Systems

The 'KANA-chan' Hydroponic Oxygen System is Efficient



Agricultural Robotics Startups

Swarm Farm Uses Technology to Make Crop Cultivation More Efficient



Agriculture-Assisting Robots

Blue River Technology's System Spots and Kills Weeds with Precision



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Autonomous Farming

Semi-autonomous farming enhances human capabilities

How could your brand use
technology to enhance rather than
replace employee input?

Upcycled Interior

Brands reuse waste material to create sustainable furniture pieces

Implications - In efforts to reduce waste polluting the ocean and other negative impacts that excess consumption can have on the environment, companies are coming up with innovative ways to empower consumers looking to make ethical purchase decisions. Brands reducing harm against wildlife and ecosystems is fundamental in preserving the earth's climate and habitats, and gives consumers more choices in their approach to consuming consciously.



Eco-Friendly Miniature Furniture

EcoBirdy Makes Children's Furniture That Teaches About Recycling



Colorful Eco-Friendly Chairs

Christophe Machet Uses Sewage Pipes as Furniture Material



Eco-Friendly Office Furniture

Plastic Whale Makes Furniture Out of the Waste Collected from Canals



Recycled Cosmetic Brand Furniture

This Glossier Furniture Line Was Made from Recycled Products



Recycled Rocking Chairs



Upcycled Paper Pulp Stools



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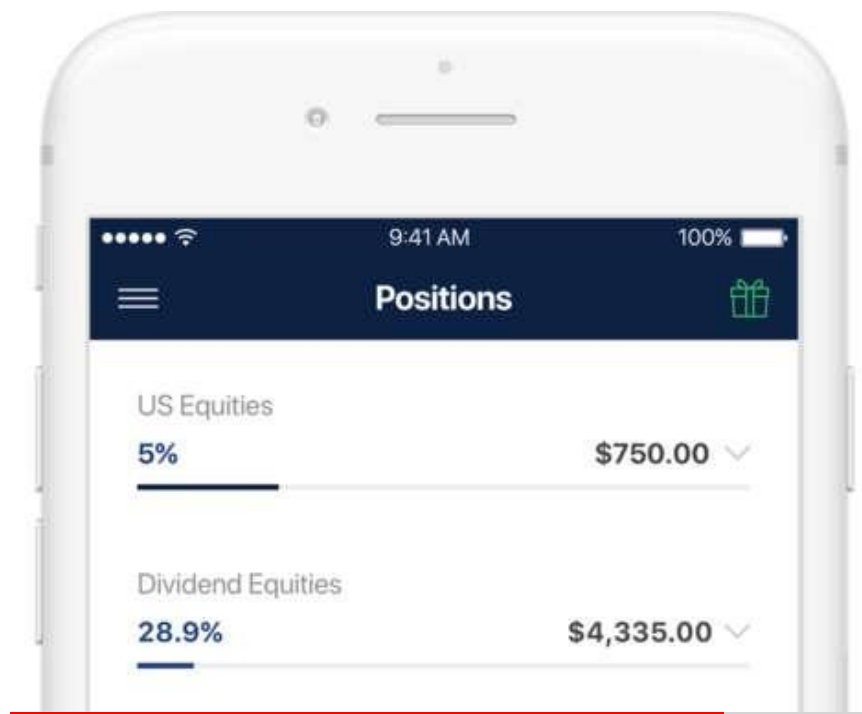
Brands reuse waste material to create sustainable furniture pieces

How can your brand make environmentally conscious decisions to positively influence the behavior of consumers?

Ethical Investing

Brands offer apps that prioritize ethical financial investments

Implications - With more consumers now prioritizing ethical and green investments, brands are offering curated platforms through which this can be done simply. The use of apps to ethically invest gives consumers the value-based purchases they increasingly desire, via a platform that reduces the barriers and inconveniences associated with investing.



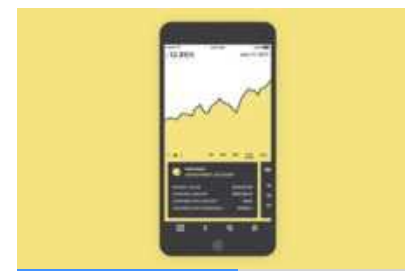
Ethical Investment Platforms

Wahed Invest is a Digital Halal-Focused Ethical Investing Platform



Ethical Investing Research Apps

Shape is a Well Researched Ethical Investing App



Social Impact Investment Apps

Newday Investing is Helping Millennial Fund Positive Impact Funds



Firearm-Free Investment Funds

BlackRock is Allowing Clients to Invest in Gun-Free Funds



Transparent Ethical Investment Firms



Ethical Millennial Investment Options

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Brands offer apps that prioritize ethical financial investments

How can your brand better align
itself with ethical consumer
purchase habits?

Biodegradable Beverage

Tea and coffee products prioritize compost-friendly packaging

Implications - Tea and coffee industries are more often prioritizing eco production, particularly in their use of biodegradable materials. Whether coffee pods or tea filters, the focus on creating compostable or biodegradable packaging is slowly re-positioning these industries as waste-averse, while giving eco-conscious consumers more value and purchase incentive.



Coffee Ground Takeaway Cups

The Kaffree Cup is Constructed from Used Local Coffee Grounds



Personalized Tea Subscriptions

Tea Subscription Boxes from 'Sips by' are Tailored by Tea Experts



Sustainable Hemp Teas

These Teas Are Both Healthy and Environmentally Friendly



Biodegradable Coffee Capsules

The Foodies Larder Decaf Coffee Capsules are Compostable

Biodegradable Beverage

Tea and coffee products prioritize compost-friendly packaging

How could your brand make a simple tweak to increase the value of one of its products/services?

ii. Specific Examples

Relevant Ideas & Case Studies

Micro-Trends are unique examples of innovation which have been featured on Trend Hunter. A micro-trend might be a newly released product or service, but in many cases, the idea is something that has not been commercially released. Our database includes several hundred thousand articles of micro-trends, spanning thousands of topics, so make sure to filter your topics at: TrendHunter.com/dashboard-tool

Corona Attempts to Abolish the Need for Six-Pack Rings

Corona is well underway to revamping its business and producing the best possible version of eco-friendly beer packaging.

