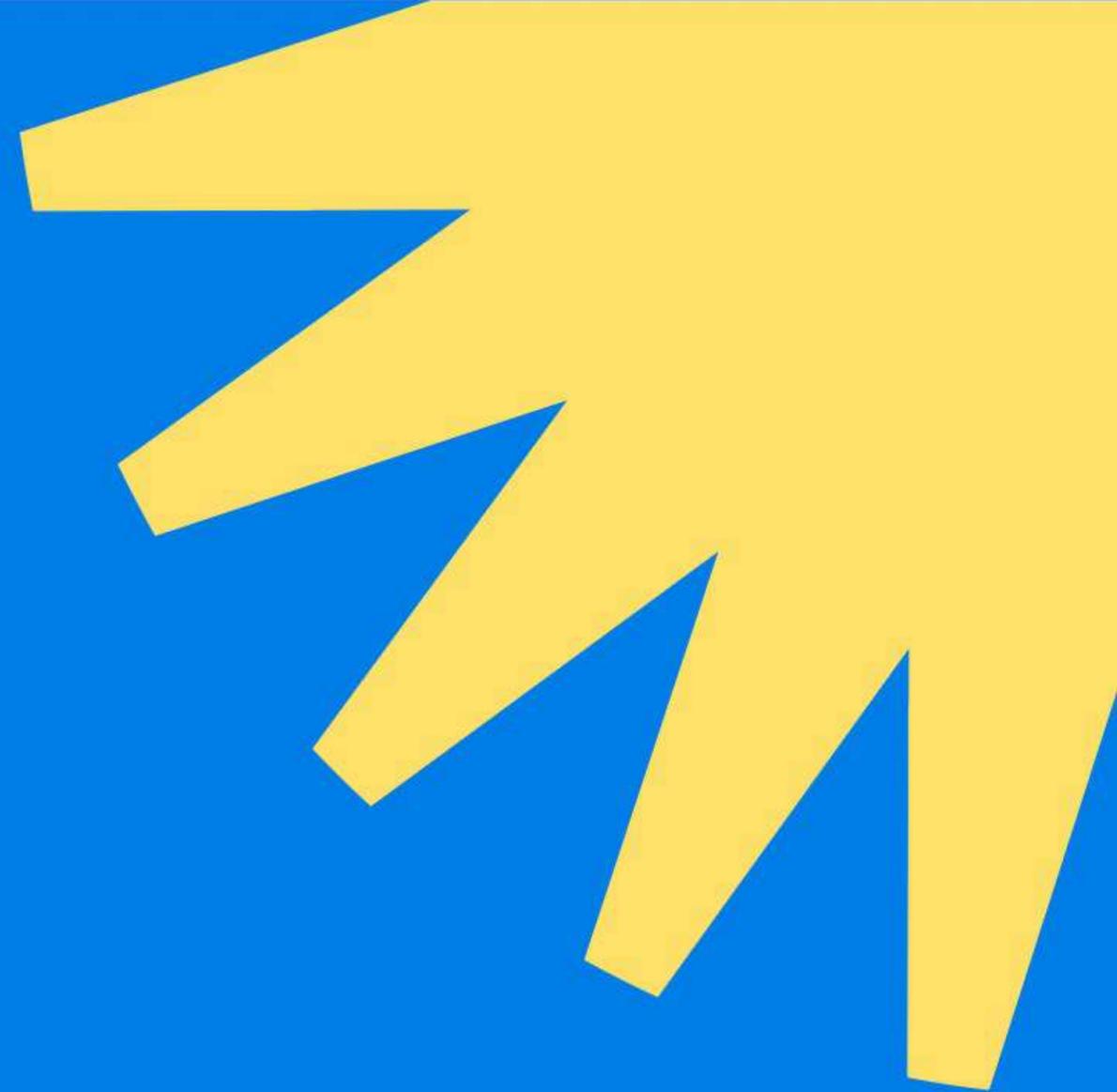


USEFUL 2023

design trends



cba

A large, stylized yellow hand icon is positioned in the top-left corner of the slide, with fingers pointing towards the right. The hand is composed of several thick, yellow, geometric shapes that form the fingers and palm.

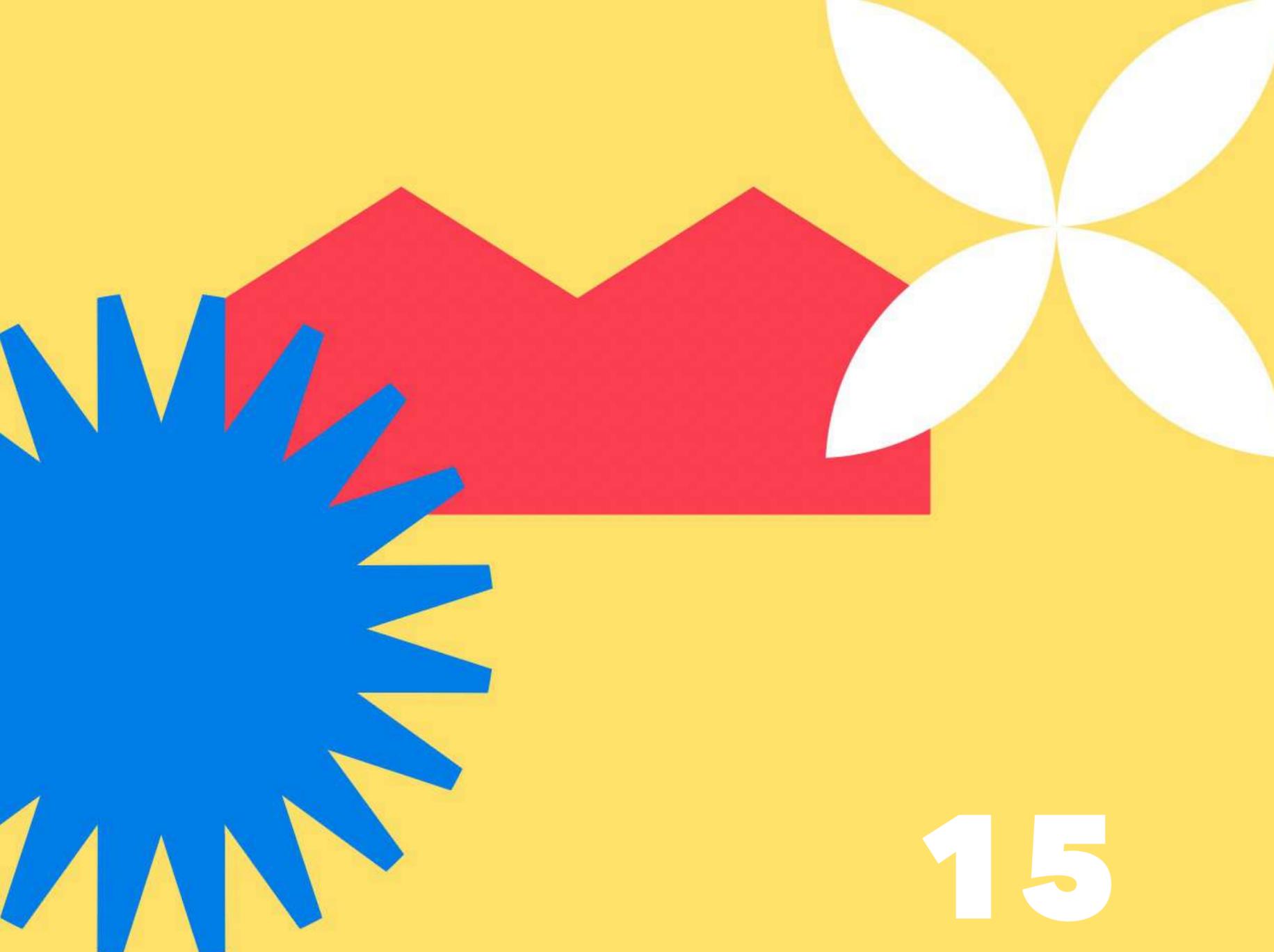
This year we hold another edition of our **trends curation project!**

CBA's global team of designers, strategists and content experts have selected from out there what they considered top-notch - in Brazil and in the world - in terms of design, branding and consumer trends, focusing on positive impact. From this great curation we highlighted 15 trends that, in this year, will continue to encourage brands - large and small, from all categories - to innovate in order to become more useful to society.



Every new experience,
product, packaging or
service designed is

**an opportunity
to be useful.**



15
trends

To encourage
USEFULNESS
through
DESIGN.

ENVIRONMENT

01

Smarter Packs

02

Refillable Care

03

No Trace Behind

EMPOWERMENT

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Celebrate Origin

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Affordable Alternatives

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Fluid Identities

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Social Shoppers



ENVIRONMENT

There is no Planet B, and we ought to take care of the one we live in.

Designing environmentally friendly packaging is a must: we need to consider the use of different packaging materials and formats.

**Life-cycle thinking
and minimalism
are the new mindset.**

01

Smarter Packs

02

Refillable Care

03

No Trace Behind

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01. **Smarter Packs**

Brands are experimenting with new packaging formats that are more compact, lighter, thinner and smarter to reduce weight, save space and ultimately be more sustainable.

What's more interesting is that through this new mindset, brands are improving and changing product's user-experience.



ÉCO-FLAT CHÂTEAU GALOPET, LVMH (EUROPE)
A rosé wine that comes in a recycled PET bottle, reducing its carbon footprint by around half, compared to a glass variant.



ÉCOPOD, HOTEL EMPORIUM (GLOBAL)
A waterless powder formulation packaged in a paper pod, creating a lightweight, stackable product.



ČIDRANI KOMBUCHA (SLOVENIA)
Waterless single-portion recyclable packs that don't require refrigeration.



WÖ SKINCARE (UK)

Fully recyclable mono-dose format, to only use the amount of product you need.

CAZOOLO DESIGN LAB, BRASKEM (BRAZIL)

Braskem's circular packaging design lab. From concept to post-consumption, it aims towards circularity and a lower environmental impact.



TINYLIFE MOVEMENT (USA)

The tiny house movement is about more than simply living in a small space it has become a social movement.



LA MARQUE EN MOINS (FRANCE)

Responsible products, short circuits. Ecological and practical packaging: the products have been concentrated so that they can be placed in letterboxes.

01. Smarter Packs

WHAT ARE THE OPPORTUNITIES?

#1

START WITH BABY STEPS

How can you adjust your pack to make it thinner, smarter, more sustainable, even if it means reducing only 1% of plastic?

#2

REINVENT YOUR PACK

To have success, you should not be afraid to be bold, make alliances with suppliers, or even with the competition. Investment in innovation is imperative.

#3

FULLY EMBRACE CONSCIOUS CONSUMPTION

The "think small" or "ultra-minimalism" thinking is a philosophy that goes beyond packaging. It is your brand willing to embrace this lifestyle, and the consequences of it.





02. **REFILLABLE CARE**

The refill revolution is underway, with brands investing on return, reuse and re-enjoy systems, adding value to the experience through design and affordability.

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DESEMBALA (BRAZIL)

The plastic sprayers can be reused by consumers for the rest of their lives ; The concentrated sachets dissolve completely in water.



BLUELAND (USA)

Plastic-free home essentials made to be refilled forever.



CADENCE (USA)

Refillable and customizable capsules that clip together and are made from recyclable ocean bound plastic.



REFILLABLE LIPSTICKS (GLOBAL)

From luxury cosmetic lines like Dior and Dries Van Noten to popular brands like Fenty Beauty and Rose Inc., the beauty industry is putting out refillable lipsticks.



MANIFESTO NUTRITION (UK)

Beauty vitamin gummies available in plastic-free refill pouches.



AMBIENTE
**TU COMPROMISO
CON EL MEDIO
AMBIENTE**

#YO REUTILIZO

REFILLABLE SHAMPOO SEDAL / UNILEVER (MEXICO)
A trial for Sedal brand in Mexico allows consumers to fill reusable aluminium bottles with shampoo rather than buying the product in plastic bottles.



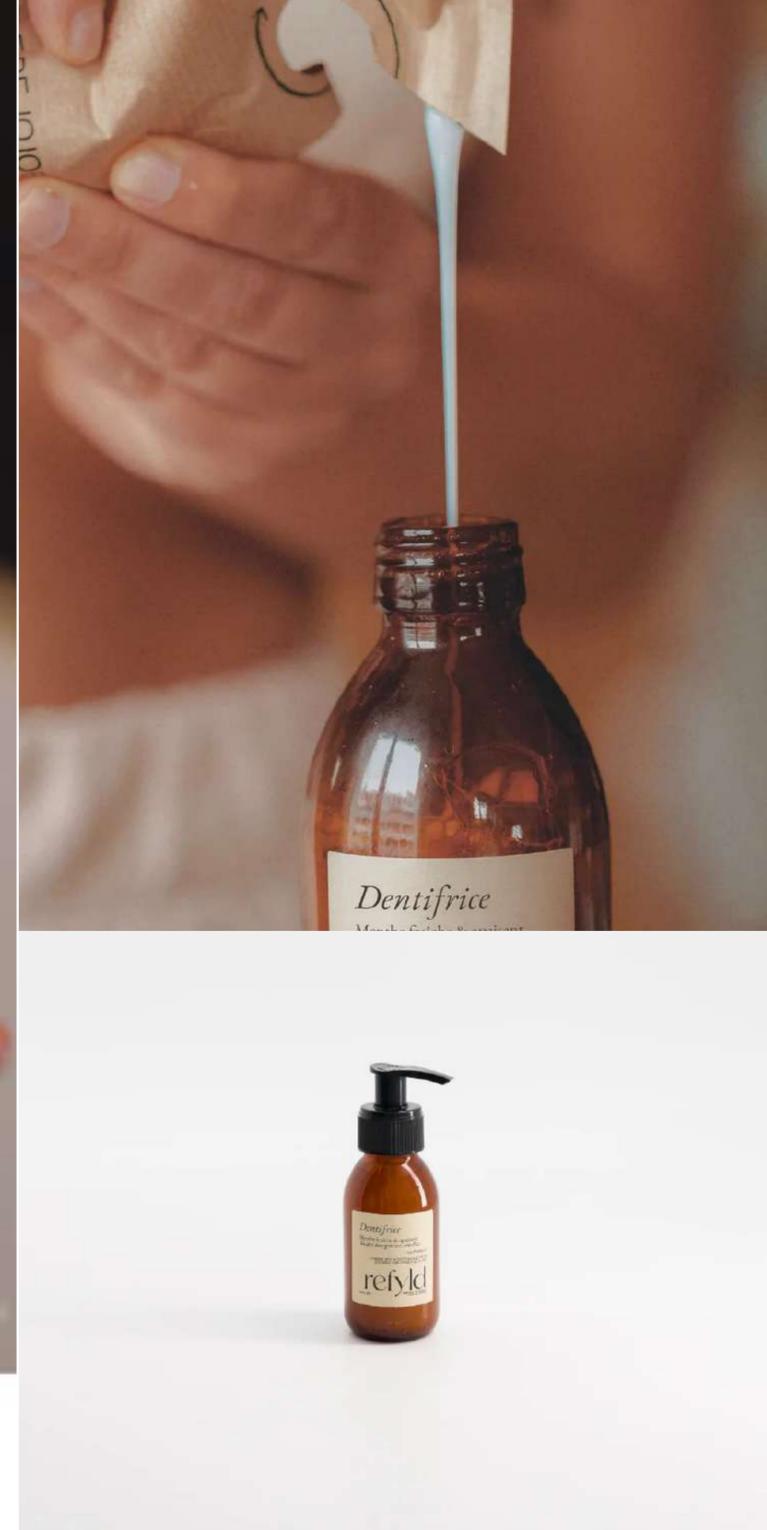
BÔ DÉODORANT STICK (FRANCE)
A solid, effective and sensory formula, in a refillable wooden stick.



900 CARE (FRANCE)
A brand of refillable bathroom products: shower gel, toothpaste, deodorant and hand gel.



WHAT MATTERS (FRANCE)
Products certified bio, vegan, healthy and refillable



REFYLD (FRANCE)

02. Refillable Care

WHAT ARE THE OPPORTUNITIES?

#1

SELECT THE PRODUCT YOU WILL REFILL

What products can your brand offer refill for? As we've seen, the spectrum is large.

#2

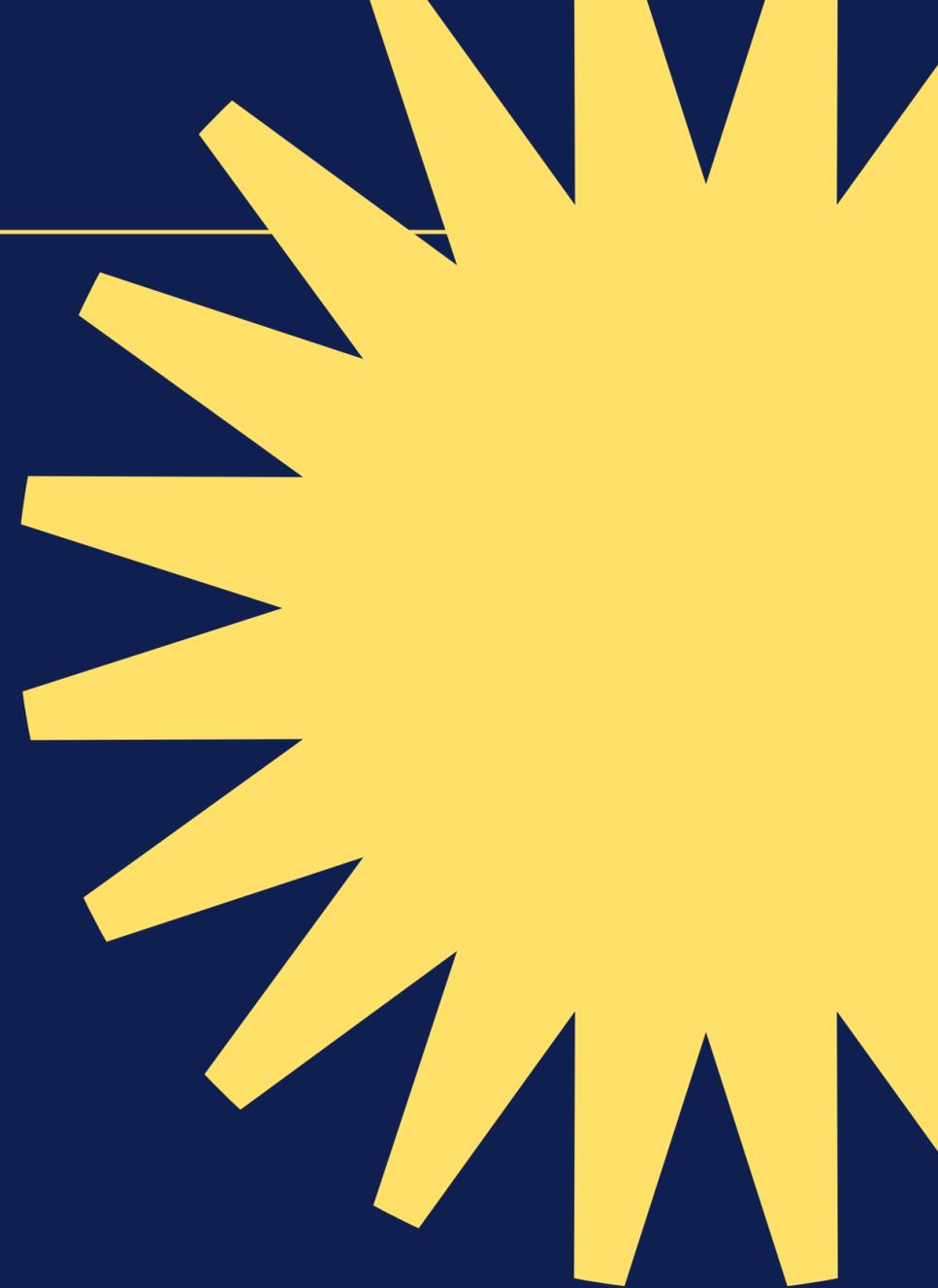
EDUCATE YOUR CONSUMER

Not all consumers are convinced of its benefits for the planet, and still wonder if it's worth the effort. How do you convince the refill-sceptics?

#3

THINK IN THE WHOLE SYSTEM

You should never examine packaging impacts in isolation, but comprehensively, with a systems-thinking approach.





03. **No Trace Behind**

More and more brands are launching innovative design and packaging solutions that are compostable and biodegradable, giving consumers the impression that they disappear, leaving no trace behind.



NOTPLA (UK)

Packaging solutions made from seaweed and plants materials, that disappears naturally. The company is expanding its products.

NORTHSTAR (UK)

Delivery pack 100% home compostable, and return service available.

THE DISAPPEARING PROJECT (UK)

A project to make laundry detergent packaging 'disappear', after use, dissolving in the washing machine.



AMBIENTALMENTE CORRETO

Produtos biodegradáveis e compostáveis em até 90 dias



100% BRASILEIRO

Nossas bioembalagens são totalmente desenvolvidas e produzidas aqui no Brasil com muito orgulho



PRODUÇÃO LIMPA

Sem resíduos, baixíssimo consumo de água e sequestro de carbono verificado no ciclo produtivo



PRODUTO VEGANO

Não utilizamos nenhuma matéria prima que seja testada ou proveniente de animais



JÁ FUI MANDIOCA (BRAZIL)

100% compostable cassava biopackaging technology startup that turns into fertilizer in up to 90 days.

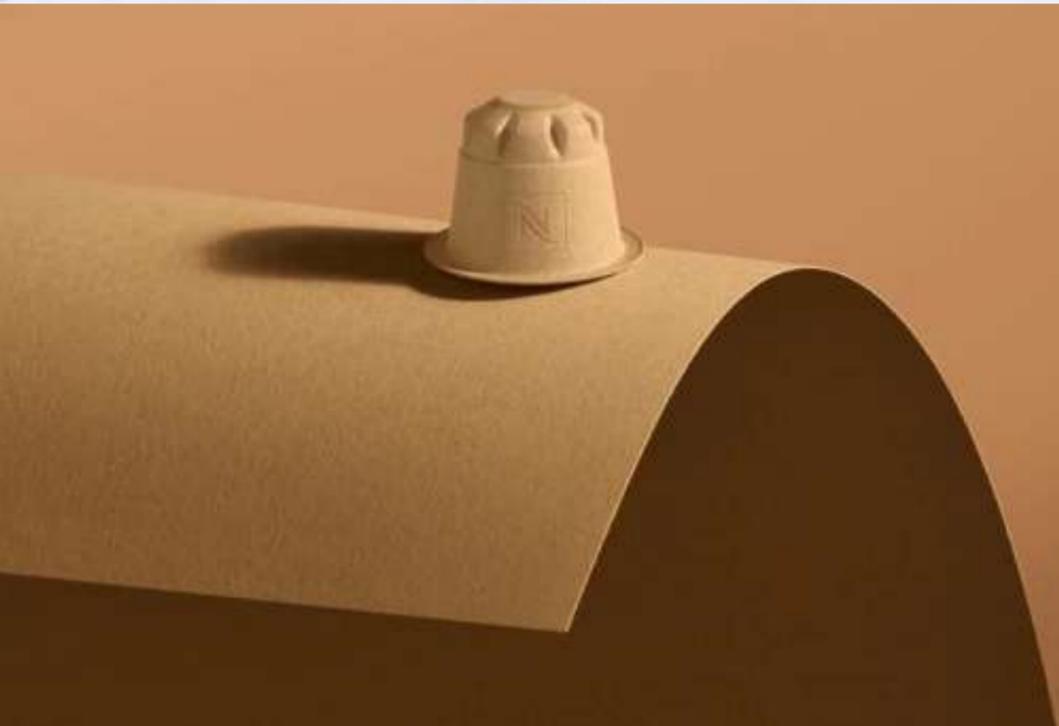
TEA GEMS, TAYLOR HALF-BAKED (UK)

Tea Gems are handcrafted, vegan and gluten free semi-precious stone look a-likes that dissolve into a cup of tea.



COFFEEB, MIGROS (SWITZERLAND)

A coffee capsule system that works without a capsule - with a small, fully compostable ball of pressed coffee (coffee balls).



NESPRESSO PAPER-BASED CAPSULE (EUROPE)

Biodegradable coffee pods made from paper that can be composted at home.



MYCELIUM COFFIN (NETHERLANDS)

It takes seven days to 30-45 days to disappear once placed in the earth. A human body buried in a mushroom casket is estimated to decompose within three years, versus 10 to 20 in traditional coffins.

03. **No Trace Behind**

WHAT ARE THE OPPORTUNITIES?

#1

SAFEGUARD THE PRODUCT'S QUALITY

Reducing packaging is a lucrative way of minimizing its environmental impact. However, you should also consider the purpose of safeguarding the product's quality.

#2

EXPLORE MATERIALS AND INGREDIENTS

What new biodegradable and natural components could be interesting to rethink your packaging?

#3

ECO-DESIGN YOUR PRODUCT

To make the transition truly environmentally sound, brands need to use eco-design and embrace life-cycle thinking.



EMPOWERMENT

Brands are increasingly celebrating

**diversity,
the empowerment of
minorities & inclusivity.**

04

Celebrate Origin

05

All Bodies are Normal

06

Accessibility Wave

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04. Celebrate Origin

Brands owned by ethnically diverse people are encouraged to showcase authentic culture.

"White washing" has its days behind, as people are better educated about the different cultures across the world.

It's time to show them as they are – and their original ingredients, flavors and prints.



| SOUTHEAST ASIAN | EAST ASIAN |
|-------------------------------|--------------------------|
| Southeast Asian Omsom Sampler | East Asian Omsom Sampler |
| Vietnamese Lemongrass BBQ | Chinese Spicy Mala Sauce |
| Thai Larb | Japanese Yuzu Miso Glaze |
| Thai Krapow | Korean Spicy Bulgogi |
| Filipino Sisig | |

OMSOM (USA)

Founded by 2 daughters of Vietnamese refugee; “real-deal” Asian cuisine.

LE CHOCOLAT DES FRANÇAIS (FRANCE)

A chocolate brand combining French chocolatier know-how and the talent of multiple artists to create artsy delicious products with 100% French cocoa beans.



ÁGUA BONITA (USA)

Women owned, Mexican heritage. Flavored water, no fizz - inspired by traditional aguas frescas.



CHOCO NUTS, POCKET LATTE (USA)

Chocolate startup embracing Asian heritage, founded by Asian-Americans.



DELIZIA, BOLIVIAN FLAVORS (BOLIVIA)

Flavored ice cream celebrating the country's diverse population and regional identities. Its 'Tradición' line includes huminta from the Cochabamba valley.



2021
PROUDLY UNSTOPPABLE



UPS EXPRESS BOX 'PROUDLY-OWNED' (USA)
Limited-edition boxes to support small businesses from different communities.



MELITTA LIMITED EDITION 'DIA DO NORDESTINO' (BRAZIL)
Colors, symbols and icons of festivities from the Brazilian Northeast were represented in the art in reference to the regional culture.



ALACENA BICENTENARIO EDITION (PERU)
Commemorative editions, inspired by Peruvian cultural manifestations.





NIKE PROHIJAB & ADIDAS HIJAB (GLOBAL)



BAOBÁ (BRAZIL)

Lançada em dezembro de 2006, a Baobá-Brasil é uma marca afro-brasileira, autoral e cosmopolita que fala da África a partir da perspectiva brasileira e das vivências de Tenka Dara, diretora criativa da label. As peças cheias de identidade são inspiradas na diversidade cultural africana, não só no continente, mas também na população que se espalhou pelo mundo, a diáspora africana.

04. Celebrate Origin

WHAT ARE THE OPPORTUNITIES?

#1

DON'T WHITEHASH

Make sure you understand a culture's context before paying homage - take in the insights from the community before moving forward.

#2

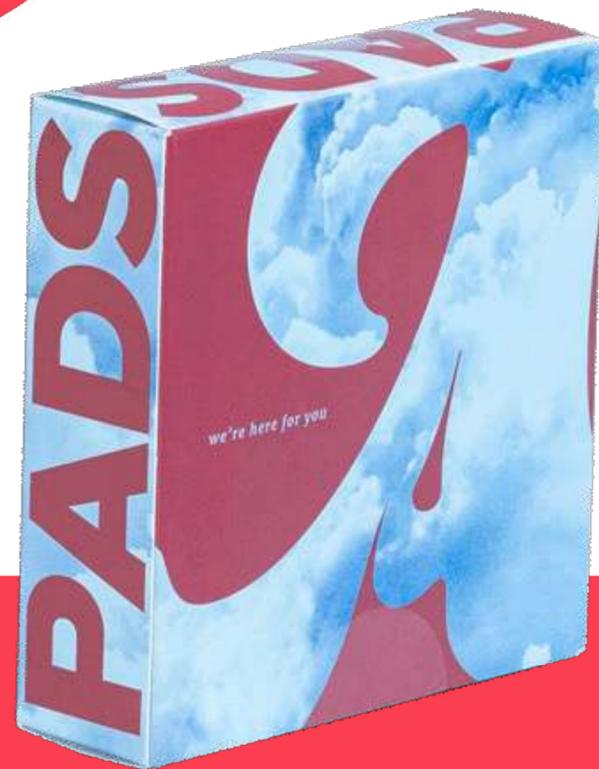
REINVENT YOUR PACK

More than 'origin confirmed' products, consumers want products with less additives, healthy, simple and real.

#3

CELEBRATE AND EMBRACE LOCAL CULTURES

All sorts of products and services highlight historic, ethnical, family and geographical origins.



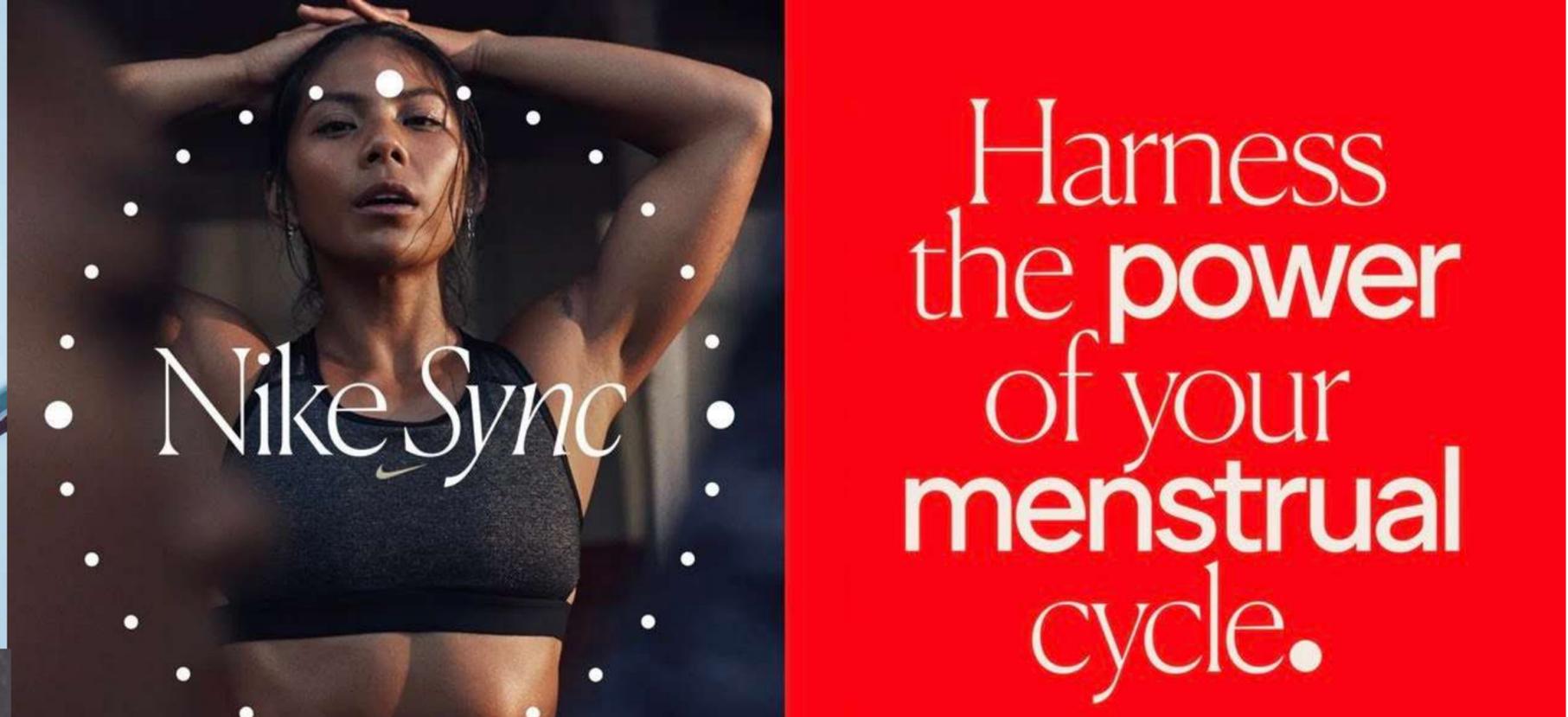
05. **All Bodies are Normal**

Embracing and celebrating the natural shapes and cycles of all bodies is the core of many new businesses. By designing products & services that also contemplate audiences once invisible to the market, brands are bringing wellness and healthcare to every body, regardless of size, age or gender.



AUGUST (USA)

The identity avoids a typically feminine aesthetic, taking a gender-neutral route and appealing to a larger audience.



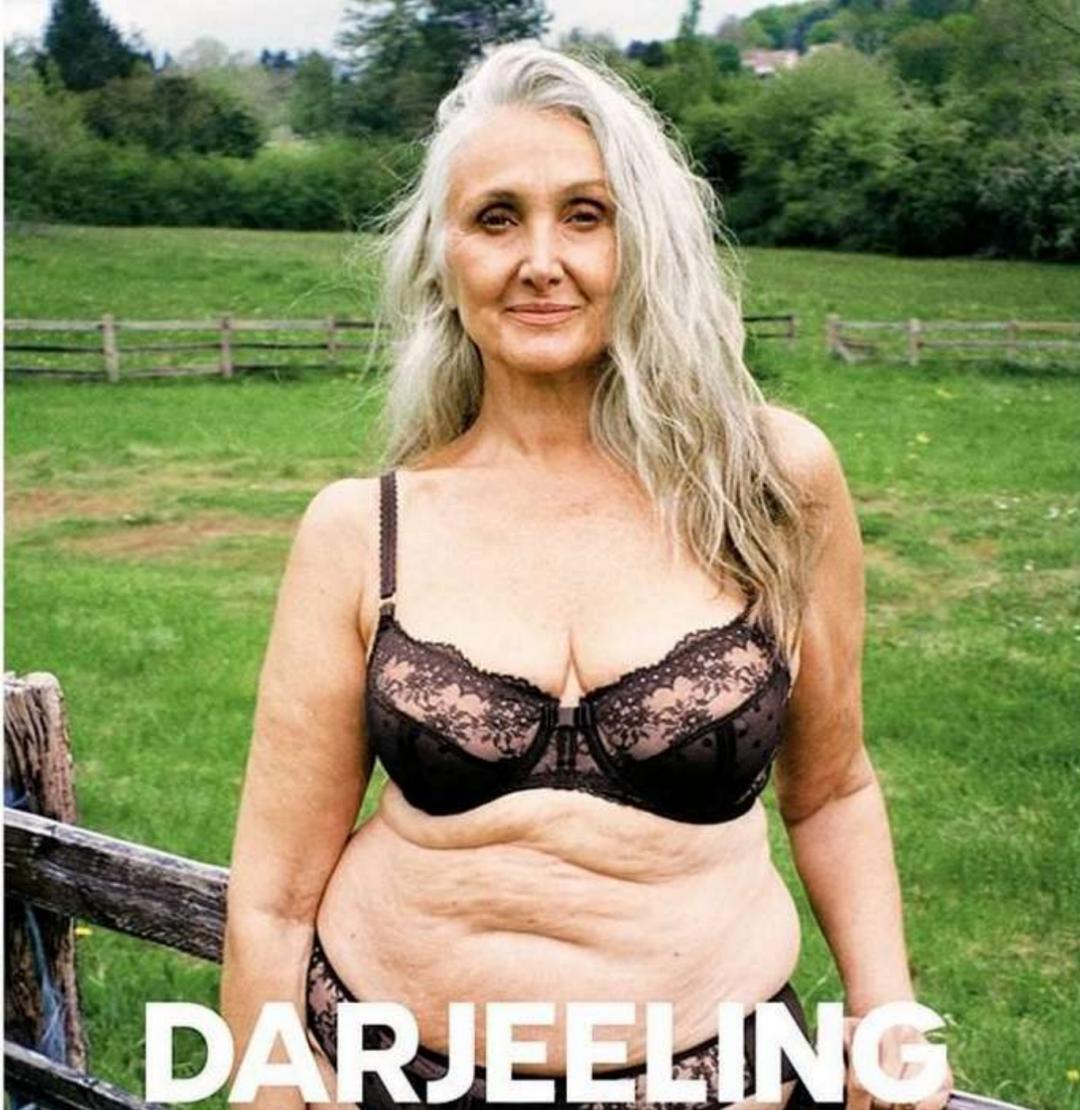
NIKE SYNC (GLOBAL)

The first-ever cycle syncing training collection", available on the Nike Training Club App. A digital platform resource showing women how to harness the power of their cycle to maximise training.



POST-MASTECTOMY CAPSULE, MANGO (SPAIN)

The collection comprises three bras, two swimsuits, and a bikini. The adaptable bra is suitable for women who have undergone a mastectomy, as well as those who have a breast implant or prosthesis.