Six-pack plastic rings have been identified as one of the major ocean pollutants and they have also been linked to being directly harmful to animals who get stuck in them. To minimize its environmental impact and have a more ethically focused business model, Corona has been experimenting with eco-friendly beer packaging. While not too long ago the company debuted biodegradable six-pack binders, the new product omits the need for additional material in their entirety. Produced in collaboration with ad agency Leo Burnett Mexico, the eco-friendly beer packaging allows for up to 10 beer cans to be stacked together

By: Kalina Nedelcheva



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Valbæk Brørup Architects' Design is Surrounded by a Forest

The cabin dwelling in Nykøbing Sjælland, Denmark brings together agricultural functionality and minimalist modernism. Dubbed 'Vibo Tværveh,' the structure has been conceived and built by Copenhagen-based Valbæk Brørup Architects.

Both the interior and exterior of the cabin dwelling are interesting with regards to their contrasting elements. While the contemporary aesthetic is contained within the polished furnishings, the pine-clad living spaces, as well as the subtle arch motif, one has to admit that a certain rural aesthetic has been infused into the design as well.

When curating the look for the cabin dwelling, Valbæk Brørup Architects took into consideration the mesmerizing surroundings of the building — the structure is within a forest and only 200 meters from the coast. As a result, a connection to the outside has been facilitated through sizable arched windows.

Photo Credits: Torben Eskerod

By: Kalina Nedelcheva



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Green Urban Initiatives

Paris Announces Plans to Plant Trees Around Some of Its Landmarks

In light of recent reports on climate change, Paris is launching a new green urban initiative that will increase the square area of "forests" in the city. The project will have the focus of addressing the dire state of the environment, offsetting pollution, as well as improving the quality of air for citizens.

A total of four sizable architectural landmarks will be the target of the eco-conscious urban initiative. This includes the Place de l'Hotel de Ville, the Palais Garnier, the Gare de Lyon, as well as the footpath adjacent to the Seine river. The project will, without a doubt, accent these beautiful and historically significant structures for the better.

Paris' green urban initiative is part of a larger goal that has it envisioned to produce 50 percent of "vegetated and permeable" surfaces within the city by 2050.

Image Credits: APUR / Céline Orsingher

By: Kalina Nedelcheva



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Starbucks is Trialing a Reusable Cup Program at Gatwick Airport

In the fight against wasteful, single-use plastic packaging, many cafes are adopting reusable cup programs that encourage customers to bring their own drinking vessels. While this is a practical way for the average person to cut down on waste when they go for a quick coffee run from home or the office, most people don't carry eco-friendly drinking containers to hold different kinds of drinks when they travel. To remedy this, Starbucks is now testing a program at London's Gatwick Airport that gives customers the chance to borrow a reusable cup with their order and simply drop it off in a bin once they've finished drinking.

The collected cups that have been dropped off at a Cup Check-In point will be washed, sterilized and reused to further cut down on waste. As part of this reusable cup program, Starbucks aims to save 7,000 disposable cups.

By: Laura McQuarrie



Closed Loop Agriculture

Comet Bio Upcycles Farm Waste into Healthy Sweeteners and Supplements

Comet Bio has developed a way to upcycle farm waste to produce healthy sweeteners and supplements. The process uses a two-step conversion method to sustainability upcycle leftover leaves and stalks from harvests.

The sweeteners created by Comet Bio -- Sweeterra 95DE and Sweeterra 63DE -- have passed an independent safety assessment. The findings concluded that the upcycled Sweeterra provided a sweet taste while decreasing sugar content and calories. Moreover, it increased the amount of dietary fibre, increasing health benefits. The sugar-replacing product can be used by the food and beverage industry with the potential for other uses as well.

The upcycling technology is available to all farmers with off-the-shelf modular equipment. Comet Bio's technology is easy to install with low operating costs. This makes it more accessible to farmers to encourage upcycle and reduce waste.

Image Credits: Shutterstock

By: Grace Mahas



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Plenty's Tigris Future Farm Creates Produce with Craveable Flavors

Vertical farming company Plenty is introducing Tigris as a next-gen future farm that is set on creating produce with "the best possible flavor" in a way that's highly efficient and clean. As the eco-friendly vertical farm solution creates room for precise controls over climate and light, Plenty notes that it has the potential to generate crops that have never before been grown for grocery stores, as it does not depend on a specific climate or season.

The sustainable farming system uses just 1% of the land and 5% of the water as compared to a regular outdoor farm. This is particularly noteworthy, as CEO and co-founder of Plenty Matt Barnard describes that "The globe can grow only one-third of the fruits and vegetables required to provide people with a healthy diet, and those fruits and vegetables are largely available only to the affluent or people who live near a Mediterranean climate."

By: Laura McQuarrie



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Kartell Creates Its Colorful Storage Units with Bioplastic

Kartell is an Italian furniture brand which recently debuted a collection of chic and colorful storage units that answer to the principles of sustainability. The product is adorned in a rich pastel colorway and boasts a cylindrical shape. The material which Kartell used to construct the designs from is bioplastic, rendering the offerings "fully sustainable."

The colorful storage units are a take on the company's best-selling Componibili model. The transition to eco-conscious materials here is yet another signifier of how consumer demand for sustainable products is increasingly affecting existing objects.

The bioplastic used for the new Componibili iteration is derived from agricultural waste and is developed in collaboration with Bio-on. The brand names this proprietary material CL which are the initials of Kartell's president — Claudio Luti.

By: Kalina Nedelcheva



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Health-Focused DNA Dinners

A HZPC & 100 Agri Professionals Collaboration Looks to the Future

A DNA dinner was organized by HZPC Sector Breeder Jeroen Bakker and 100 agricultural professionals. The motive behind the event was to showcase an innovative way to stay on top of the game when it comes to nutrition and to promote the official launch of vers+. This is "a program by growers who want to grow fruit and vegetables for their health properties, rather than for the masses."

The medium of the DNA dinner is surely a great way to call attention to something. The nutrition-boasting activation can surely entice individuals and allow them to partake in an ultra-personalized experience that directly benefits their health.

The culinary specialists utilized the DNA samples to inform how much fat, carbohydrates, vitamins, and proteins should go in each dish.