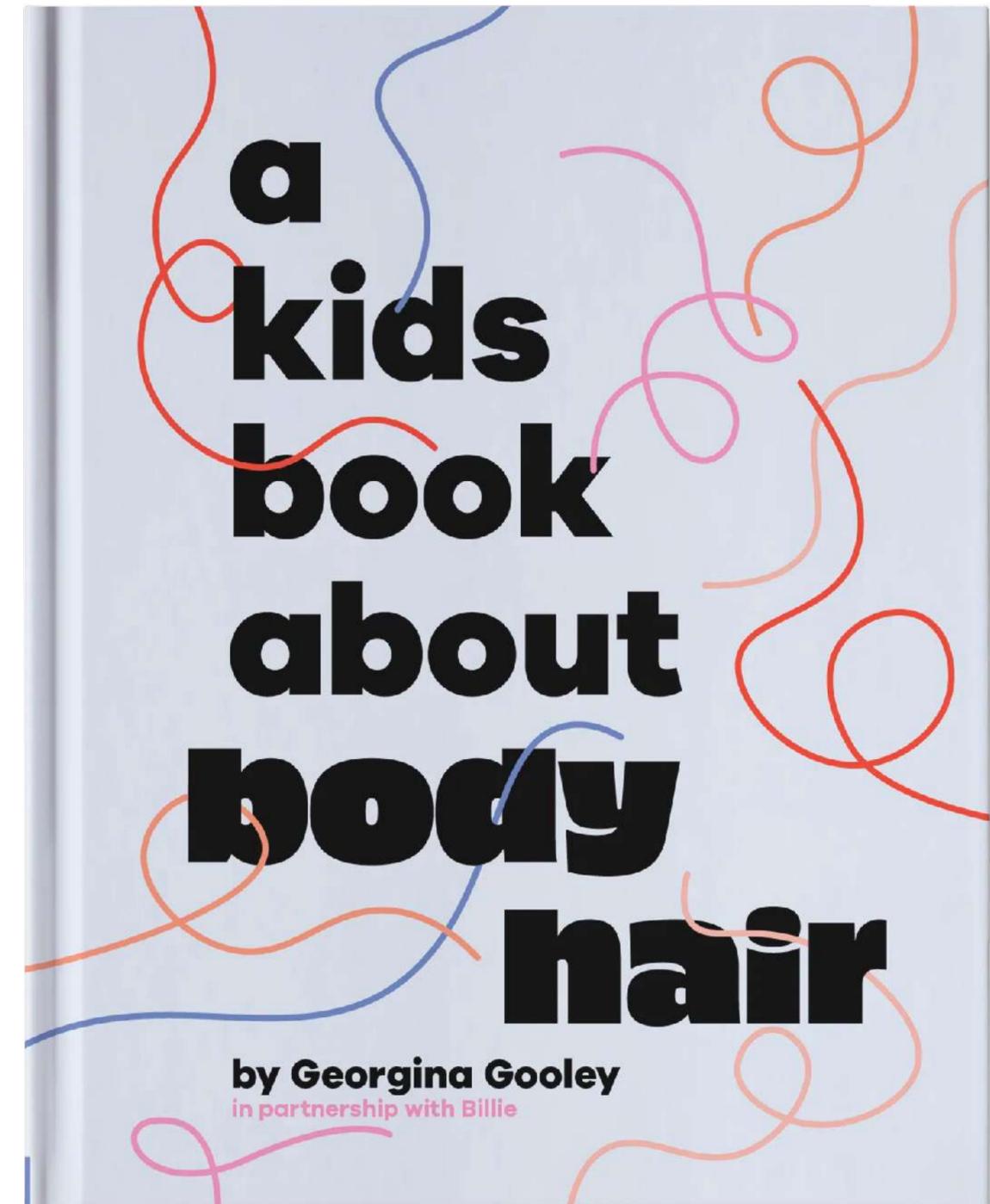
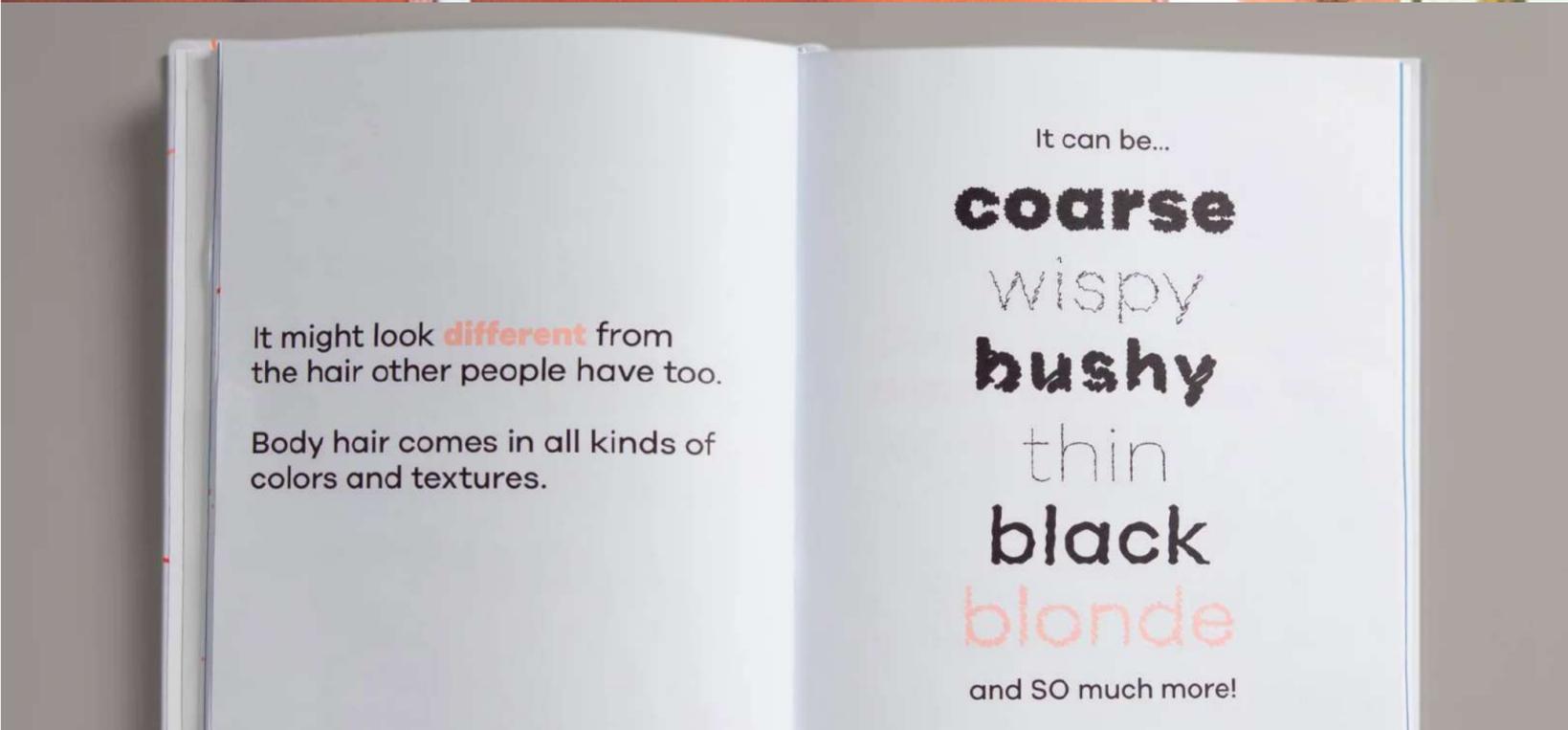
DARJEELING (FRANCE)

An anti anti-aging campaign, that highlights the importance of designing underwear that fits all morphologies.



UNIVERSAL STANDARD (USA)

Fashion brand for all body sizes. Their Medium size is designed to fit the average North American woman size.



BILLIE (USA)

Women's shaving brand Billie's launched an anti-shaving campaign and also coauthored a book called "A Kids Book About Body Hair" to help educate kids about the topic in a positive way.

Ou encore là.

Oups, trop tard.

MOODZ.CO

On ne va quand même pas parler de règles ici.

Alors que c'est le meilleur moyen de parler de nos culottes menstruelles à un maximum de monde ?

MOODZ.CO

MOODZ (FRANCE)

#JamaisDeRetouche

Rejoignez-nous pour aider les jeunes à grandir avec une image corporelle positive et à choisir la vraie beauté plutôt que les normes de beauté irréalistes.

Engagez-vous dans le mouvement #JamaisDeRetouche et renforcez la confiance en soi dès aujourd'hui.

Rejoignez-nous



#DovePartner

"Oh my gosh, am I ugly?"

DOVE (FRANCE)

05. **All Bodies are Normal**

WHAT ARE THE OPPORTUNITIES?

#1

STOP STEREOTYPING

Packaging for traditionally female-targeted products are getting an aesthetic refresh. Neither cis women nor trans or non-binary people feel represented by stereotypically gendered design anymore.

#2

BE BOLD

Bring an audacious take to your identity and campaigns with bright colors, fun typography, unconventional and honest-looking photography art direction. Bold is the new pink.

#3

BE INCLUSIVE

Create designs that speak to either everyone (truly neutral), or that create specific collections to make sure you address all needs.



06. Accessibility Wave

15% of the global population lives with a disability* – brands are starting to understand there is room for improvement in terms of accessibility.



OLAY EASY OPEN LID, P&G (USA)
A limited-edition easy to open lid prototype developed with and for people with disabilities.



DAWN EZ SQUEEZE, P&G (USA)
A new inverted bottle setup with a "no flip cap" that allows the product to stand on its cap to dispense soap from the bottom.



CHAMPION: Let me just... get... the door.



ACCESSIBILITY FEATURES, FORZA HORIZON 5 (USA)

An on-screen sign language interpreters was added ; Other accessibility features are available.



ZALANDO, MODE ADAPTÉE (FRANCE)

In 2022, Zalando launched its first fashion collection adapted to people with disabilities.



PASSATEMPO LIBRAS (BRAZIL)

The limited edition of Nestlé's traditional Brazilian cookie brand has illustrations of the Brazilian sign language alphabet.



KELLOGG'S ACCESSIBLE CEREAL BOXES (EUROPE)

Navilens technology allows a smartphone to easily detect a unique on-pack code and play back labeling information to the consumer with sight loss.

06. **Accessibility wave**

WHAT ARE THE OPPORTUNITIES?

#1
REFLECT ON THE LIMITATIONS OF YOUR PRODUCT OR SERVICE

Is it inclusive for all people? What's missing to improve its accessibility?

#2
CO-CREATE WITH CONSUMERS
Take the opportunity to learn important insights from this audience and apply them in your brand.

#3
CREATE MULTI-INCLUSIVE DESIGN
Brands are investing in design that contemplates multiple disabilities, resulting in more inclusive products that speak to a much broader audience.



WELLBEING

We're seeing a rise of brands that speak to the vegan lifestyle,

a boom of digital healthcare solutions catered to communities, and a playful integration between beauty and food brands.

07

V-Lifestyle

08

Digital Healthcare

09

Beauty-Food Merging

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07. V-Lifestyle

Vegan food & drink options are getting stronger across all categories: from big to small brands, from mainstream to luxury, from chocolate to eggs, brands are rushing to launch Vegan options - claiming a healthier, more sustainable lifestyle, compacted in beautiful designs to attract new consumers.



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NESTLÉ VEGAN & KITKAT VEGAN (SPAIN)
KitKat V is one of the biggest launches of a vegan alternative of a major confectionery brand.



VEGAN LINDT (EUROPE, USA & CANADA)
As of January 2022, it is now offering a vegan version of the classic line across Europe and Canada.

QUALY VEGÊ, BRF (BRAZIL)
Leader brand in the margarine segment in Brazil, has launched the first 100% vegetable margarine in the market, made without any artificial preservatives.





VEGAN CREAM MILK, NUDE (BRAZIL)
The brand is developing new offerings.



WUNDEREGGS, CRAFTY COUNTER (USA)
The first ready-to-eat plant-based boiled egg.



PLANT-BASED BABYBEL (UK & USA)
The vegan Babybel is essentially made from coconut oil. It is wrapped in green wax to show differentiation.



BURGER KING VEGAN NUGGETS (USA)
The first major food chain to serve vegan Impossible nuggets across several markets in the US.





BASKETS VEGAN, GUCCI (GLOBAL)

Vegan versions of three of its popular sneaker models, made with plant-based leather.

VEJA (GLOBAL)

The French brand up-cycles corn waste to make their vegan leather. About a third of their sneakers are vegan.

07. V-Lifestyle

WHAT ARE THE OPPORTUNITIES ?

#1

HIGHLIGHT YOUR PLANT-BASED INGREDIENTS

Maybe your brand does not have everything it needs to be vegan, but you can highlight its plant-based natural ingredients to attract vegan-friendly customers.

#2

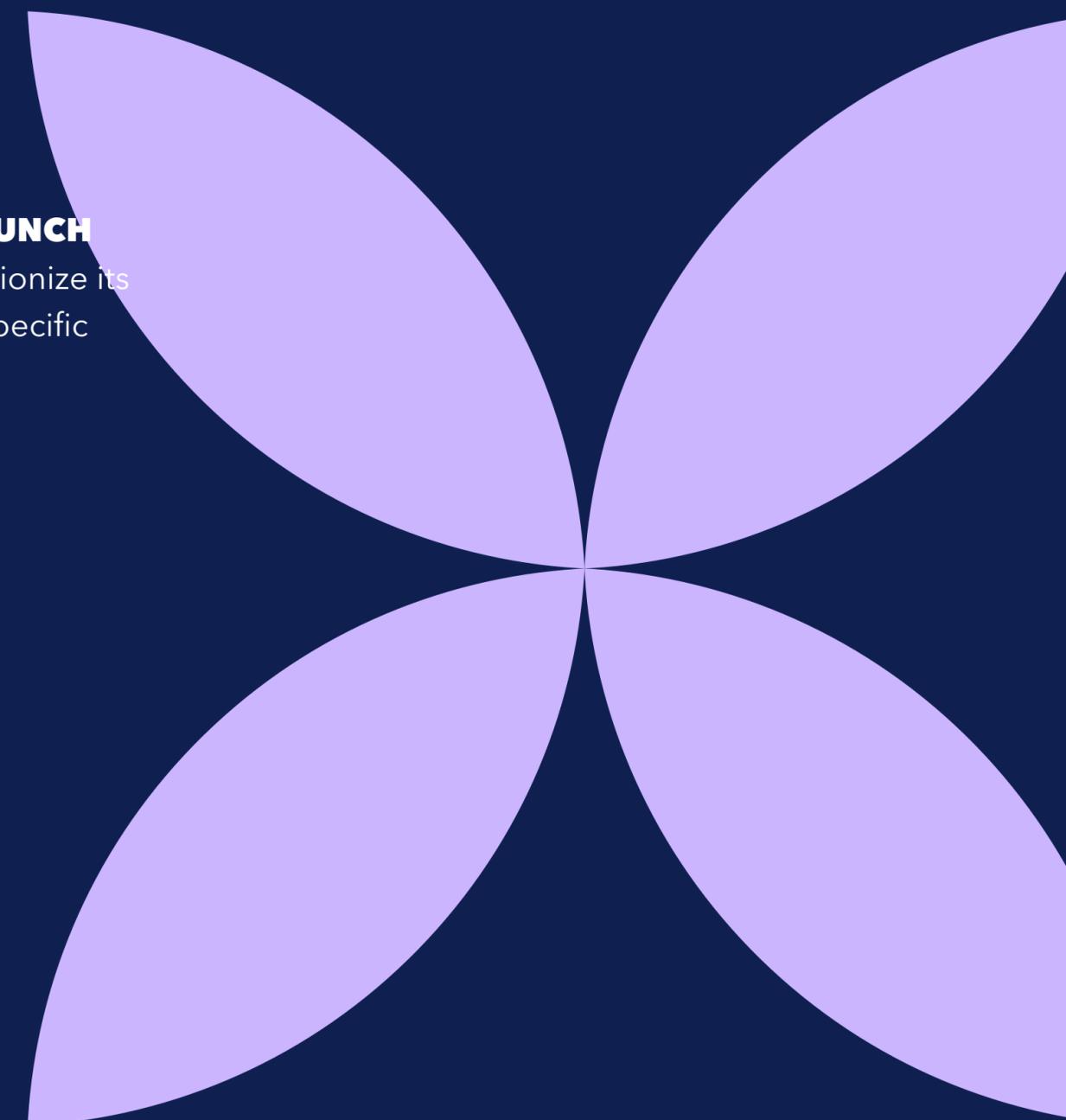
BET ON ATTRACTIVE, EXCITING DESIGN

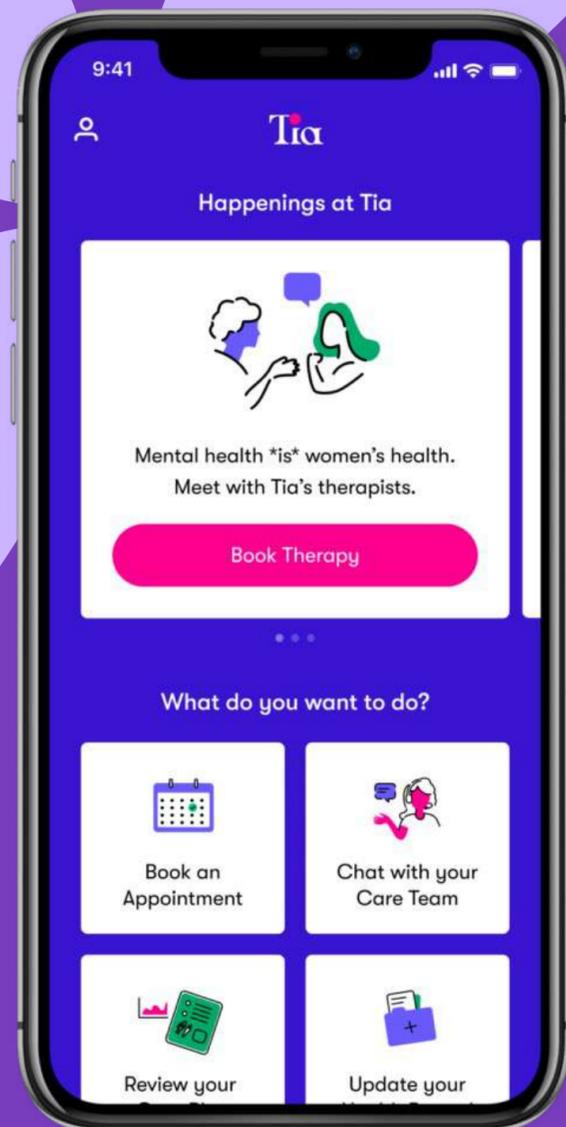
Who told you green and leaves were the only Vegan design codes? Fun, visually-appealing, multi-color design can make your brand stand-out and attract Gen. Z consumers.

#3

PREPARE YOUR NEXT DISRUPTIVE LAUNCH

Can your brand be the one that will revolutionize its category with the first Vegan launch on a specific market?





08. Digital Healthcare

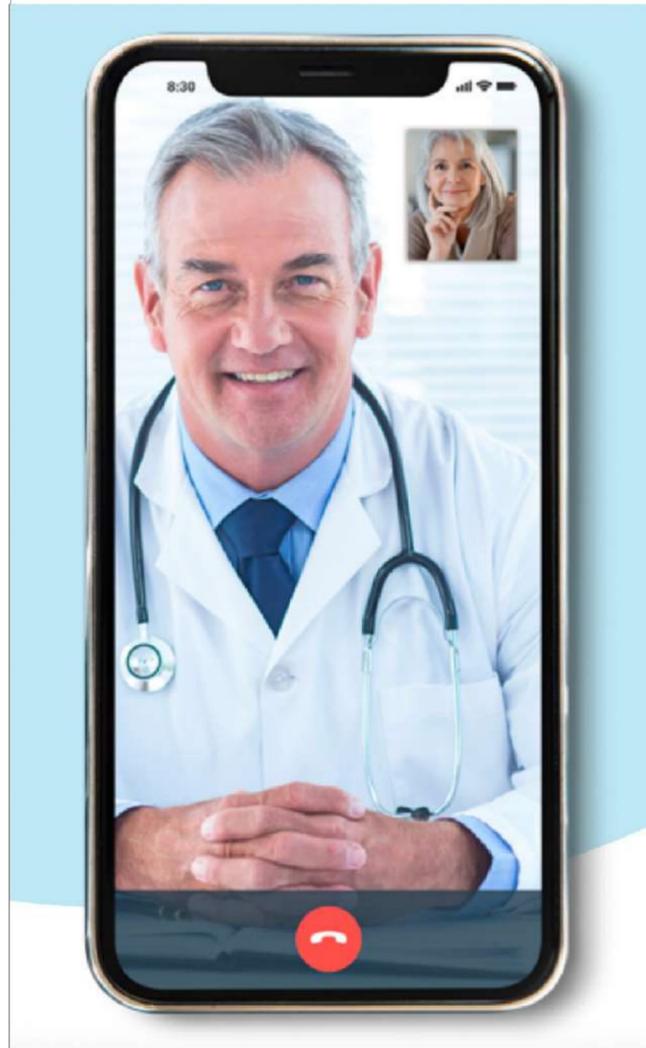
As public health systems are questioned all around the world, health techs are launching modern care platforms, building higher standards for healthcare, through comprehensive in-person and virtual services to support physical, mental and reproductive health in an integrated way.

2021 was the year of record-breaking health-techs expansion, according to Deloitte.

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MEDADOM

se connecter. se soigner.



Une consultation avec un médecin

Faites une demande de vidéo-consultation avec un médecin généraliste inscrit à l'Ordre des Médecins, et obtenez une réponse en moins de 9 minutes.



L'accès à votre ordonnance digitale

Une fois la vidéo-consultation terminée, accédez à votre compte rendu médical, et autres documents, tels qu'une ordonnance digitale, valable en pharmacie.



Le remboursement de votre téléconsultation

Le tiers payant est appliqué lors de la consultation. Votre remboursement se fera selon les règles en vigueur de l'Assurance Maladie.

Tia

The modern medical home for women



MEDACOM (FRANCE)

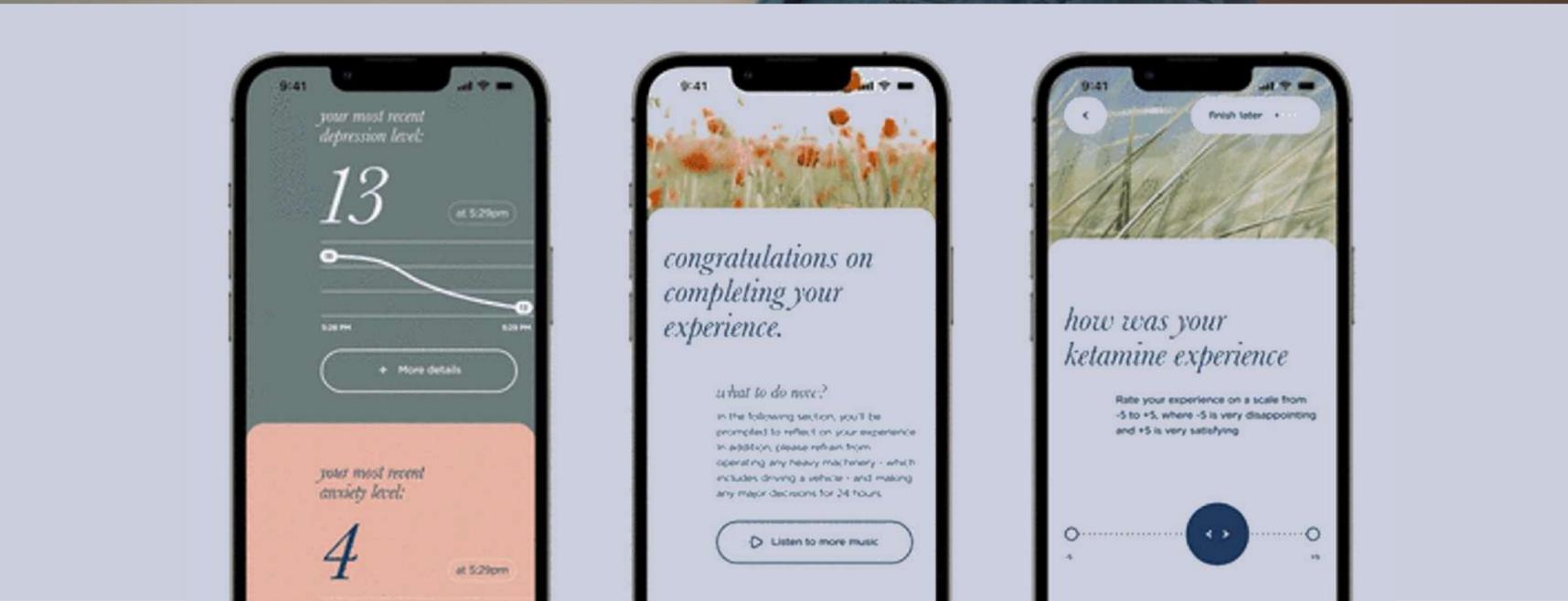
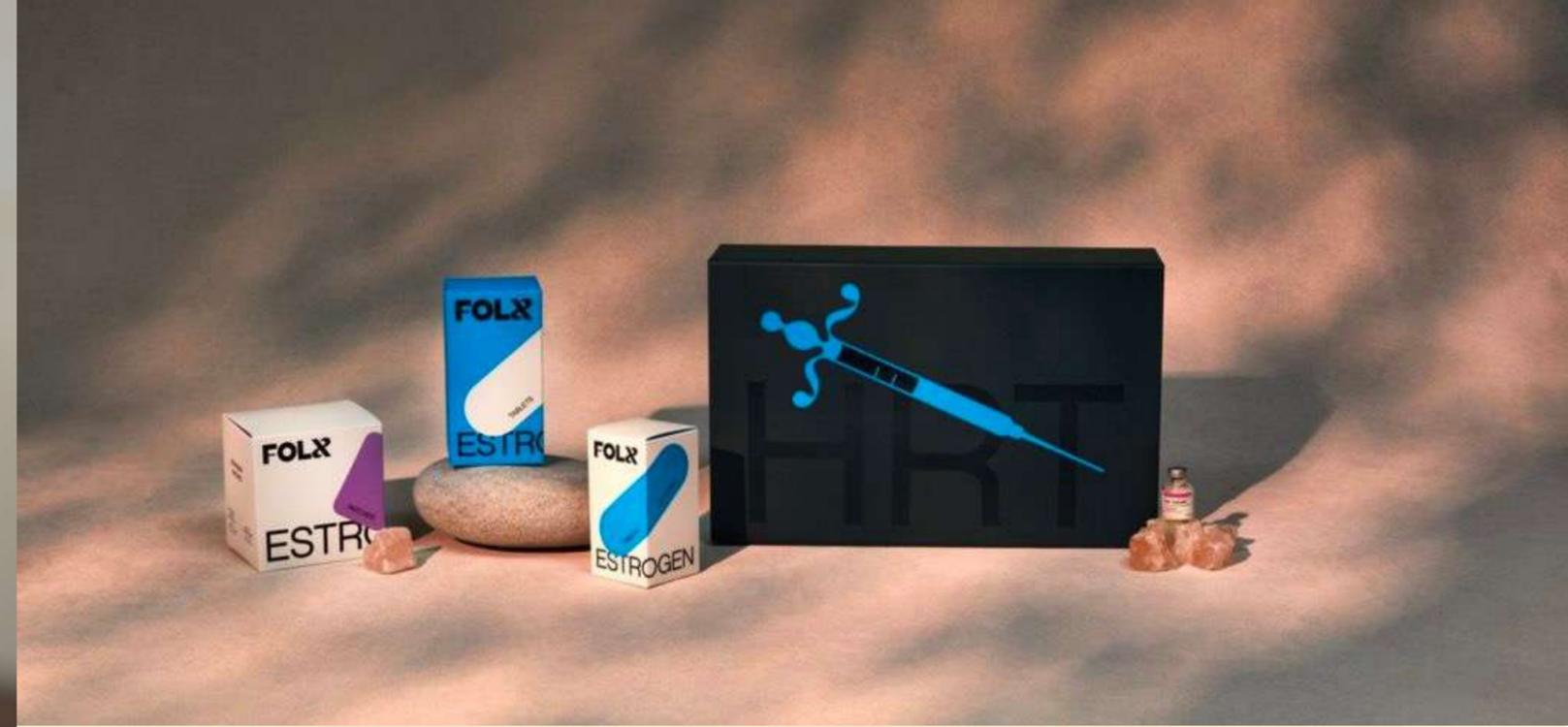
Provides patients with video-consultations with doctors, 7 days a week, through web applications and tele-connected kiosks.

TIA (USA)

Comprehensive in-person and virtual care to support women's physical, mental and emotional health.



It's your right to feel *good*.



KETAMINE TREATMENT, NUE (USA)

A mental wellness company that believes in the power of psychedelics to catalyze lasting change.

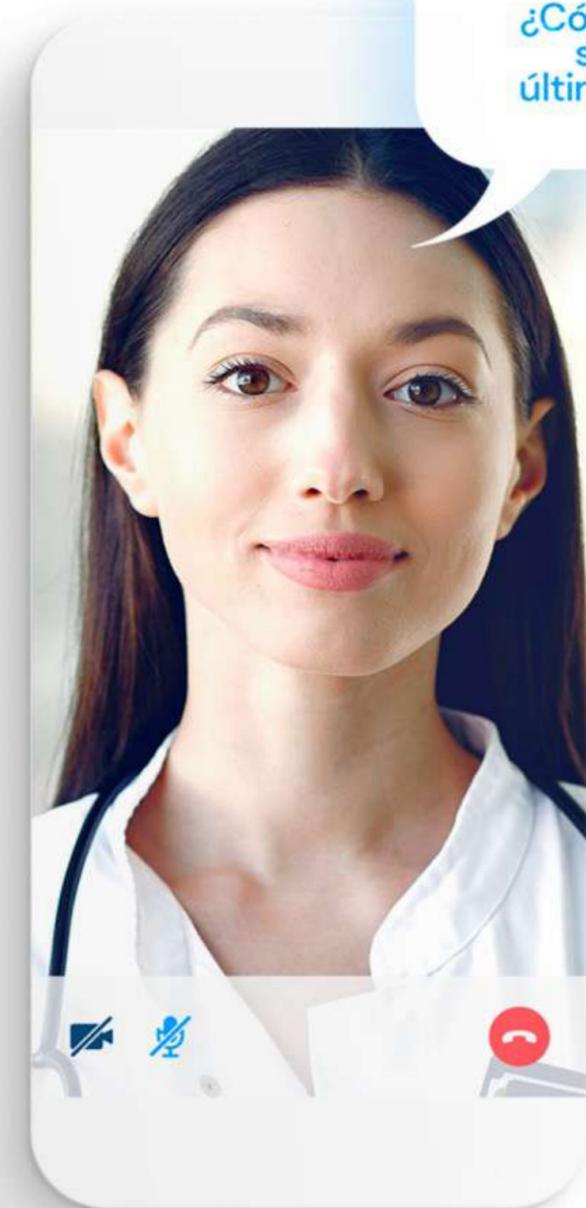
TRANSGENDER & LGBTQ+ CARE, FOLX (USA)

Provides expert gender empowering care for transgender, non-binary and intersex people.



SAMI (BRAZIL)

Born completely digital. Through the Sami app, the member can have access to medical history, exam files and prescriptions.



NUTRITION CARE, OKANI (MEXICO)

Mexican startup of online medical services.

08. Digital Healthcare

WHAT ARE THE OPPORTUNITIES ?

#1

DEVELOP DIGITAL PLATFORMS WHILE MAINTAINING PHYSICAL CONTACT

Developing services that are centralized on customer-friendly applications is essential today, but don't forget the importance of providing physical consultations.

#2

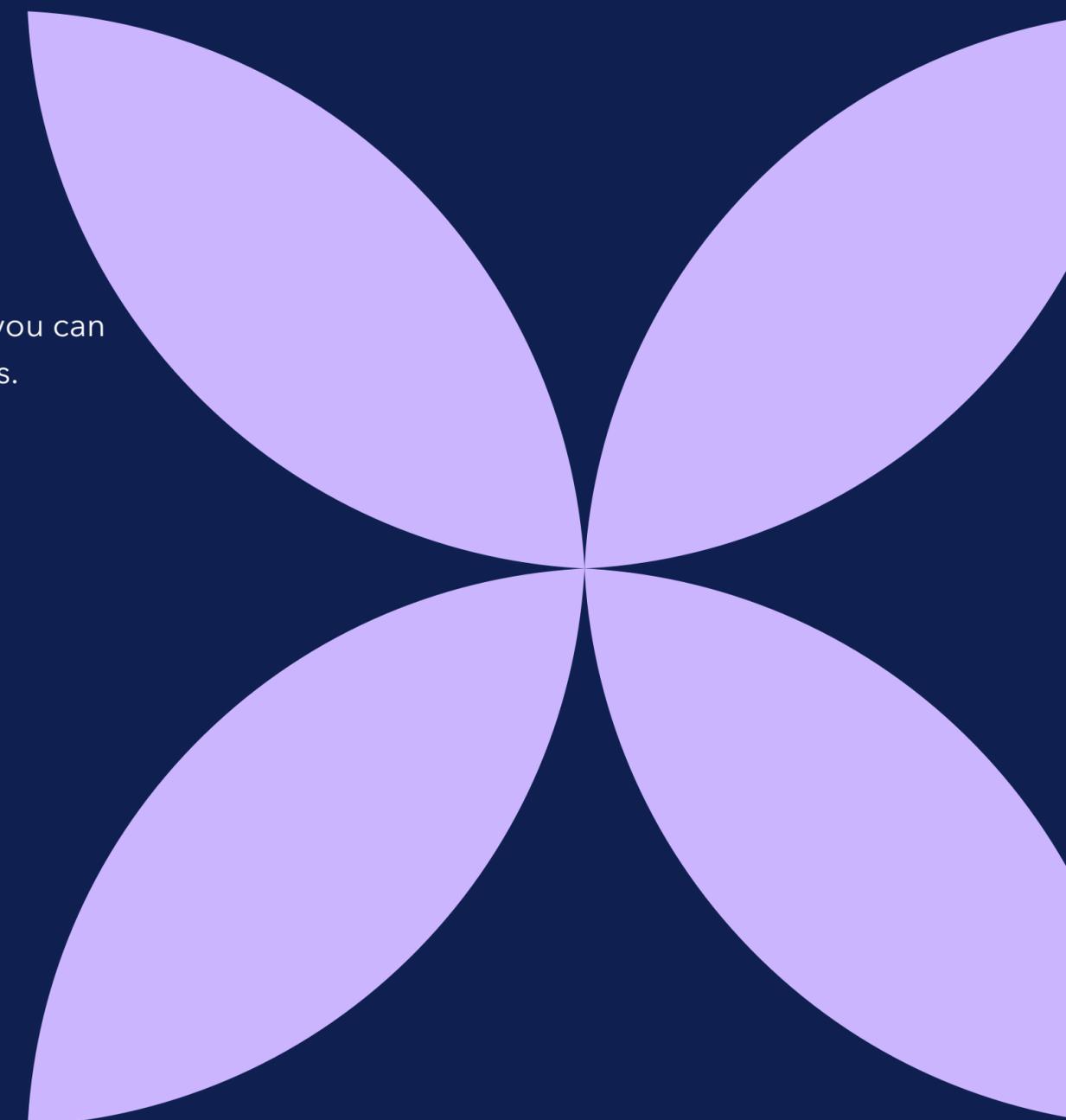
CREATE EMOTIONAL BOND

While becoming more and more digital, adopting a warm language and design has become even more important for health technologies, allowing to convey care and human attention.

#3

TARGET SPECIFIC COMMUNITIES

Think about which communities (women, transgender, seniors) are served and how you can offer tailored services that meet their needs.





09. Beauty-Food merging

Unexpected and fun brands collaboration are merging the design codes of beauty and food, to create unique pop collections that speak to younger and older generations. The trend that started in Asia is now growing in western markets.



VELVEETA X NAILS INC (USA)

A nail polish collection, with two colors based on its signature cheese product and the bold Velveeta script.



CUP NOODLES X HIPDOT (USA)

Une collection de maquillage inspirée par les ramens.



FENTY KETCHUP OR MAKE-UP (USA)

Une collection de maquillage sur le thème du ketchup, dans laquelle les personnes peuvent recevoir soit du gloss ou du ketchup.



QUEM DISSE BERENICE X 7BELO (BRAZIL)

A special edition makeup with scents and colors inspired by a classic Brazilian raspberry candy.



BUBBALOO X O BOTICARIO (BRAZIL)

A collaboration with the iconic Brazilian chewing gum brand of the 80s. The recognizable tuttu-frutti smell and texture of the syrup is present throughout the collection.



OREO X PERFECT DIARY (CHINA)

Oreo collaborated with Chinese beauty brand Perfect Diary, producing two compact pillows with the classic cookie print.



ETUDE HOUSE X KITKAT (SOUTH KOREA)

The Play Color Eyes KitKat collection offered two sets, each containing six "crisp, sweet colors."





HORACE (FRANCE)

ÄIME (FRANCE)

09. Beauty-Food merging

WHAT ARE THE OPPORTUNITIES?

#1

HAVE FUN BY CREATING PLAYFUL DESIGN

Collaborate with other brands to create fun light-hearted collections, without taking yourself too seriously