Photo Credits: Daniel Verkijk/ Innovation Quarter

By: Kalina Nedelcheva



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Bonterra Shares Organic American Wine in Convenient Packaging

Bonterra Organic Vineyards launched California's first nationally available organically farmed wine in cans, helping to meet the demand for American wine made with organically farmed grapes in a conveniently delivered format. The collection includes neatly sized 250-milliliter cans that hold products like Bonterra Sauvignon Blanc, Bonterra Rosé and the all-new Bonterra Young Red. This newest addition to Bonterra's portfolio is barrel-fermented, racked and aged in stainless steel, with a light and aromatic flavor that boasts lush notes of berries, melon and citrus.

The portable, pre-portioned organic Bonterra wine can is recognized as an "Instagram-ready package" that offers more freedom and flexibility than a glass bottle.

Bonterra is passionate about organic and biodynamic farming to support healthy vines, insects and wildlife, as well as happy wine drinkers.

By: Laura McQuarrie



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MakeGrowLabs 'SCOBY' Wraps Make Use of Agricultural Waste

As businesses are starting to disavow single-use plastics and countries are even attempting to ban them — Canada might be initiating change to do so by 2021, the demand for biodegradable and waste-free packaging is skyrocketing. Many firms and designers are troubleshooting with different materials to discover the most convenient, affordable, durable, and quality-oriented option.

Polish company MakeGrowLab's waste-free packaging, for example, makes use of agricultural by-products, "turning bio-waste into bio-material." The studio's wraps have a good oxygen barrier, are home-compostable, and insoluble in water. In addition to that, they are completely edible.

MakeGrowLab offers its waste-free packaging in four silhouettes — a bag, a tray, a sachet, and a bowl. Due to popular demand, the products are sold out and the company has put a halt on production until it moves to a bigger facility.

By: Kalina Nedelcheva



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Bosske Architecture Boasts the Farming Facility of the Future

This robotic dairy farm is located in Northcliffe, Australia. New technological advancements are inserting themselves in daily rituals and methodologies of work. It really comes as no surprise that the agricultural industry would be impacted by it.

This industrial complex is designed by Bossake Architecture. Spanning a total of 9,000 square meters, the project accommodates "a robotic milking shed and a visitor center." The state-of-the-art facility is owned by Bannister Downs Dairy and individuals are welcome to observe the ethical and sustainable farming practices that the firm engages in. A robotic dairy farm has other perks that go beyond efficiency and convenience. For example, the "cows can choose their own milking time" thanks to the implementation of a "24-hour voluntary milking" service.

Photo Credits: Peter Bennetts, Silvertone Photography

By: Kalina Nedelcheva



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Hungary Revealed Plans for a €1 Billion Greenhouse Farm City

Plans for a new environmentally conscious greenhouse city that is intended to occupy the border between Hungary, Austria, and Slovakia have been announced. The project will lead agricultural practices into the future, as the development is envisioned to be carbon-neutral and powered by renewable energy which will be supplied by EON in the form of solar and biogas.

Set to cover approximately 330 hectares of land, the greenhouse city is the project of German developers FAKT, in collaboration with EON and the Hungarian government. The sizable initiative mirrors the ethos that "sustainability is a global priority."

In addition to the greenhouse city, about 1,000 new homes for workers will be made readily available, with the inclusion of shops, hotels, as well as educational institutions up to the elementary school level.

Image Credits: Shutterstock

By: Kalina Nedelcheva



Willow Tea Rooms Will Sell 'Camelccinos' To Combat Climate Change

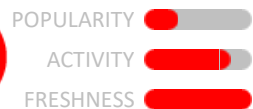
The Willow Tea Room, a UK-based coffee house, has recently started selling camel milk coffee known as 'camelccinos.' The project was created in an effort to raise awareness about the complex issues communities are facing because of climate change.

The camel milk coffee is part of The Mercy Corps project, which supports over 140 female camel milk traders in Wajir, Kenya. The region has faced extreme hardships, including severe food insecurity, because of changing climates. "We hope this fun initiative will help highlight the importance of supporting communities on the front lines of climate change to find ways to adapt and improve their livelihoods," says Simon O'Connell, the executive director of Mery Corps.

As climate change becomes a growing concern for many populations, products that seek to support the impacted communities are becoming more prevalent.

Image credit: Shutterstock

By: Grace Mahas



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Climate-Friendly Craft Ales

Friends of the Earth, Stroud Brewery & Toast Ale Created 'Flour Power'

Friends of the Earth, Stroud Brewery and Toast Ale joined forces to create a "planet-saving" organic craft ale by the name of Flour Power that makes the most of food that would have otherwise gone to waste. The Flour Power beer is described as having an "intense citrusy aroma" that's balanced by a fruity finish.

The hoppy amber ale was created with House Bakery's unsold organic bread, offering a solution that supports the use of a surplus product and a finished product with a reduced carbon footprint. As 44% of bread is never eaten in the UK, Toast Ale is on a mission to change the way breweries and bakeries can team up to combat food waste. Additionally, 5% of the proceeds from Flour Power are set to be donated to Friends of the Earth's climate campaign.

By: Laura McQuarrie



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Cafédirect's Small-Batch Roasted Coffee is Packed in Compostable Bags

Cafédirect's newest product is a range of small-batch roasted coffee that was expressly created for Waitrose. The premium organic and fair trade coffee is packaged in home compostable bags and helps to support farming communities.

The Waitrose-exclusive coffee was roasted in Cafédirect's London Fields roastery, with beans sourced from Honduras, D.R. Congo and Indonesia, where the partnering farmers embrace sustainable farming principles and leave a minimal mark on the land.

The coffee is packaged in kraft pouches, which are 100% plastic-free and suitable for adding to a home compost system or a food waste bin. While some coffee products across the industry are packaged in compostable bags, these ones can be fully composted at home and do not need special treatment from an industrial composting unit.

By: Laura McQuarrie



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Cell-Based Foie Gras

French Start-Up Suprême Creates Ethical, Cruelty-Free Foie Gras

As foie gras is a classic yet controversial favorite in France, French start-up Suprême is introducing a cruelty-free foie gras that's ethically made. The company's French pâté is made from cells that are extracted from a duck egg, which are grown by being supplied with nutrients and healthy fats. According to Suprême, the creation of its next-gen foie gras involves no GMO ingredients, genetic manipulation, antibiotics, or the killing or mistreatment of any animal.

While a number of mainstream vegan and meat brands are now creating plant-based products for the masses, a handful of innovators are also reinventing luxury animal products and by-products to be cruelty-free and without controversy. Like Suprême, many start-ups are creating realistic, clean and eco-friendly meat alternatives that bypass factory farming.

By: Laura McQuarrie



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The Conceptual 'T-Rextor' Agriculture Vehicle is Rugged

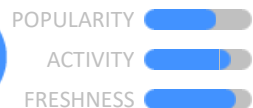
The conceptual 'T-Rextor' agriculture vehicle has been designed by Saharudin Busri as a shapeshifting solution for the farm that promises to deliver exceptional capabilities thanks to a shapeshifting functionality. Featuring a series of hydraulic axles, the vehicle can easily handle a wide array of different topographies and ground conditions to help with any jobs that need doing in agricultural settings. The cockpit can be lowered to the ground for easy access by the operator, while the whole body of the vehicle can adjust according to needs for transporting goods, picking fruits and much more.

The conceptual 'T-Rextor' agriculture vehicle has a compact size and identifies the changing face of farming as land owners seek out ways to trim their workload by leaning on advanced technology.

By: Michael Hemsworth



T-raxtor is an all terrain vehicle. It is suitable on road and all agriculture surface condition.
The harvested fruits are picked and placed directly into the compartment box.



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WeWork Food Labs Focuses on Agricultural Startups

WeWork is shifting its focus to food and agricultural startups, with a newly announced initiative dubbed WeWork Food Labs.

The lab will consist of two main areas of focus. The first being a coworking space for food and tech industry startups that are in the early stages of development. The second will be an accelerator that will sign a select number of entrepreneurs for a six-month contract. In the first year, WeWork has said it will offer a \$1 million investment to the first round of companies selected to participate.

This initiative effectively demonstrates the growth of coworking spaces, as WeWork is exploring new avenues and redefining what a flexible working place really looks like.

Image credit: WeWork

By: Ellen Smith



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The Copernicus Project Sheds Light on Modern Food Production

At SXSW 2019, Land O'Lakes created The Copernicus Project as part of an initiative to start a conversation about the modern food system. The interactive experience was named after Nicolaus Copernicus, who changed the way we understand the solar system today by dismantling what people knew to be true at the time.

As part of its project, Land O'Lakes invited a range of innovators across the media, technology, food and more to participate in changing the perceptions about modern food production, as well as issues surrounding the role of technology, as well as health and food security.

The Copernicus Project featured interactive art installations, infographics, food web sculptures and panels discussing topics like "Does Artificial Intelligence Belong in Agriculture?"

By: Laura McQuarrie



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Annie's Mac & Cheese Boasts Sustainable and Ethical Ingredients

Annie's Mac & Cheese has entered a stage where the brand is dedicated to advancing the sustainable agenda. The company recently announced the launch of two permanent pasta products — the Macaroni & Classic Cheddar and Shells & White Cheddar.

Annie's sources the ingredients for its shelf-stable offerings from "four amazing family farmers in Montana." As a result, the easy-to-make pasta boasts organic good-for-you ingredients — from the 12 grams of protein in the Classic Cheddar Mac to the 30g of whole grains from the Shells & White Cheddar offering.

The planet-friendly component of Annie's Mac & Cheese products is contained in the advancement of "regenerative agriculture practices." The partnering farmers use techniques that pull carbon from the air and store it in the soil which ultimately balances out the earth's ecosystem.

By: Kalina Nedelcheva



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3.4

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9 RELATED

2,446 Total Clicks
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The 'Happy Bees' Beehive Reproduces the Natural Habitat for Bees

It has become well-documented that the bee population around the world is experiencing hardship, so the 'Happy Bees' beehive has been designed by Fabien Roy to help support healthy farming.

The beehive draws inspiration from the natural habitats that the insect would create in the wild to support colonies in a more formalized manner as well as the health of the bees themselves. This is reported to not affect their metabolism as much as traditional beekeeping solutions, which speaks to healthier farming habits for beekeepers to appreciate.

The 'Happy Bees' beehive features a cork exterior that is naturalistic, while also acting as an excellent insulator that is waterproof, rotproof and quite lightweight to be easily shifted around a property as needed.

By: Michael Hemsworth



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AI Agriculture Drones

The 'SeeTree' Drone Lets Farmers Keep Track of Tree Health and More

Artificial intelligence and drone technology have collided with the 'SeeTree' drone that promises to help farmers maintain a better agricultural experience at all times.

The drone works by taking to the sky and creating an intelligence network for trees that will let farmers keep track of the health and production of each one. This enables them to pinpoint issues early to correct them before they become a detrimental problem, while also accelerating their production capabilities.

The 'SeeTree' drone harness the power of AI to calculate a yield-per-tree map for farmers to analyze and see just how much produce they are capable of yielding at harvest. This could be used for strategizing expansion plans, to gauge production and much more.

By: Michael Hemsworth



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The Yanmar YR8D Aids with Rice Seedling Transplanting

Agriculture is being addressed more directly by technology brands as an industry that can benefit exponentially from autonomous solutions, so innovations like the Yanmar YR8D are being developed with this in mind.

The vehicle operates as an autonomous rice seedling transplanter that is controlled via an integrated waterproof tablet to perform duties in one of two modes, as required. The unit is aided by onboard global navigation satellite system (GNSS) technology and is capable of operating autonomously with an operator behind the wheel to prevent fatigue from long hours of use.



The Yanmar YR8D is set to only be available in Japan at launch on February 1, 2019 and will come with a retail price of about ¥3,955,000 to ¥5,545,000 (roughly \$35,230 to \$49,392).

Image Credit: Yanmar

By: Michael Hemsworth



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1 RELATED

13,108 Total Clicks
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The L I V I N Farms 'Hive Explorer' Teaches STEM and More

The L I V I N Farms 'Hive Explorer' is positioned as a revolutionary kit for kids and/or adults to utilize when looking to learn the standards of STEM and partake in the cultivation of mealworms.

The kit works by having food waste placed into it as nutrition for mealworms that are positioned as a great protein source for humans or a food source for plants, depending on your preference. The connected design of the unit allows users to keep an eye on how the ecosystem is progressing, while also being allowing them to perform coding exercises to increase their technical know-how.

The L I V I N Farms 'Hive Explorer' is packed with technology based on Arduino and is built with an open source design to allow for customization.