#2

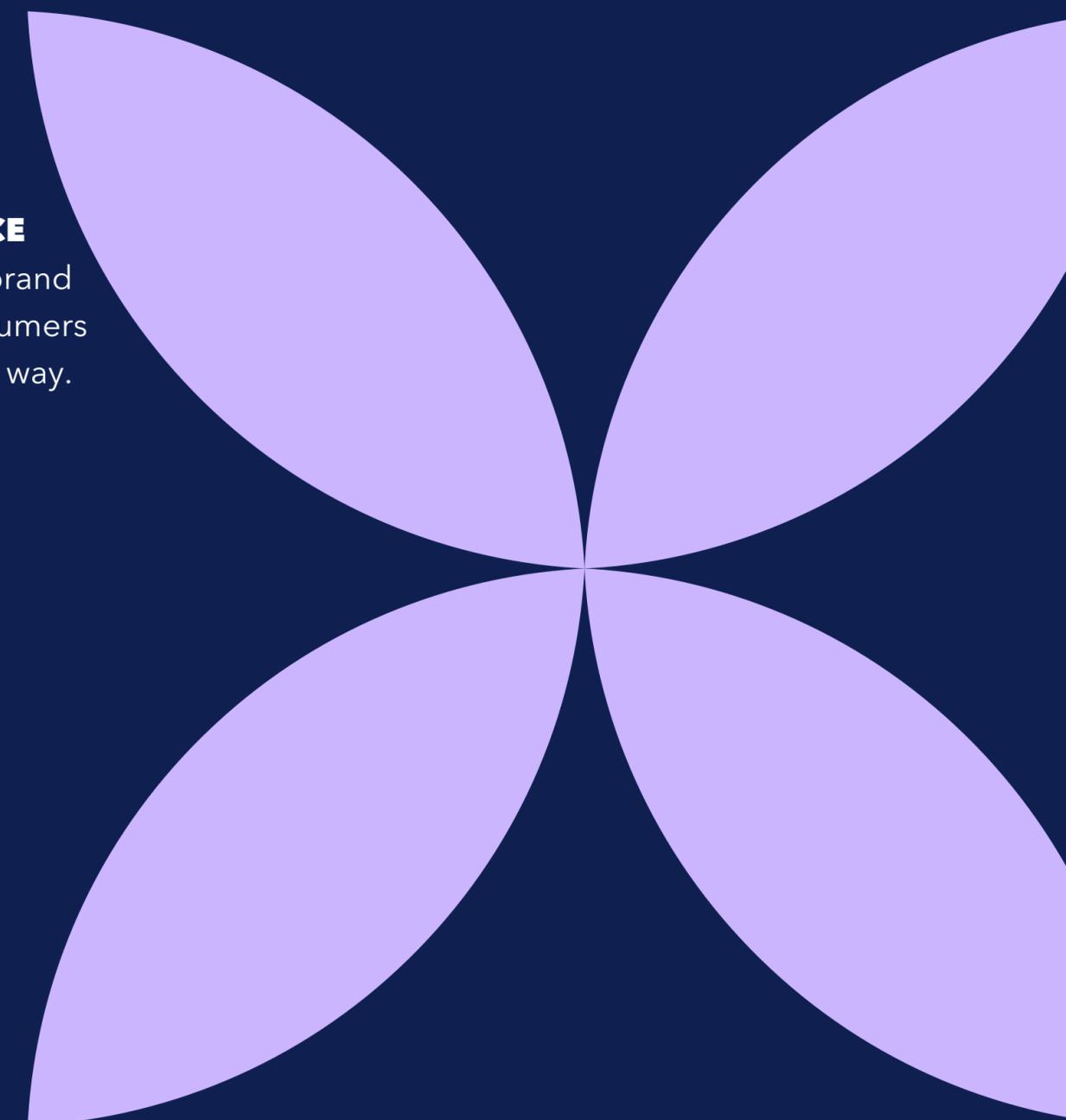
TARGET NOSTALGICS CONSUMERS

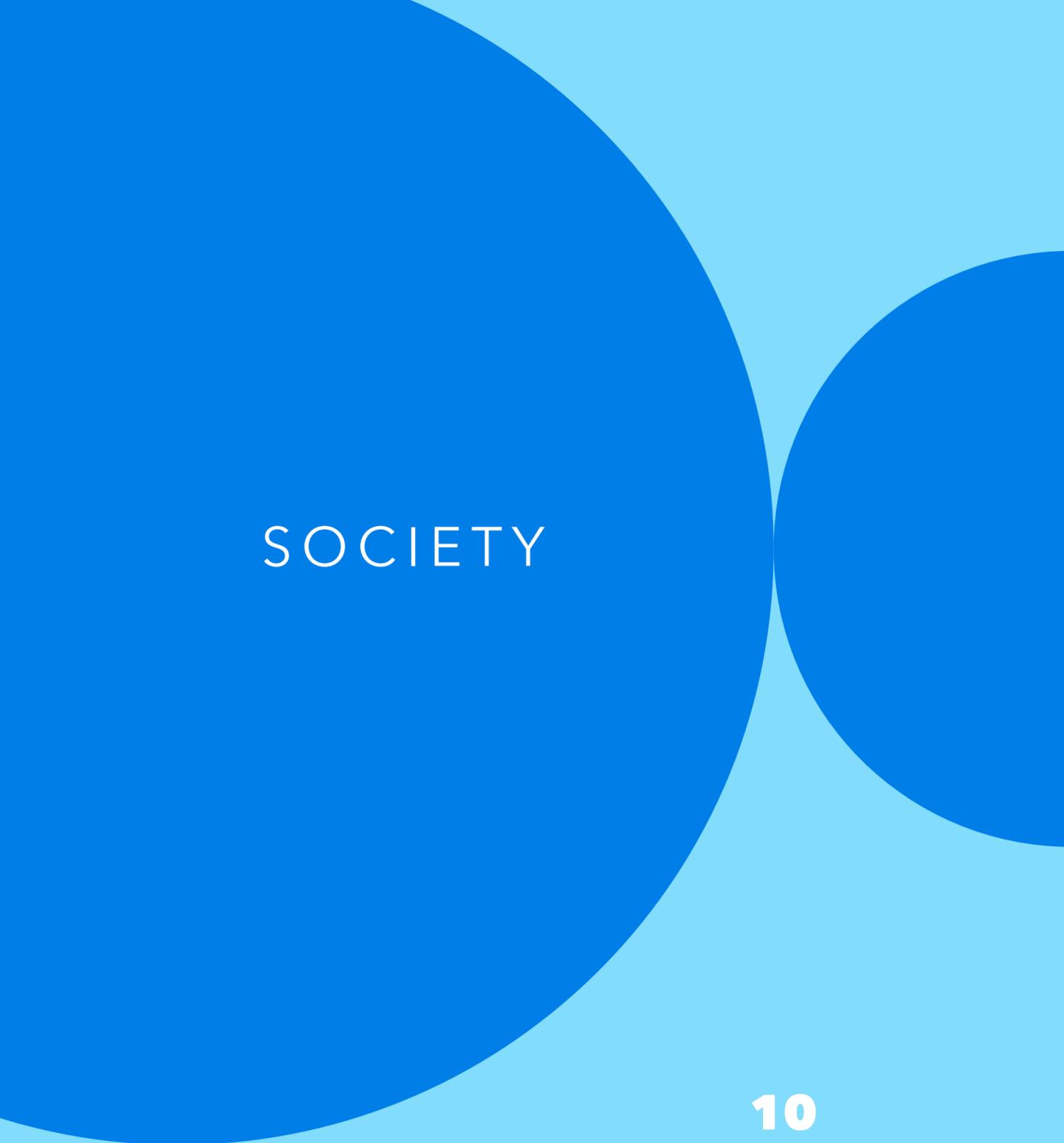
Many of these collaborations and collections are taking the opportunity to revive nostalgic feelings and iconic products of the past.

#3

CREATE A UNIQUE BRAND EXPERIENCE

It is the perfect occasion to enhance your brand senses and iconic properties, making consumers experience your brand in a totally different way.





SOCIETY

The pandemic and the ongoing process of globalization have many of us questioning what is it that we want for our future as a society...

**... as well as intensifying
habit changes and cultural
paradigm shifts.**

10

Pets are the New Kids

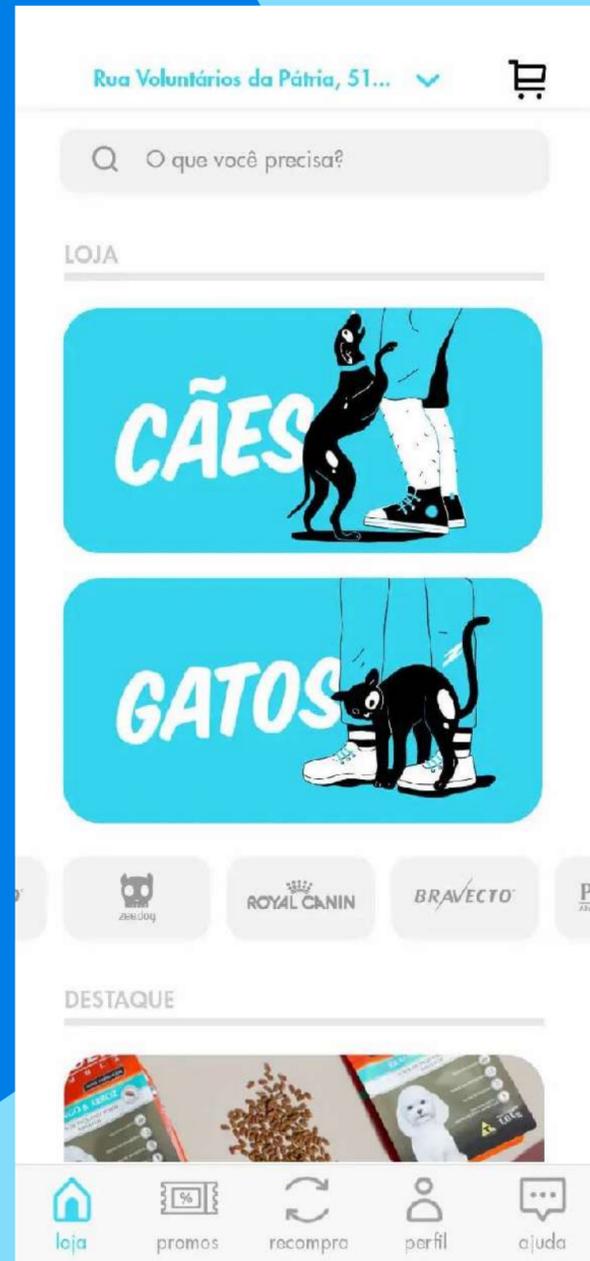
11

Desirable Futures

11

Cultural Power Shift

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10. Pets are the New Kids

More people are either having kids later or not at all – and pets enter this equation as either trials or complete replacements. Many of what we now call pet parents invest a lot of time and resources into caring for their pets, and certainly do not see them as just company animals.

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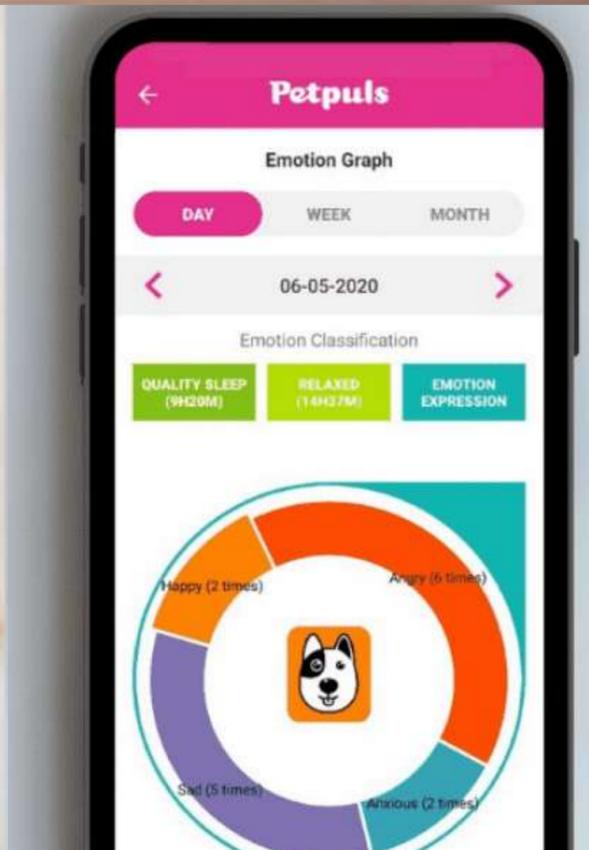
BEN & JERRY'S DOGGIE DESSERTS (USA)
Ice cream line with two flavors: Pontch's Mix and Rosie's Batch are named after employees' dogs.



GATTEDO (BRAZIL)
High quality design furniture for pet. Human furniture brands that develop pet furniture lines or pet-friendly furniture.



SMOOFF - ICE CREAM MIX (BELGIUM)
Ice creams can be made using ice cream molds in the shape of a dog's paw.



Talk to a vet online with FirstVet

- ✓ Professional vet visits online 24/7
- ✓ Advice and prescriptions (in select states)
- ✓ Unlimited vet visits for a year - \$90

Get started



★★★★★ App Store Rating: 4.9



PET PULS (USA & JAPAN)
AI-powered dog collar that analyzes your dog's emotional state and physical well-being.

FIRST VET (USA)
Service with the ability to prescribe necessary medications during virtual visits.



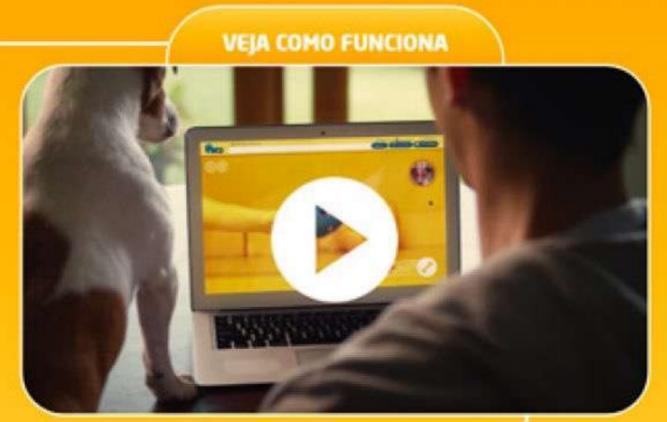
2022
Pentawards
Platinum

AROMATHERAPY SPRITZ, PONGO CONCEPT (USA)
Formulated to safely neutralize pet odor, it freshens and pampers dogs . It also also provides emotional support through a variety of all natural mood enhancing scents.

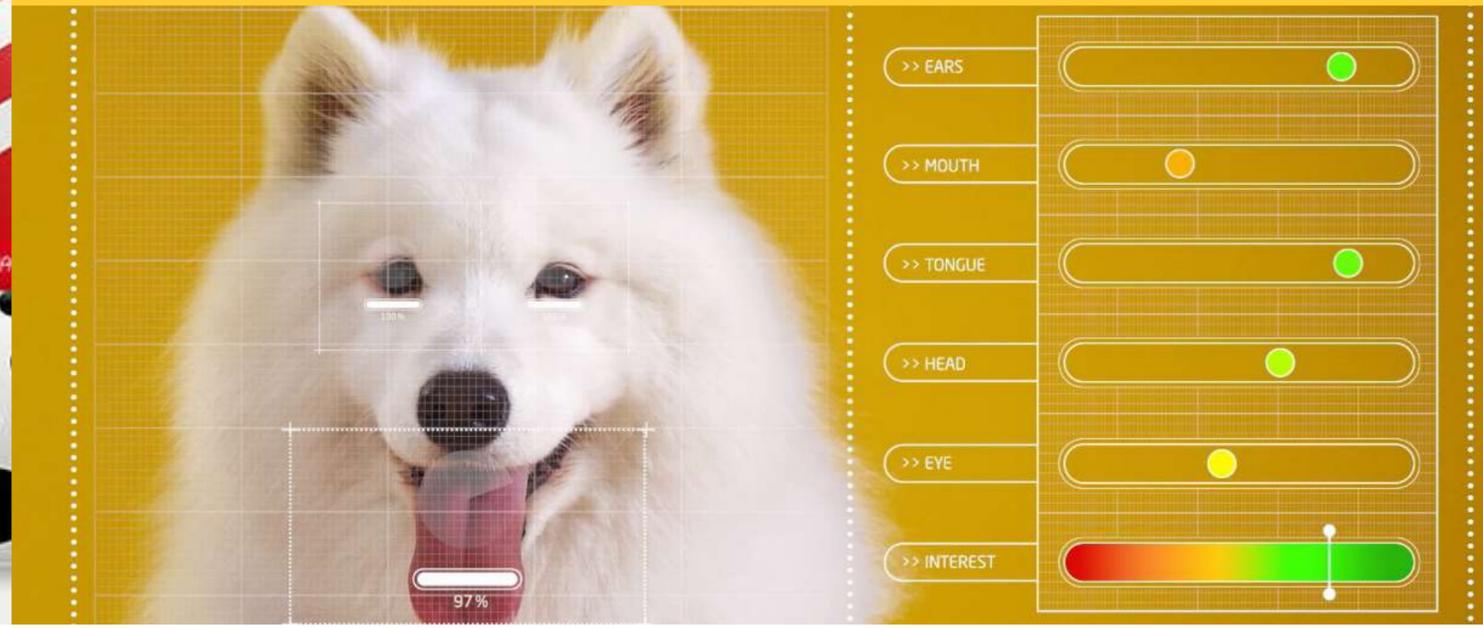


PET-COMMERCE
A LOJA ONLINE ONDE O SEU CACHORRO É QUEM FAZ AS COMPRAS.

1. Ligue o som do seu computador.
2. Posicione apenas o rosto do cachorro diante da câmera. Ele vai aparecer no canto superior.
3. Deixe o seu cachorro à vontade. Não segure a cabeça dele.
4. O sistema reconhece o que o pet curte e o produto vai para o carrinho de compra.



VEJA COMO FUNCIONA
INICIAR



PET COMMERCE (BRAZIL)
An online store where your dog makes the purchases.

10. **Pets are the new kids**

WHAT ARE THE OPPORTUNITIES?

#1

DEVELOP OFFERING FOR DOGS

Dogs are still people's favorite pets, and are increasingly being humanized. The sky is the limit.

#2

DEVELOP OFFERINGS FOR CATS

Since the pandemic, they have gone from being overlooked and misunderstood to leading pet growth all over the globe. Cats are the new dogs.

#3

TAKE CARE OF YOUR PETS' FEELINGS

Pets tutors (not owners) seek to attend not only their physical needs but also their emotional and psychological needs.



11. **Desirable Futures**

As the generations leading the future, Millennials and Zennials face multiple challenges dealing with the social and environmental consequences of previous generations lifestyles. Picking up on their concerns, brands are dreaming up and building new possibilities for the future.



LEGO GREEN INSTRUCTION (POLAND).

Instructions for how to turn Lego cars and planes into more sustainable alternatives.

HEINEKEN GREEN BAR (EUROPE)

A 100% completely sustainable entertainment experience, that uses new building methods, materials and technologies focused on improving how they upcycle, recycle and reuse materials.

100% DO LUCRO INVESTIDO EM PROJETOS NAS FAVELAS

GERANDO FALCÕES

COCO

BARRA DE NUTS E FRUTAS 24g

Nestlé

100% DO LUCRO INVESTIDO EM PROJETOS NAS FAVELAS

GERANDO FALCÕES

BANANA & CANELA

BARRA DE NUTS E FRUTAS 24g

Nestlé

PARCERIA Nestlé & GERANDO FALCÕES

ENERGIA+VITAMINAS = BARRA GERANDO FALCÕES

NOVO PRODUTO SOCIAL

100% DO LUCRO DESTINADO PARA O PROJETO FAVELA 3D

DIGITAL, DIGNA, DESENVOLVIDA

COMPRE AGORA

NESTLÉ + GERANDO FALCÕES (BRAZIL)

The company's first social product in the world, in partnership with a respected NGO to fight poverty.

Amistad entre hermanos

Fifi, Bubú y el puente colgante

00:00 -10:00

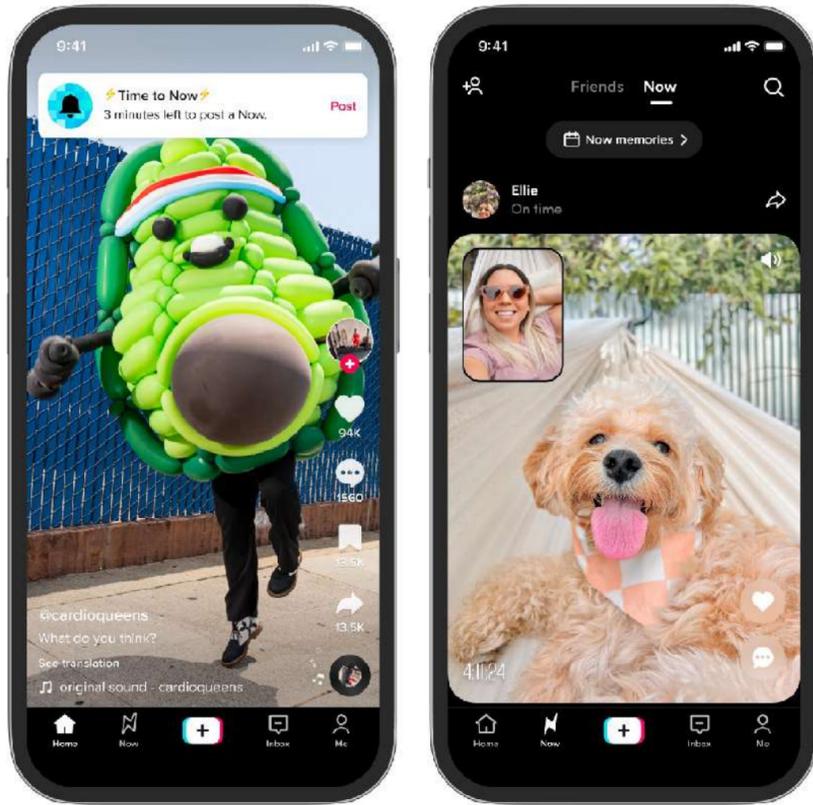
Amistad entre hermanos

Fifi y Bubú

00:00 -10:00

CUENTOLOGÍA (PERU)

Digital audio story platform for children. New stories, co-created with a child psychologist, that help children overcome today's daily challenges.



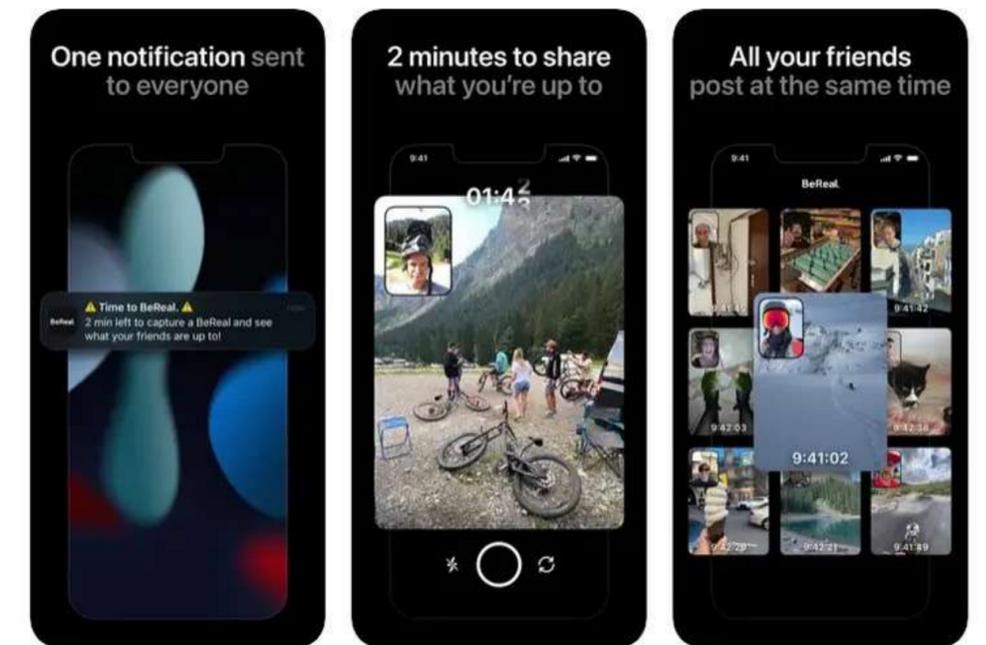
TIKTOK NOW (GLOBAL)

A new feature inspired in the Bereal app, to promote more authenticity.



GAS (USA)

The anonymous question-and-answer app focuses on cultivating positivity in a smaller social network. It is becoming very popular among high-schoolers.



BEREAL APP (GLOBAL)

Every day at a different time, everyone is notified simultaneously to capture and share a Photo in 2 Minutes, without filters, showcasing's one authentic self.

11. Desirable futures

WHAT ARE THE OPPORTUNITIES?

#1

FORGET NEUTRALITY

Silence when it comes to urging political and social issues is mostly frowned upon by the conscious consumer.

#2

FORGET GREENWASHING

If you don't mean it, don't say it. Environment conscious consumers are rigorous and will demand that your brand's discourse matches its practice.

#3

GO BEYOND

Social, environmental and gender equality policies are no longer a differential; consumers expect brands to go the extra mile to meet their values and make a difference.

12. Cultural Power Shift



In 2020, Parasite made history at the Oscars as the first foreign-language film to win the night's biggest award, consolidating South Korea's growing cultural soft power. Today, we see not only the increasing influence of other cultures over the globe challenging the US-EU hegemony, but also countries valuing their own local culture in detriment of what's foreign.

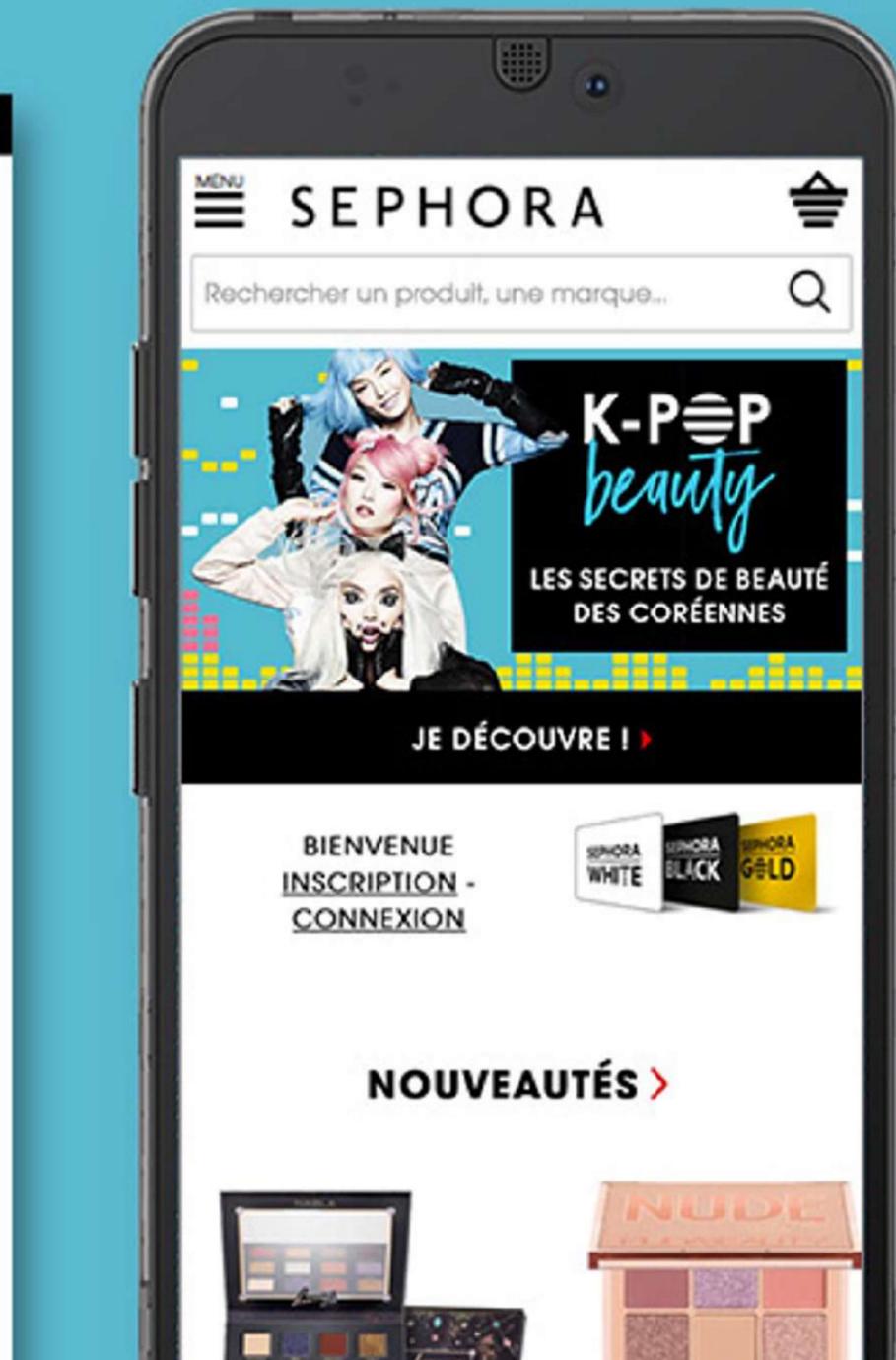
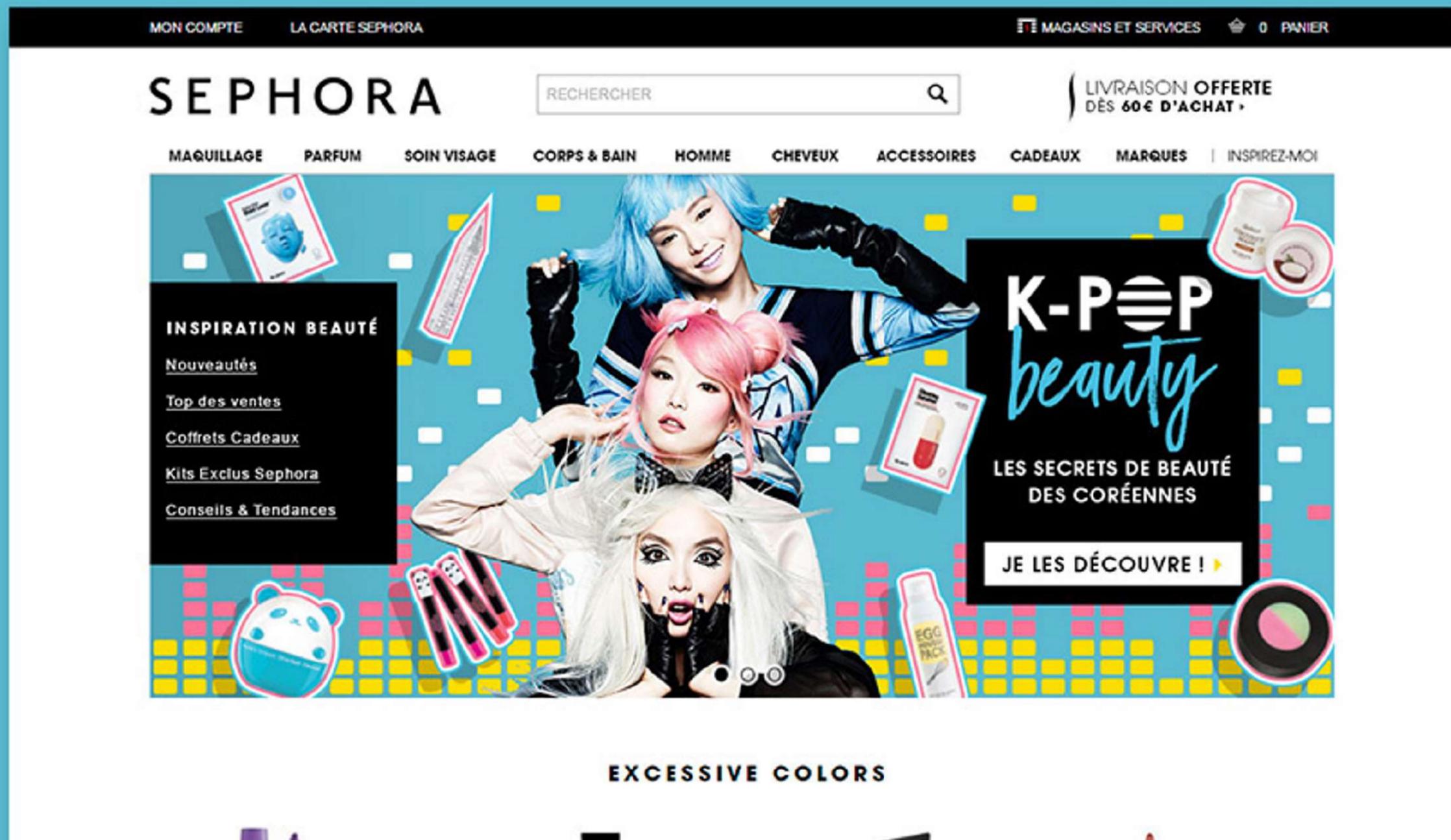


K-BEAUTY, OCÉANE (BRAZIL)

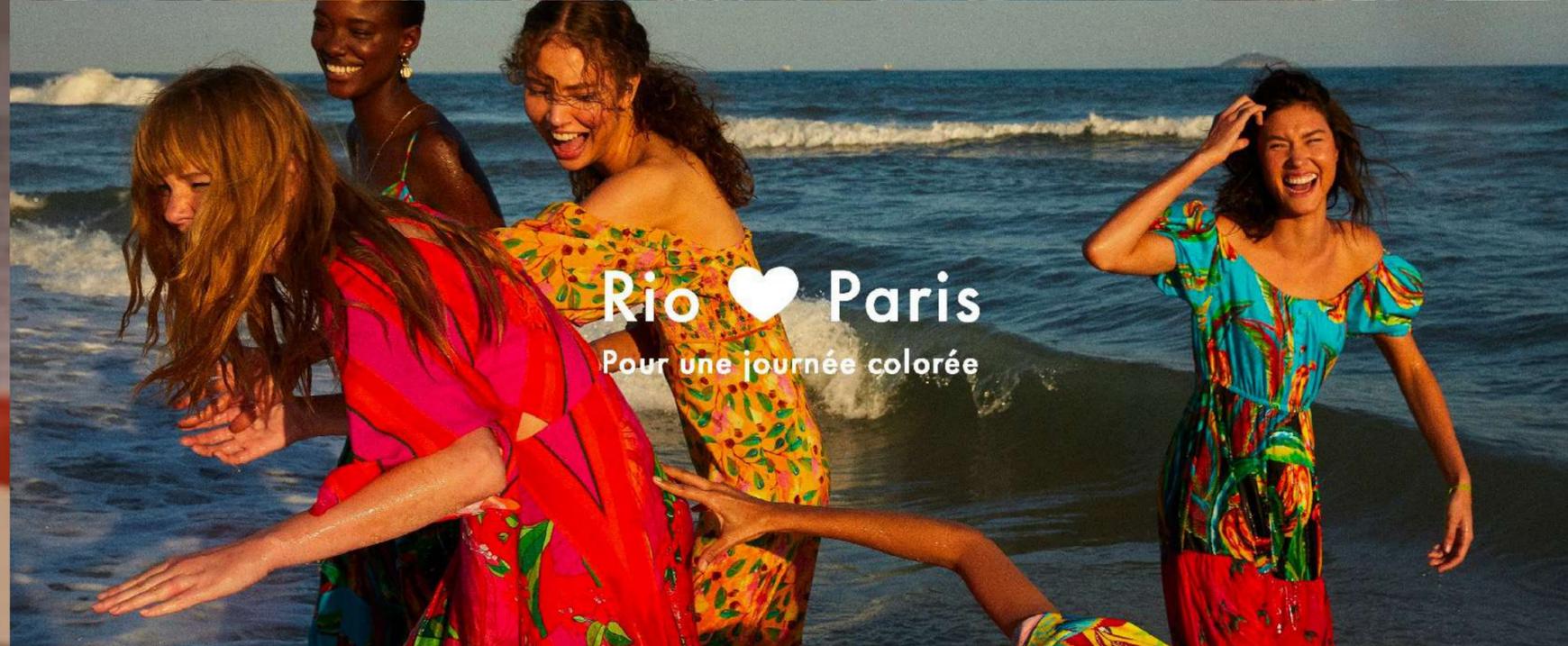
Brazilian cosmetics brand inspired by K-Beauty.

C-BEAUTY, WOW COLOUR (CHINA)

Retail spots like WOW are giving Chinese local brands an offline presence and point of discovery. C-beauty stands now for innovation, good quality, homegrown ingredients, price-to-quality return.



K-POP BEAUTY COLLECTION, SEPHORA (FRANCE)



BK - LARISSA MACHADO MEAL (USA)

Anitta, was invited by Burger King to star on their global campaign Keep it Real Meals.

FARM RIO - FRANCE COLLECTION (FRANCE)

With ski clothes, Farm, a famous clothing brand in Brazil that sells a tropical lifestyle, opened flagship in Paris.

12. Cultural power shift

WHAT ARE THE OPPORTUNITIES?

#1

LET YOUR BRAND BE INFLUENCED BY CULTURES OUTSIDE US AND EUROPE

People across continents are becoming more open to discover and dive into other cultures.

#2

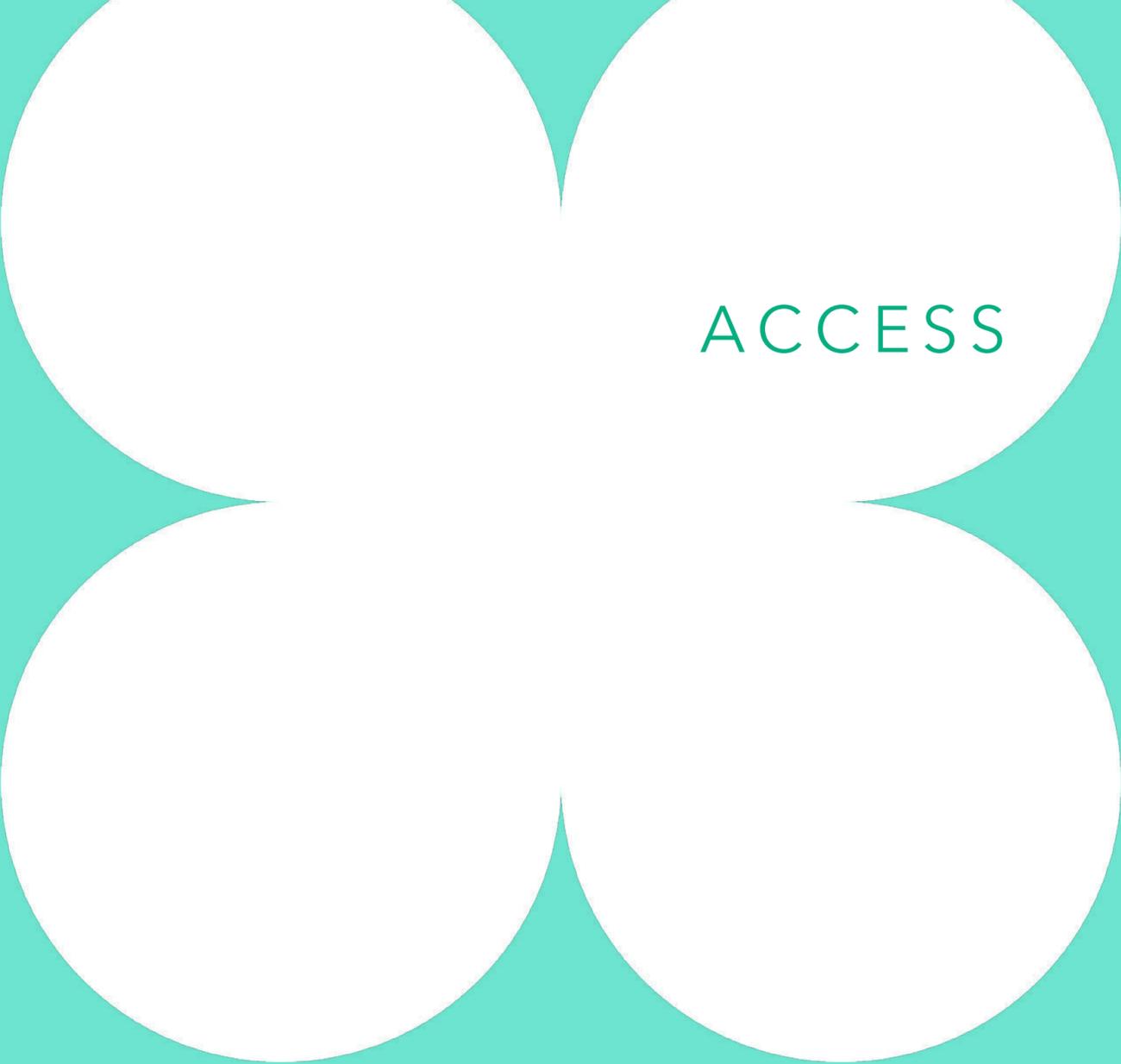
MAKE LOCAL MATTERS

Recognize the importance of local culture over consumer habits and target opportunities in local markets.

#3

EXPORT YOUR BRAND

How about expanding beyond national frontiers, highlighting your local cultural roots?



ACCESS

Brands are experimenting with new ways to reach their consumers,

by making their offer more economically affordable, or expanding their presence in the metaverse and on social media.

13

Affordable Alternatives

14

Fluid Identities

15

Social Shoppers

[Back to top →](#)



13. **Affordable Alternatives**

The pandemic and global economic recession stroke harder on economically vulnerable people, intensifying growing inequality scenarios in many countries.