By: Michael Hemsworth

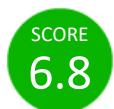


Julia Schwarz's 'Unseen Edible' Boasts Nutritious Lichen Food

Lichen food is at the heart of the 'Unseen Edible' project by Julia Schwarz who recently graduated from the University of Applied Arts in Vienna. Lichen is a symbiosis between a fungus and algae or cyanobacteria. The species is found growing on vegetation, tree bark and rocks.

The benefits of the multi-organism extend to the fact that it can grow in harsh climates and is fairly nutritious, potentially providing sustenance for humans through onsets of food shortage, an apocalypse or even on Mars. Julia Schwarz debuts the lichen food — from pasta and pesto to butter and bread, at Vienna Design Week, where individuals had the opportunity to taste the innovative meals. With 20,000 species and a growth on about six percent of the Earth, lichen food might prove a worthwhile investment.

By: Kalina Nedelcheva



8 RELATED

8,699 Total Clicks
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The Valtra Infinity Vehicle Adapts to Different Farming Needs

The face of farming will likely continue to change in the coming years as advanced technologies become a more integral part of the process, which is something that the conceptual Valtra Infinity vehicle foresees.

The vehicle is designed with an insect-inspired body that can be outfitted with a series of different attachments for performing a multitude of different tasks on a farm or off-road. The vehicle is capable of operating autonomously to swap out components to make it perfect for those who need a more efficient way to maintain their farmland.

The conceptual Valtra Infinity vehicle is the design work of Santiago Mendoza and shows promise as being a vehicle that can be used on or off the farm to provide enhanced land maintenance.

By: Michael Hemsworth



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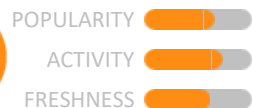
S&P's Rice-Based Meal Spotlights Sustainable Thailand Agriculture

Riceberry, a crossbreed superfood rice that is grown in Thailand that's in antioxidants and has a distinctive deep purple color, is the feature ingredient in these rice-based meals from S&P, a restaurant and bakery brand. S&P's organic riceberry-based meals share the many health benefits of the rice product and bring attention to the fact that the rice comes from Thailand—the quick meal packages include cheerful illustrations of farmers, which goes along with the brand's take on "GOOD FOOD, GOOD MOOD."

While some of the preservative-free, microwave-friendly riceberry rice meals are paired with eggplant, pork and green curry, others show the versatility of the ingredient with different meat and vegetable pairings.

Due to the numerous benefits that riceberry rice has, it is set to make its way to North America and appeal to health-conscious consumers as the next must-try super grain.

By: Laura McQuarrie



9 RELATED

3,491 Total Clicks
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French Contemporary Rustic Hotels

Be-poles' Design is Strongly Informed by Agriculture Traditions

A contemporary rustic hotel is situated about 40 minutes outside of central Paris, giving guests the opportunity to experience rural France in proximity to the country's capital. In a sense, this is an ideal spot for tourists who are looking to explore France in its entirety. The idea behind the rustic hotel is to establish an immediate connection "with the changing seasons, the great outdoors, and local wildlife."

Located in the Forest of Rambouillet, Le Barn takes on the silhouette of an abandoned building from the 19th-century. The renovation is headed by architectural studio Be-poles who subtly takes cues from contemporary styling and traditional agriculture. The result is a quaint modern rustic hotel, a space that brings together good design and the outdoors as "guests can watch horses graze from the rooms."

By: Kalina Nedelcheva



9 RELATED

22,993 Total Clicks
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Herb-Growing Wall Orbs

Urbz is a Planter That is Both Functional and Visually Appealing

Individuals who don't live in climates that are warm year-round likely find use for indoor planters, and Urbz is a modular planter that can be designed to users' preferences.

The Urbz comes in an endearing, glass orb shape that can be attached to walls. The glass base allows for users to see the soil from which the seeds will grow into plants, and the product can be used to grow a variety of herbs. Originally, Urbz was designed with the intent of empowering children to learn and grow their own foods, but the Urbz planter is also suitable for adults looking to spruce up their homes.

The Urbz is an excellent addition to kitchens, both for its design and in its ability to function as an educational tool.

By: Mishal Omar



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9 RELATED

6,651 Total Clicks
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The 'EcoBarrow' Can be Used in a Multitude of Different Ways

The conceptual 'EcoBarrow' is a futuristic piece of equipment for industrial environments that will enable users to partake in a safer, more secure way to get small or large jobs done.

Designed by Hakan Gürsu of the Designnobilis Studio, the robot is electrically powered and can carry heavy loads such as building material or even fresh produce. This makes it capable of being implemented into a wide array of different industries ranging from agriculture to architecture, which will come as welcome news to workers who need a hand with getting the job done quickly.

The conceptual 'EcoBarrow' can be operated manually or autonomously to make it as functional as possible in different environments, while the interchangeable component upper section keeps it agile in changing workplaces.

By: Michael Hemsworth



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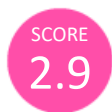
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Sean Wotherspoon & GUESS Create The Farmers Market Collection

Sean Wotherspoon works alongside fashion label GUESS Jeans U.S.A. to create the Farmers Market collection. The new collaborative capsule draws a strong inspiration from California's agricultural history -- specifically its scenic sunshine, ocean breeze, and unique landscapes. Wotherspoon designs a new range of pieces including t-shirts, hoodies, denim jackets, and overalls. It takes on eccentric and colorful designs such as color blocking, floral patterns, over-dyed coloration, and captivating hues of "dragon fruit purple" and "apple green."

The Farmers Market collection will be launching on May 5 and the label will host its very first GUESS Farmers Market to showcase the capsule. It will be a pop-up marketplace open to street brands, lifestyle labels, and fashion -- and of course, with local food growers and authentic craftsmen. The upcoming market will have the streetwear products available, as well as fresh flowers, fruits, and vegetables. The clothing will also be made available to shop online and at select retailers globally.

By: Amy Duong



9 RELATED

4,104 Total Clicks
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Pesticides Might Soon Be Replaced With an RNA-Based Vaccine

Chemical pesticides are a necessary evil in modern agriculture, but researchers at the University of Helsinki in Finland and the French National Center for Scientific Research (CNRS) may have found an alternative in an RNA-based vaccine. Created to be eco-friendly, this new innovation in agriculture is made to fight back insects without damaging the surrounding environment. The vaccine works by triggering an automatic defense mechanism found in plants, animals and other complex organisms. The RNA-based vaccine does not necessarily deal with insects looking to eat crops, but instead gives plants the ability to fight against the pathogens that insects carry.