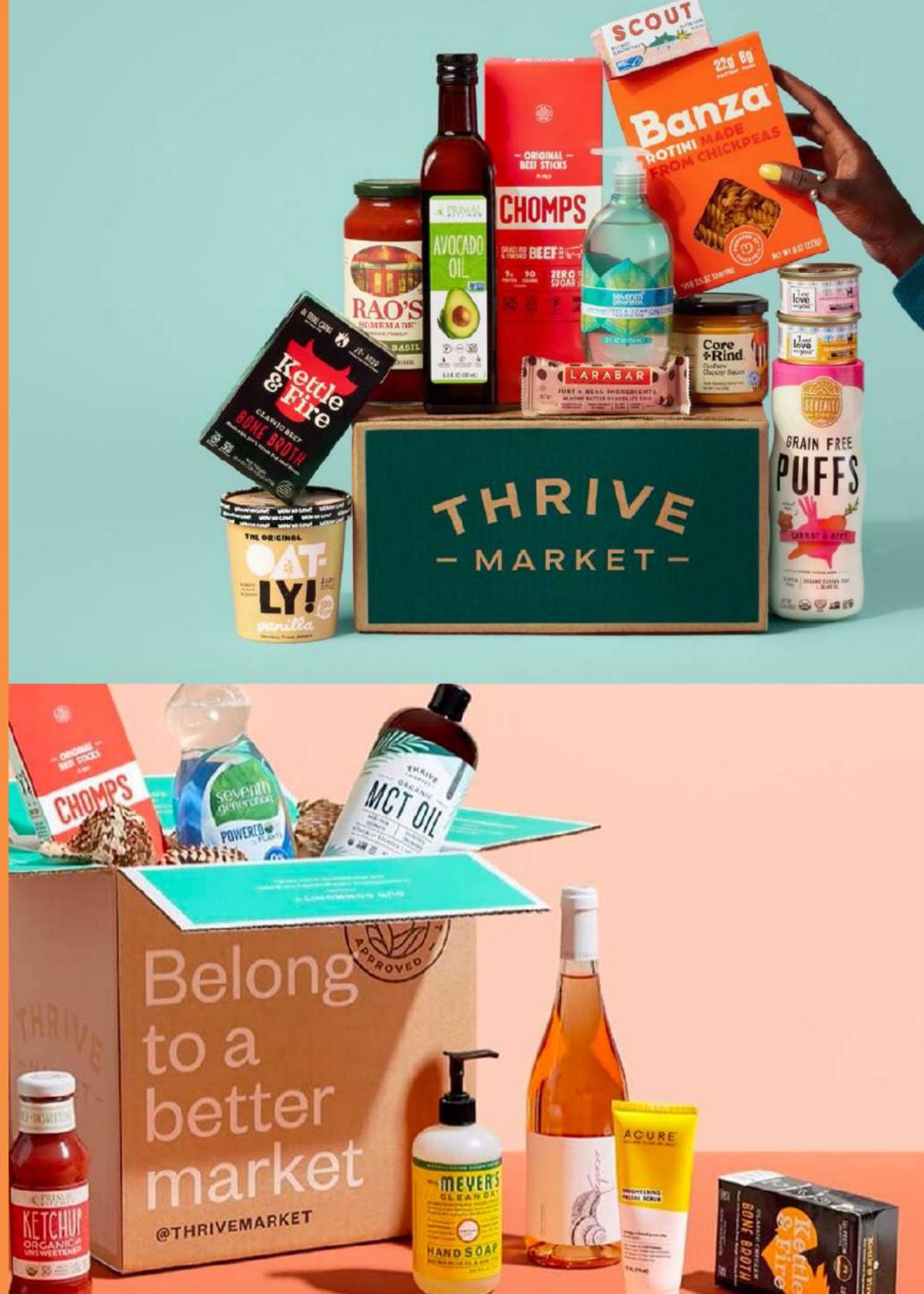
A [Pew Research Center](#) analysis found 54 million people, globally, migrated from middle class to low income or poor in 2020. Picking up on this reality, brands are developing products and services more accessible to the social-economic majority, or that help these people become financially educated.



Todos merecem comer melhor.

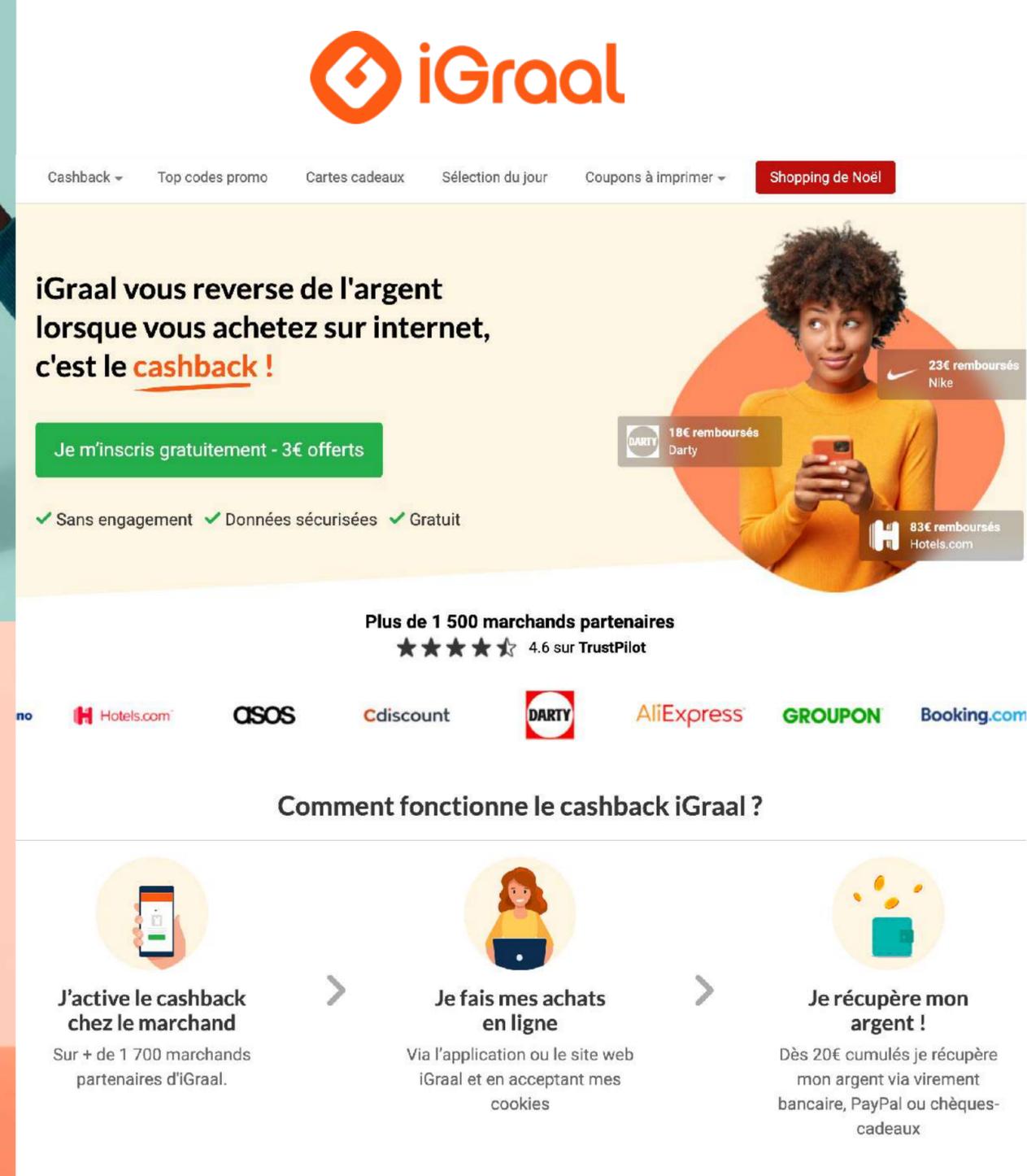


Carrefour BIO



THRIVE MARKET (USA)

Healthy food from top-selling, organic brands at wholesale prices. "healthy living easy".



IGRAAL (FRANCE)

Thea website that offers discounts in the form of cash back and voucher codes is gaining popularity.

CARREFOUR BIO (GLOBAL)
The line was developed with the aim of democratizing organic products in the country, bringing high quality food at affordable prices to customers.



Lend

Borrow

Bank

GRANINHAS (BRAZIL)
Popular financial education app.

SOLO (USA)
Financial education platform.



BAMBA



BAMBA (MEXICO)
The first platform in Mexico that connects more than 30 million Employers, Homeworkers, Vulnerable Workers and Self-employed, through protection services designed to strengthen the 3 pillars of development: Health, Work and Finance.



ALFI (MEXICO, CHILE & PERU)
Financial education app.

13. Affordable alternatives

WHAT ARE THE OPPORTUNITIES?

#1

START SMALL

Can your brand offer an affordable alternative to its main product or service? Test it out on a specific product or line of products.

#2

REACH OTHER MARKETS

Collaborate in order to make your brand known by a broader audience; target markets in unexplored territory.

#3

MAKE IT A CORE VALUE

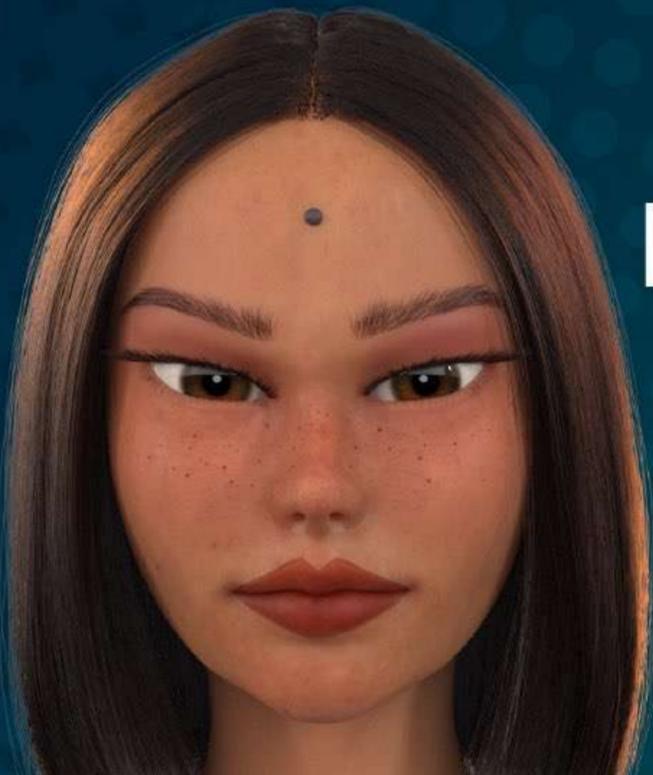
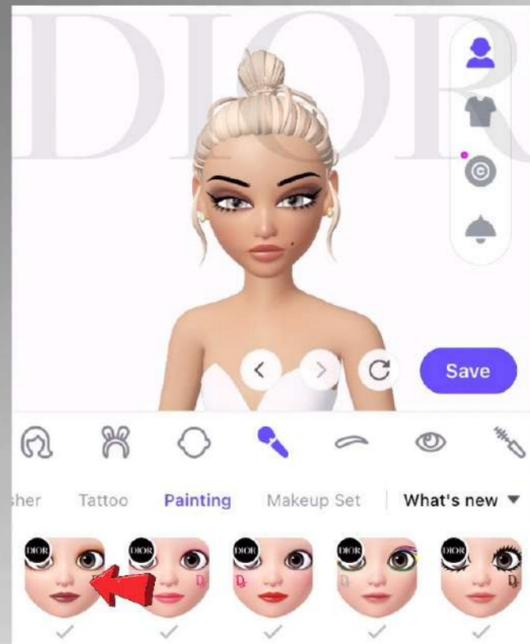
Prioritize affordability as part of your brand essence, listen to your audiences concerns and reflect on how your brand can improve their lives and experiences.

14. **Fluid Identities**

The notion of identity is becoming more fluid, crossing the material boundaries. We're seeing avatars gaining importance, while digital spaces are becoming more inclusive and open to diversity.

74% of people who know what the metaverse is believe it's the future, while 66% believe it is going to be life changing*.





**HOMOFOBIA
E TRANSFOBIA
SÃO CRIMES, SIM!**

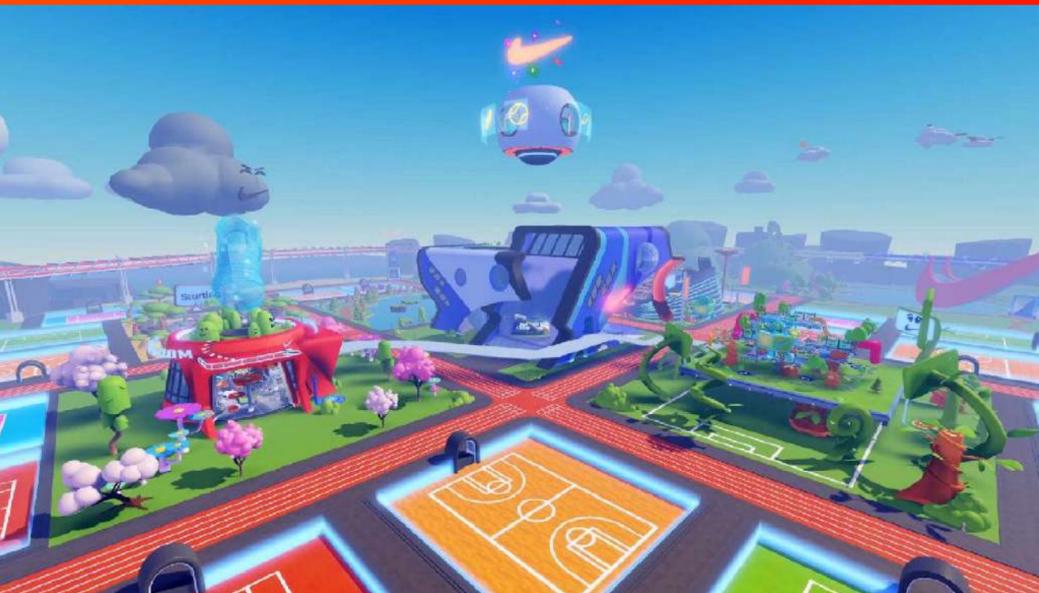


DIOR BEAUTY X ZEPETO (GLOBAL)

9 iconic make-up looks for avatars, based on iconic Dior products.

SATIKO (BRAZIL)

The presenter and social influencer (with 30M+ followers) Sabrina Sato launched Satiko, her look-alike avatar.



NIKE X ROBLOX (GLOBAL)

Nike teamed up with Roblox to create a virtual world, where users are able to dress up their avatars in Nike-branded sneakers and apparel. It's now bringing the digital Nikeland experience to its New York City store.



INTERBANK (PERU)

The first Peruvian bank to enter the metaverse. The Interbank Tower is in Decentraland.



H&M (GLOBAL)

Actress Maisie Williams is an avatar in a video game on the H&M Loop island (2021), and in the H&M Divided Virtual competition.



CLINIQUE X DAZ 3D STUDIO (GLOBAL)

Clinique teamed up with Daz 3D Studio - which has a groundbreaking collection of 8,888 female and non-binary profile picture avatars - and with makeup artists to design inclusive make-up looks for avatars.

14. **Fluid identities**

WHAT ARE THE OPPORTUNITIES?

#1

TARGET THE AVATAR, NOT THE CONSUMER

Soon, it is possible that every customer will have its own avatar(s), and will want to customize it, pimp it, dress it in evermore ways. Is your brand targeting the avatars' needs?

#2

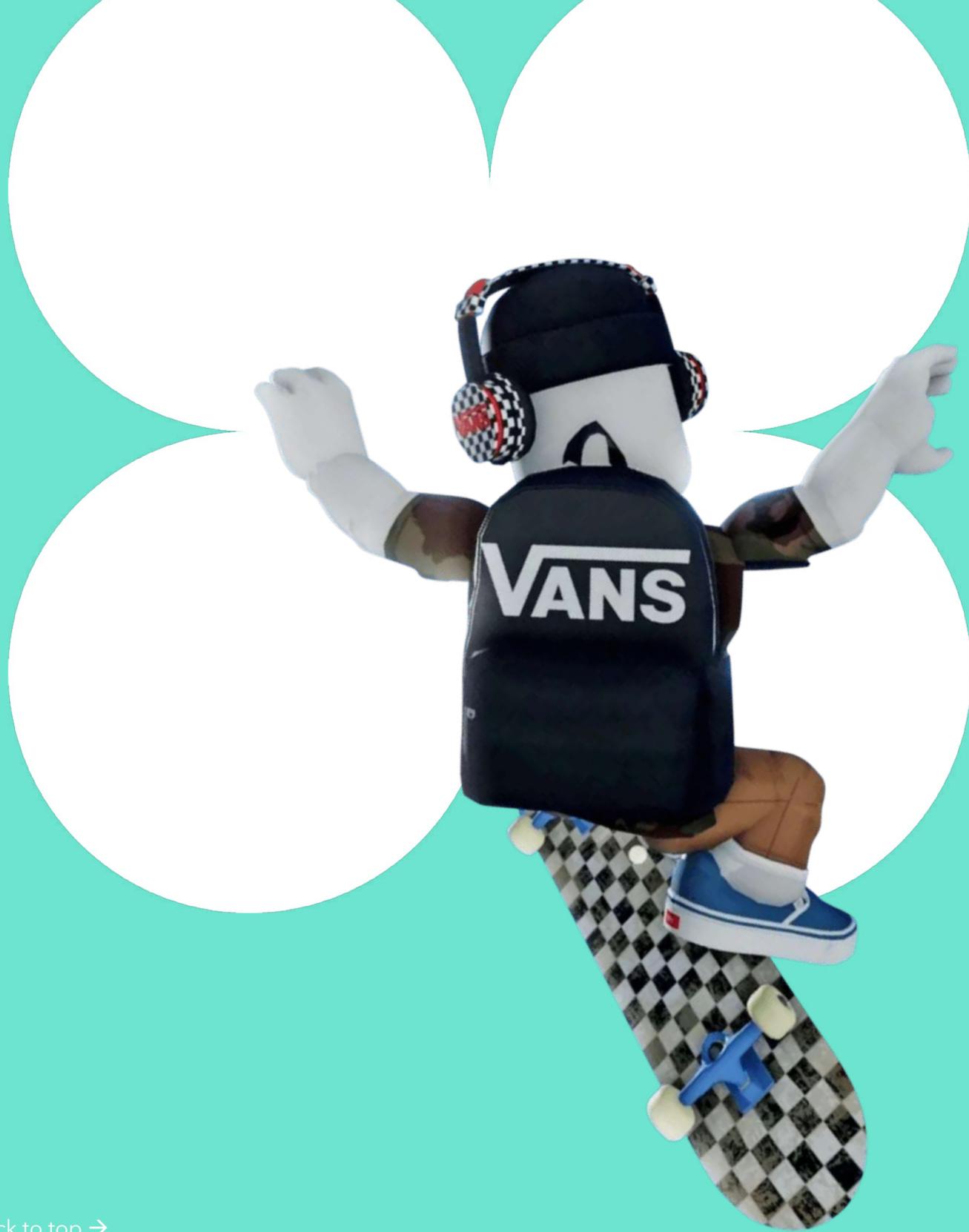
BE INCLUSIVE

The inclusion wave is happening everywhere, and that includes digital spaces, where brands are expected to embrace diversity.

#3

BRING DIGITAL EXPERIENCES TO OFFLINE STORES

It's not enough to build a presence online. Hybrid experiences - where consumers can navigate between IRL and URL platforms - are what they'll increasingly expect.



15. **Social Shoppers**

New features on social media and gaming platforms are making shopping more exciting and frictionless, with new opportunities for brands.

56% of global consumers declare they do not want to leave a social media platform to complete a transaction.

**WT - The future shopper (2022)*

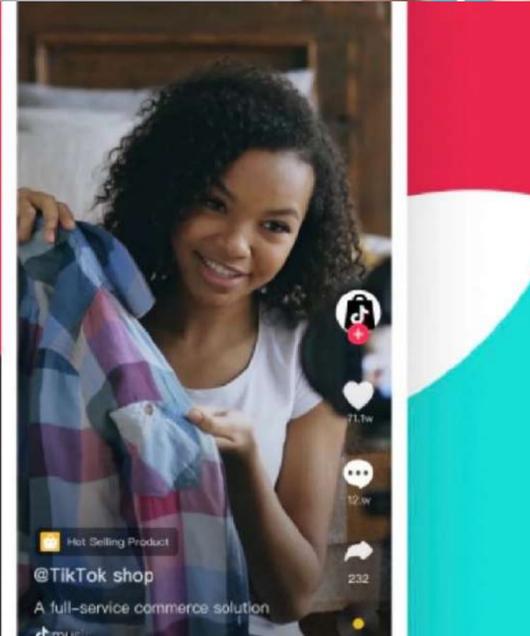


Grow your business with TikTok Shop

What is TikTok Shop? TikTok Shop is an innovative new shopping feature which enables merchants, brands and creators to showcase and sell products directly on TikTok through in-feed videos, LIVES, and product showcase tab.