Manfred Heinlein, a cell biology expert who worked on the project, explained that the pesticide alternative could "strengthen the plant's own pathogen defense systems through a natural mechanism." The application of the RNA-based vaccine would be quite similar to pesticides as they would simply be sprayed over the leaves. Unlike pesticides, the vaccine is [continued online]

By: Justin Lam



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4 RELATED

10,492 Total Clicks
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Cruelty-Free Clean Meats

JUST's Clean Meat Aims to Be a Practical and Economic Alternative to Meat

Although there are many consumers who are making the switch to a plant-based diet, JUST's Clean Meat aims to be an eco-friendly and economically sensible alternative to conventional meat. As JUST describes: "We think it's unlikely that families in Alabama (or anywhere in the world) will consistently choose plant-based alternatives over chicken, beef, pork, and seafood." Since industrialized animal agriculture consumes tons of resources, JUST is developing clean meat and seafood alternatives made from cells.

The animal-free products that JUST is working on will require significantly less land, water and energy and produce much fewer emissions.

JUST has stated that it plans to introduce its first clean meat product to consumers by the end of 2018.

By: Laura McQuarrie



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7 RELATED

4,146 Total Clicks
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Crop-Monitoring Robots

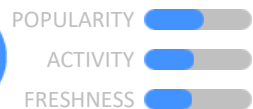
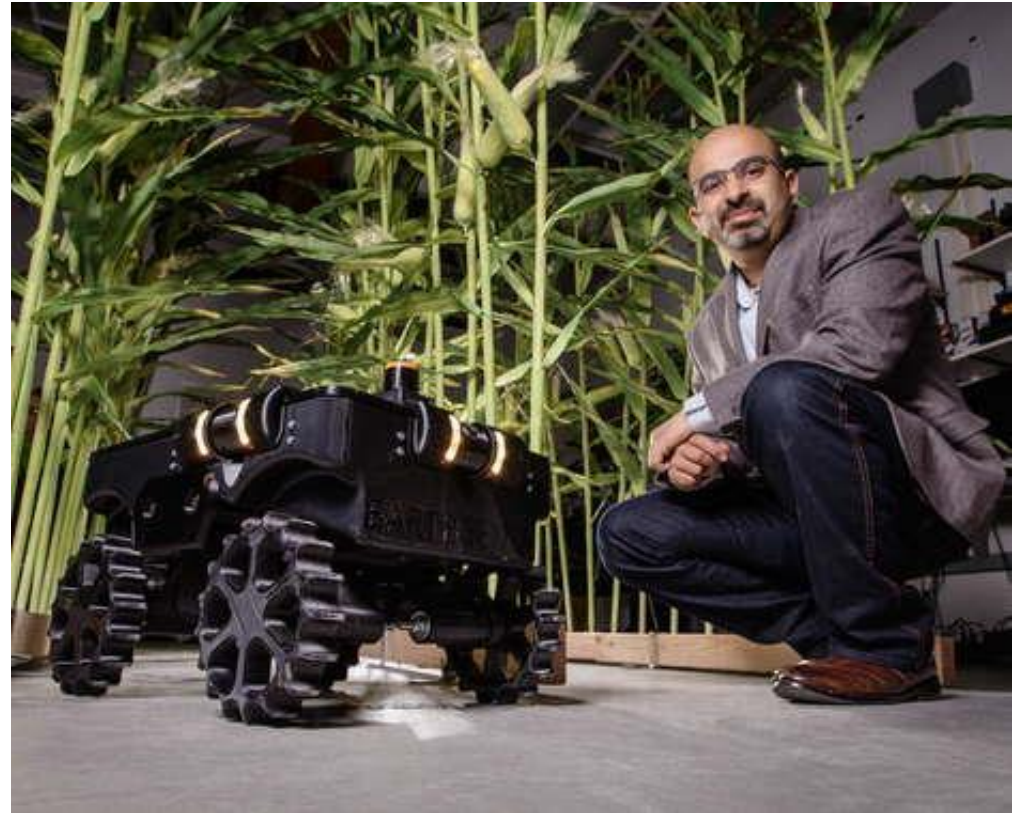
Agriculture is Rife with Innovation and the TerraSentia Robot is the Latest

The TerraSentia robot is the latest innovation in agriculture and allows farmers to monitor crops in a scientific and technological way. The robot is a simple four-wheeled automaton developed by engineers at the University of Illinois. The design is fairly simple, but an array of sensors makes the robot unique and allows it to monitor and transmit crop data in real time. While the TerraSentia robot may not replace every tool on a farm, it is designed to serve an important tool in any farmers arsenal.

Measuring in at just over a foot wide and weighing in at 24 pounds, the TerraSentia robot is easily able to traverse a field without seriously damaging crops. The robot's sensors give the automated device the ability to monitor plant health by observing things like growth rate and coloration. The robot's sensors are both flexible and customizable, and are meant to adequately suit the needs of both breeders and growers.

Image Credit: L. Brian Stauffer

By: Justin Lam



4 RELATED

12,180 Total Clicks
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Coffee-Farming Centers

The Hacienda Alsacia Visitor Center Offers Starbucks Fans a New Perspective

On top of experimenting with a number of unique retail formats and roasteries over the past few years, Starbucks is venturing into new territory again with the opening of the Hacienda Alsacia Visitor Center—marking the first time it has ever opened a coffee farm to members of the public.

Aside from offering coffee tastings, the center in Costa Rica provides a behind-the-scenes look at the world of coffee farming, research, development and the refinement of different agricultural techniques.

Starbucks' Hacienda Alsacia Visitor Center is the first of nine Farmer Support Centers, which serve as working farms and research and development facilities to push innovation. One of the most notable works from this particular center is the team's development of hybrid trees that are resistant to "coffee rust," a fungus that can be devastating to coffee plantations.

By: Laura McQuarrie



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9 RELATED

14,337 Total Clicks
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Hands Free Hectare Uses Drone and Automated Machines to Tend Crops


Drones are almost commonplace, and experts claim that autonomous cars and trucks are just around the corner, so 'Hands Free Hectare' and its technology should hardly come as a surprise. The innovative project, which was developed by a team of researchers from Harper Adams University, uses a fleet of drones and autonomous agricultural machines to plant, monitor, and harvest crops entirely without human intervention.

Farming might seem relatively straightforward at first blush, but modern agriculture is deeply complex. It requires thorough knowledge of soil quality, crops and crop disease, climates, farming methods and so much more. In order to automate that wide range of expertise, Hands Free Hectare sends out drones to retrieve images of the plots, and those images are then processed and turned into usable data by proprietary software developed by Hands Free Hectare's agriculture professionals. Once the software has processed the data and created actionable insights, it sends that information [continued online]

By: Joey Haar



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3 RELATED

13,301 Total Clicks
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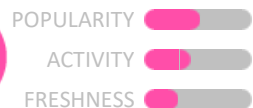
Pour Moi's Climate-Smart Skincare is Engineered for Unique Environments

At the recent Indie Beauty Expo in New York City, Pour Moi unveiled its eight-piece Climate-Smart Skincare line, which leverages "the changing properties of climates."

The collection includes four Day Creams, two Serums, plus a Hydrating Balancer and a Night Cream, each of which addresses how the skin responds to different climatic, geographical and seasonal changes. The range includes a Polar Day Cream that is specifically designed for use in low temperatures and low humidity, as well as a Desert Day Cream, which is best suited for use in hot and dry environments.

Some of the nourishing ingredients that can be found in Pour Moi's Climate-Smart Skincare collection include white truffle, coconut acid and seaweed extract.

By: Laura McQuarrie



9 RELATED

12,307 Total Clicks
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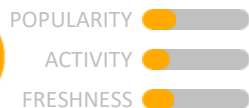
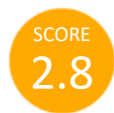
This Initiative Teaches Children About Farming & Agriculture

In an effort to teach children about farming and the importance of the agricultural industry, the Catawba County Cooperative Extension teamed up with local farmers for a kid-centric event.

As part of the Cooperative Extension's Eat Drink Be Local week, a special Kids Corner was set up at the Downtown Hickory Farmers Market in Hickory, North Carolina. The event was designed to help kids learn more about where their food really comes from by having local farmers on hand to answer questions and host fun activities such as a fruit and vegetable scavenger hunt. As NC Cooperative Extension Horticulture-Local Foods agent April Vigardt explains, "I think right now we're experiencing people having a disconnect between who grows their food and where the food actually comes from."

With a larger event planned as part of the Cooperative Extension's summer camp program, the farmer's market event demonstrates how parents can introduce their kids to concepts such as how food is grown in a more fun and accessible way.

By: Katherine Pendrill



9 RELATED

46,012 Total Clicks
[Hunt.to/356097](https://www.hunt.to/356097)

iii. Clustered Lists

Additional related examples for exploration

Clustered lists are collections of specific related examples, making them perfect for finding further inspiration on the topic we've explored in your report. Our team and software has created tens of thousands of clusters, which you can track and filter at: TrendHunter.com/dashboard-tool

10 Insect-Infused Cuisines

From Insect-Based Meats to Convenience Store Insect Snacks

As consumers feel mounting guilt over climate change, many are looking for sustainable food options like insect-infused cuisines. The movement has become more widespread, with more brands releasing food products using high protein insects. One example includes the Eat Grub Smoky BBQ Crunchy Roasted Crickets, that are available at over 250 Sainsbury's convenience stores in the UK.

By: Grace Mahas



Alternative Hot Dog Carts

The Economist's #FeedingtheFuture Shares Beyond Sausage Vegan Hot Dogs



Cricket Protein Powders

Chirps' Protein Powder Shares the Benefits of Nutrient-Dense Crickets



Chocolate-Covered Insect Gifts

Terminix is Sharing Unconventional Valentine's Day Chocolates



Silkworm-Infused Snacks

The Bella Pupa Snacks are Made with 20% Silkworm Powder



Convenience Store Insect Snacks

The Eat Grub Smoky BBQ Crunchy Roasted Crickets are at Sainsbury's



Future-Ready Protein-Rich Tomato Sauces

Gryllies Infuses Its Spaghetti Sauce with Cricket Protein



Insect-Based Meats

Tufts University Has Proposed the Use of Insect Cells to Grow Muscle and Fat



Insect-Infused Recipe Apps

Lifesum's Diet and Meal Planner App Now Shares Insect Recipes



10 FEATURED, 65 EXAMPLES

43,500 Total Clicks
[Hunt.to/405664](https://hunt.to/405664)

10 Insect-Infused Cuisines

Continued 9 to 10



Naturally Raised Cricket Proteins
Spring Protein



Edible Silkworm Protein Powders
The Silkworm Chrysalis Powder is Full of Nutritional Protein

SCORE
6.9



10 FEATURED, 65 EXAMPLES

43,500 Total Clicks
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14 Leather Alternatives

From Amazonian Fish Skin Fabrics to Cost-Effective Biodegradable Leather

Leather alternatives have become a lucrative category within the umbrella of sustainable production. As consumer consciousness is growing, we will be seeing more brands launch vegan collections of goods. The potential here is immeasurable, as companies and designers are still experimenting. From Tjeerd Veenhoven's cruelty-free palm leather rugs to Womsh's chunky apple leather sneakers, the product range is truly enticing.

By: Kalina Nedelcheva



Amazonian Fish Skin Fabrics

Oskar Metsavaht's Scaly Garments are an Alternative to Leather



Vegan Linoleum Leathers

Lino Leather Presents an Alternative to the Popular Animal-Based Material



Vegan Ocean Plastic Footwear

The Duo 'FENIX' Sneakers are 100% Animal Product-Free



Apple Leather Sneakers

Womsh's Chunky Vegan Sneakers are Cruelty-Free and Waterproof



Olive Leather Sneakers

thies' Sneakers Repurpose the Leftover Leaves from an Olive Harvest



Biodegradable Vegan Sneakers

Veja's 'Campo' is Made Entirely from Clean, Bio-Based Materials



Cork Leather Pet Collars

Noggins & Binkles' Luxury Collars for Pets Feature Sustainable Materials



Designer Vegan Furniture

Philippe Starck Uses Apple Leather for a Furniture Collection for Cassina

SCORE

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14 FEATURED, 104 EXAMPLES

169,793 Total Clicks
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14 Leather Alternatives