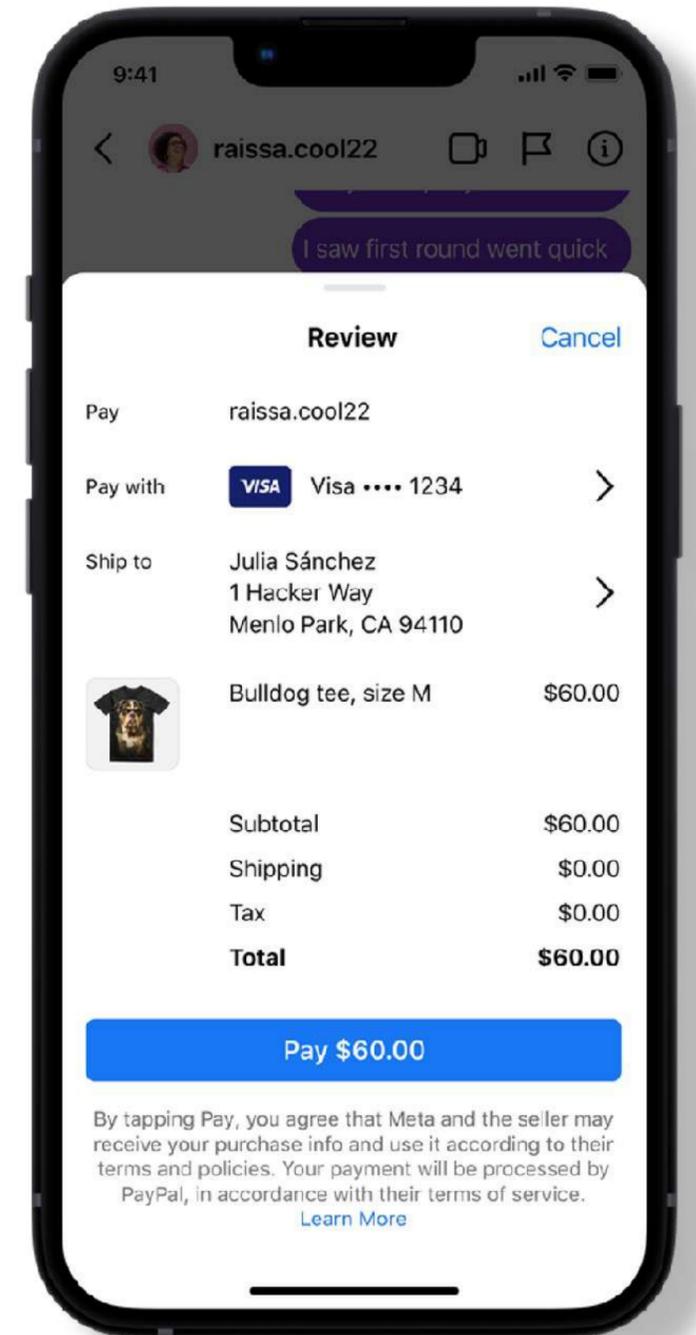
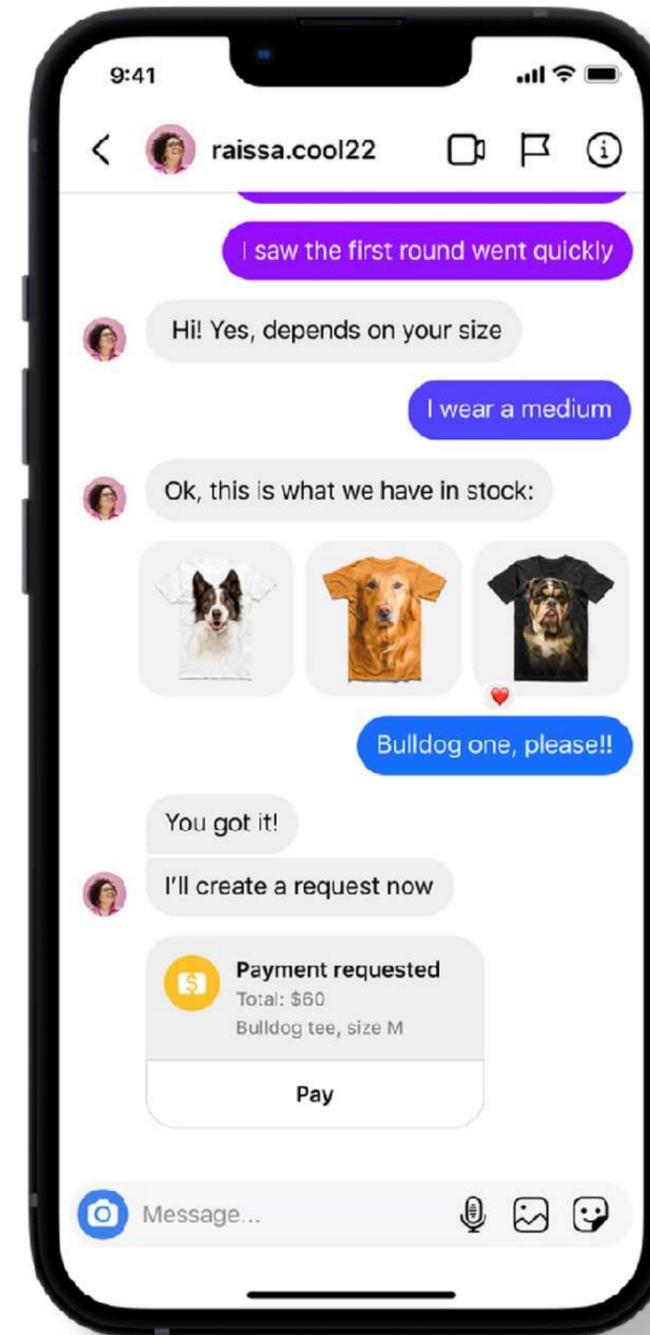
Sign Up

Scroll down for more info



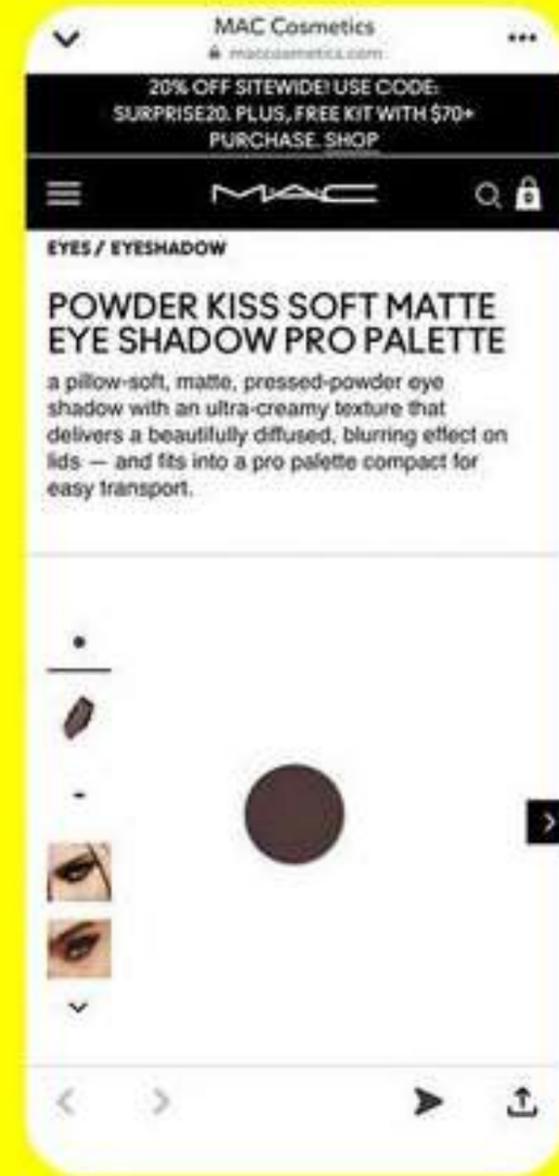
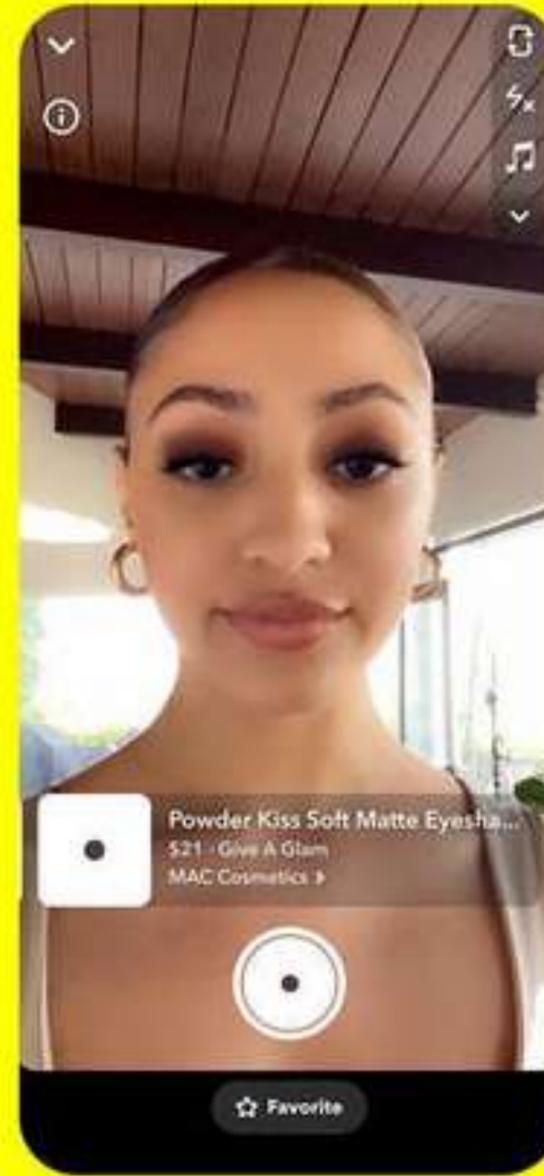
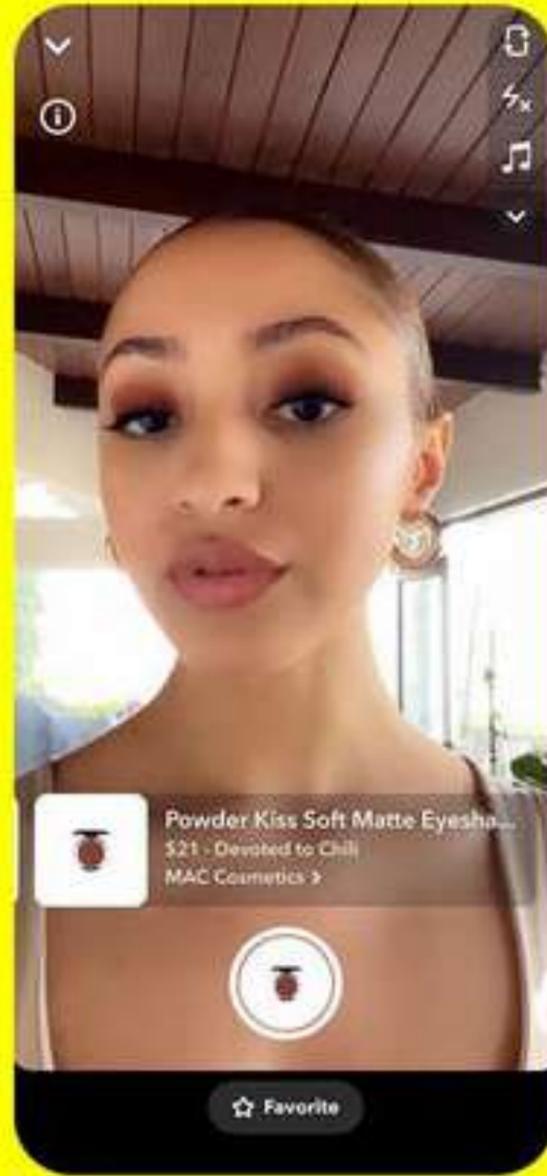
TIKTOK, YOUTUBE (GLOBAL)

Live shopping is popular in countries like China, and platforms including TikTok, YouTube Facebook, Pinterest, and eBay have introduced it many markets.



INSTAGRAM (GLOBAL)

Shoppers will be able to pay for products directly in messages. buyers will also be able to ask questions about products and track orders in the same message thread with brands.



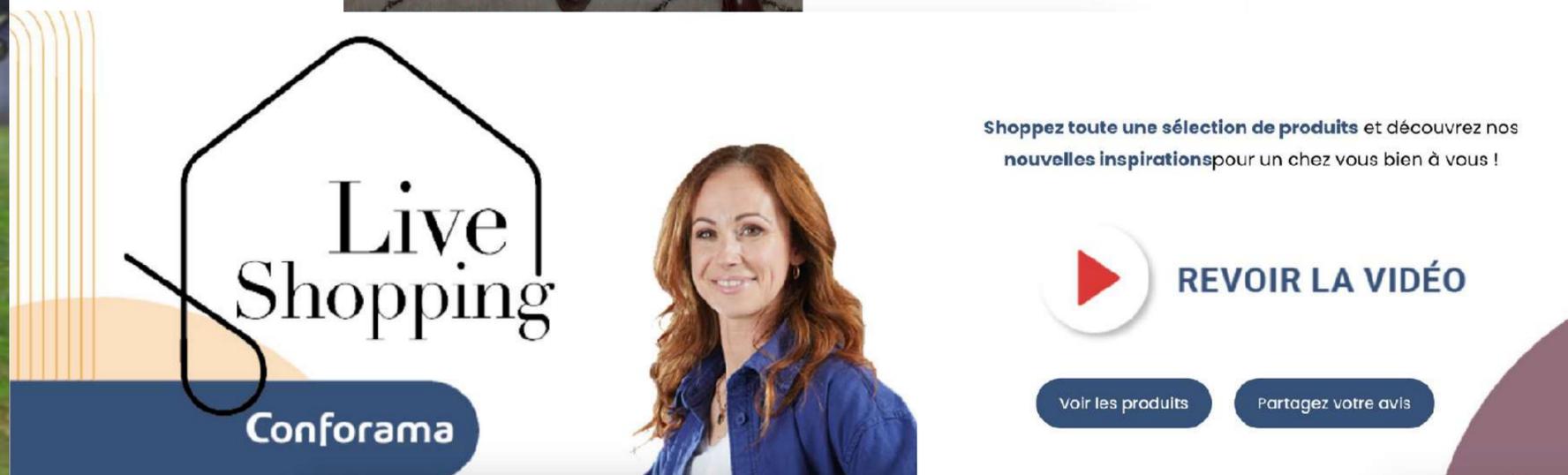
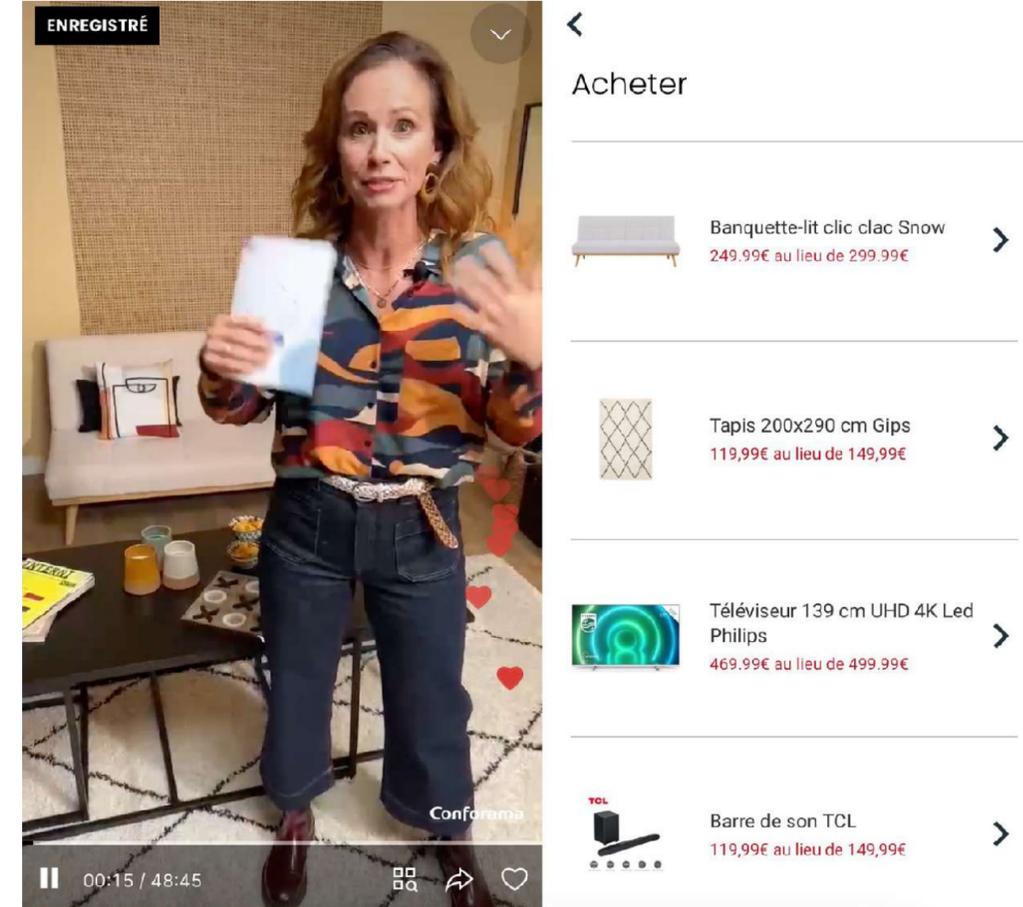
MAC X SNAPCHAT (GLOBAL)

AR technology gives users a 3D view they can control with facial gestures or screen taps.



ROBLOX DYNAMIC BILLBOARDS (USA)

Roblox is testing a new ad product that will allow brands to place 3D promos within the virtual worlds and games hosted on its platform.



CONFORAMA LIVE SHOPPING (FRANCE)

The Interior design brand has teste its first live shopping experiment this year.

15. **Social shoppers**

WHAT ARE THE OPPORTUNITIES?

#1

SAY GOODBYE TO STATIC IMAGES

Video formats are taking over on social media. With that, brands will have to rethink how they promote and showcase their products to remain attractive.

#2

BE AWARE OF NEW FEATURES

Social platforms evolve vary fast - everyday there are new platforms launching, with new shopping features and to attract GenZ consumers.

#3

USE TECHNOLOGY IN YOUR FAVOR

How can your brand use AR and 3D modeling to immerse consumers into your brand's universe?

ENVIRONMENT

01

Smarter Packs

02

Refillable Care

03

No Trace Behind

EMPOWERMENT

04

Celebrate Origin

05

All Bodies are Normal

06

Accessibility Wave

WELLBEING

07

V-Lifestyle

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Digital Healthcare

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Beauty-food Merging

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P.82 - Nike / Interbank / H&M
P.83 - Clinique / Daz 3D Studio
P.86 - Tiktok / Instagram
P.87 - Mac / Snapchat
P.88 - Rob Lox / Conforama Live Shopping



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CBA IN A NUTSHELL

Created in 1982 in Paris, CBA is a global design agency with 13 offices around the world. Our story is all about people; we gather and foster passionate and creative people all around the world. Developing multiple synergies within our network is our strength to bring your brand to life!

Our moto? We believe in design as a transformative tool. For us, it's always a force for good that'll make a lasting positive impact. Our international crew shares a passion to create cutting edge design, enabling it to work its magic and transform brands into forces which empower consumers.

What we do? We create positive brands and businesses that engage and empower people in meaningful ways. As designers, we use our craft strategically to give brands extra value. We do this by defining and creating unique expressions and experiences, positioning them to become drivers of change.

WE CREATE BRANDS WITH HEART.



Thanks.



Let's Talk!



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