Continued 9 to 14



Pineapple Leather Sneakers

Hugo Boss' 'BOSS' Collection Features Shoes Made of Lightweight Piñatex



Sustainable Palm Leather Rugs

Tjeerd Veenhoven's Chic Handmade Rugs Boast a Cruelty-Free Material



Climate-Positive Sneakers

Elliott Footwear's Vegan Leather Sneakers Use 100% Recycled Microfiber



Cost-Effective Biodegradable Leather

Natural Fiber Welding Uses Agricultural Waste to Make Mirum



Cruelty-Free Leather Bags

Bolt Projects' Mylo Driver Bag is Made of a Fungus-Crafted Leather



Tree Leather Card Holders

PARSEC Design Studio's Credit Card Holder is Made from 'Treether'



14 FEATURED, 104 EXAMPLES

169,793 Total Clicks
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13 Eco-Friendly Material Alternatives

From Fungus-Created Leather to Sunflower-Based Bio Materials

As sustainability is gaining traction and establishing itself as a defining point of a business, the search for material alternatives to harmful, unrecyclable resources has never been so focused. Many of the innovations in this category are geared toward minimizing the carbon footprint of manufacturing companies that offer CPG products.

By: Kalina Nedelcheva



Vegetation-Based Textile Experiments

Anielsa Hoitink Used Mycelium to Create The Neffa Dress



Upcycled Polystyrene Furniture

Designer Andreu Carulla Partners with a Zero-Waste Restaurant



Innovative Sustainable Packaging Materials

Don Kwaning Finds Creative Uses for Wetland Weed



Bacterial Sustainable Cosmetic Packaging

Elena Amato Produces a Functional Packaging Alternative



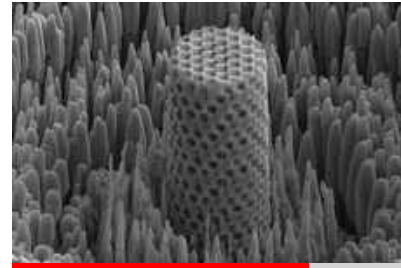
Biodegradable Construction Materials

'Finite' is Made Out of Desert Sand and is Eco-Friendly



Naturally Fermented Containers

'From Peel to Peel' Offers a Solution to Non-Degradable Plastics



Innovative Metallic Wood Materials

University of Pennsylvania Engineers' Material is Light & Hefty



Textile-Based Sustainable Construction Materials

Bastian Beyer Revolutionizes Building Resources



13 FEATURED, 146 EXAMPLES

318,281 Total Clicks
[Hunt.to/401581](https://hunt.to/401581)

Continued 9 to 13



Reusable Beeswax Wraps
Rainbow Bee Design Features a Handmade, Eco-Friendly Packaging Solution



Mushroom Mycelium-Made Lighting Fixtures
Nir Meiri's Collections Boasts Mushroom Table Lamps



Sunflower-Based Bio Materials
Thomas Vailly Explores the Uses of Crops in Product Development



Wool Resin Surfboards
The WoolLight Surfboard Uses a More Sustainable and Eco-Friendly Material



Energy-Generating Concrete Facades
LafargeHolcim and Heliatek Prototype Photovoltaic Cladding

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13 FEATURED, 146 EXAMPLES

318,281 Total Clicks
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22 Indoor Urban Farming Examples

From Accelerated Growth Farming Systems to DIY Produce Kits

Technology is making it possible for individuals to take control of what they consume through indoor urban farming initiatives. The movement is not only providing a little natural element to the home, but it is also allowing the gardener to experience pride about the food that is produced. From growing veggies and herbs for one's table to looking after decorative plants, indoor urban farming projects are not as demanding as they seem.

By: Kalina Nedelcheva



Tech-Savvy Mini Indoor Gardens

Plantone's Features Make It Easier to Sustain Plant Life



Self-Watering Indoor Greenhouses

'GroBox One' is a No-Soil Hydroponic System for Growing Plants



Automated Indoor Cannabis Growers

'Mary Agrotechnologies' Offers an Automated Indoor Planter



Living Room Furniture Gardens

The 'Aeva' Hydroponic Garden Stylishly Produces Fresh Edibles



Automated Robotic Farms

Iron Ox Farms Yields Massive Amounts of Leafy Greens



DIY Produce Kits

'Aggressively Organic' Aims to Make Indoor Farming Accessible & Affordable



Automated Indoor Gardener Systems

The 'aspara' Smart Indoor Garden Keeps Fresh Produce on Hand



AI Indoor Gardens

Naava's Smart Green Wall Helps Purify One's Interior with AI



22 FEATURED, 152 EXAMPLES

414,706 Total Clicks
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22 Indoor Urban Farming Examples

Continued 9 to 16



Connected Self-Sustaining Gardens
The 'EcoGarden' Merges Hydroponics with Aquaculture



Encouraging Urban Farming Collections
IKEA and Tim Dixon Advocate for the Local Production of Food



Greenhouse-Integrated Tiny Homes
The 'Alto' House Has a Large Window to Let Natural Light in



Hydroponic NYC Farms
Farm.One Grows Produce in an Environment Free from Contaminants



Personalized Indoor Smart Gardens
The Plantui 6 Gives Consumers Unprecedented Control Over Veggies



Family-Sized Hydroponic Gardens
The AeroGarden Farm Plus Has an Adjustable Design



Underground Urban Farms
This Underground Farm in Paris Uses Hydroponics to Grow Organic Produce



Containerized Indoor Farming Units
Modular Farms Can Produce Fresh Food Anywhere in the World

Continued 17 to 22



In-Home Robotic Gardening Systems
Herbot is Affordable & Can Grow a Variety of Plants Year-Round



Smart Hydroponic System Controllers
The 'AquaShield' Enables Better Control with Farming



Personal Organic Mushroom Kits
Back to the Roots' Organic Mushroom Farm Grows Fungi Out of the Box



Indoor Microgreen Gardens
GroFast's is a Space-Saving, Accessible Indoor "Tabletop Farm"



Inclusive Rooftop Urban Farms
Ryerson University's Farm Advocates for Sustainability and Tolerance



Farm-Integrated Buildings
Plantagon's World Food Building Has a 60-Meter Vertical Urban Farm

SCORE

9.0

POPULARITY

ACTIVITY

FRESHNESS

♂♂♂♂♀♀♀♀



22 FEATURED, 152 EXAMPLES

414,706 Total Clicks
[Hunt.to/394716](https://hunt.to/394716)

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