

HUMAN8

 SPACE
DOCTORS
Part of HUMAN8

What matters 2025



Willkommen



Sven
Arn

Senior Client
Director & Partner

sven@wearehuman8.com



Hendrik
Giebner

Senior Insight
Manager

hendrik@wearehuman8.com



Programm

- **What Matters 2025**
- **Wie uns KI unterstützen kann**
- **Workshop: Von Trends zu Strategien**
- **Diskussion**



We're

HUMAN8

Where others see turmoil, we see opportunity.

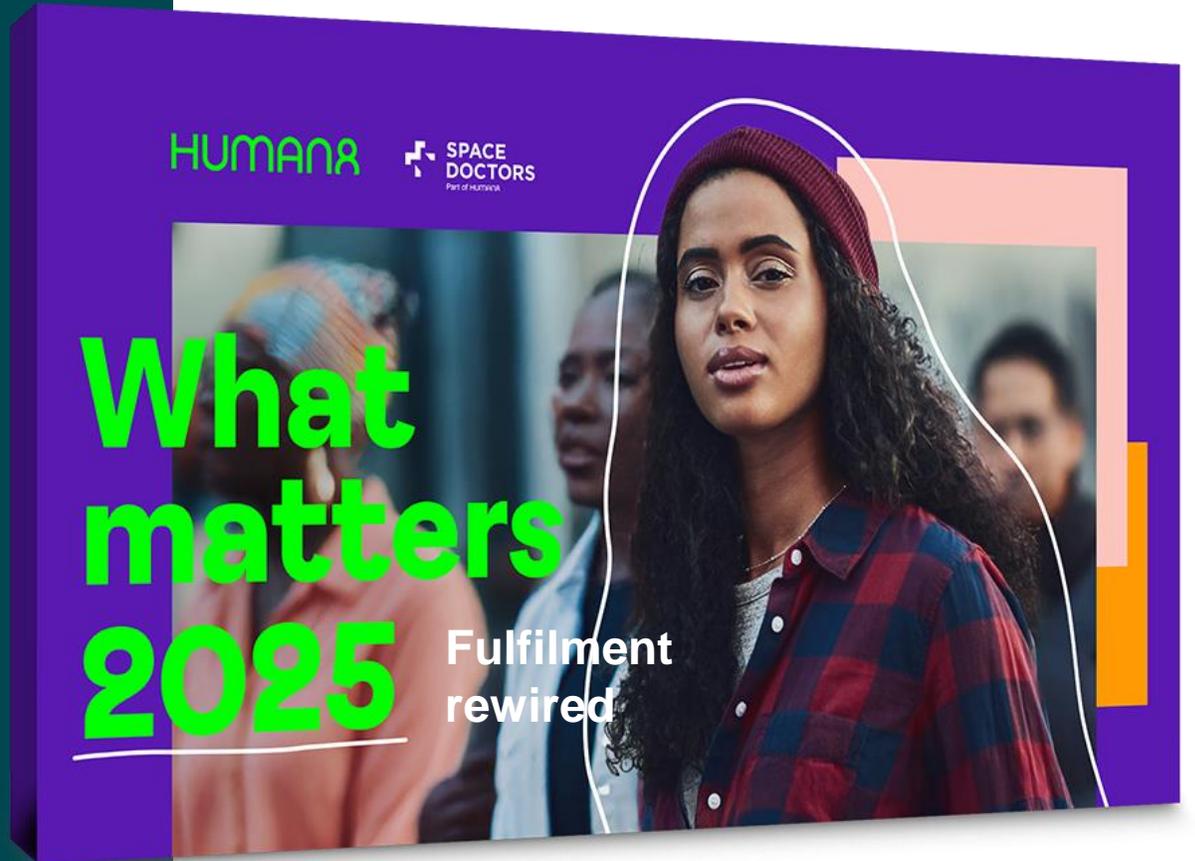
We're next-generation marketing insight consultants helping brands uncover what matters. Powered by bold thinking, insight communities and AI, we spark action and supercharge brand growth.



HUMAN8

Discover what
is shaping
consumers and
brands in 2025.

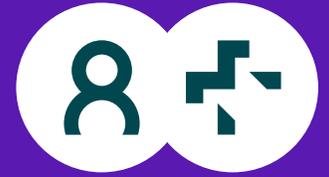
www.wearehuman8.com/reports/what-matters-2025-trend-report/



2025

Fulfilment Rewired





The method behind it all

1
Cultural analysis to map emerging consumer tensions

2
Regional workshops to curate the most relevant tensions

3
Survey in 15 markets quantifying the tensions

4
AI-powered interviews for deeper understanding

Human drivers at the core



Meaning

our reason for being



Relationships

our connection to others



Achievement

our drive to accomplish



Engagement

our experience of flow



Positive emotions

our expressions of pleasure



Health

our pursuit of improvement



Security

our sense of safety

SHIFT 01

Simplicity & mindfulness



SHIFT 02

Authenticity & connection



SHIFT 03

Autonomy & control



SHIFT 04

Joy & purpose



SHIFT 01

Simplicity & mindfulness



Reflective contentment



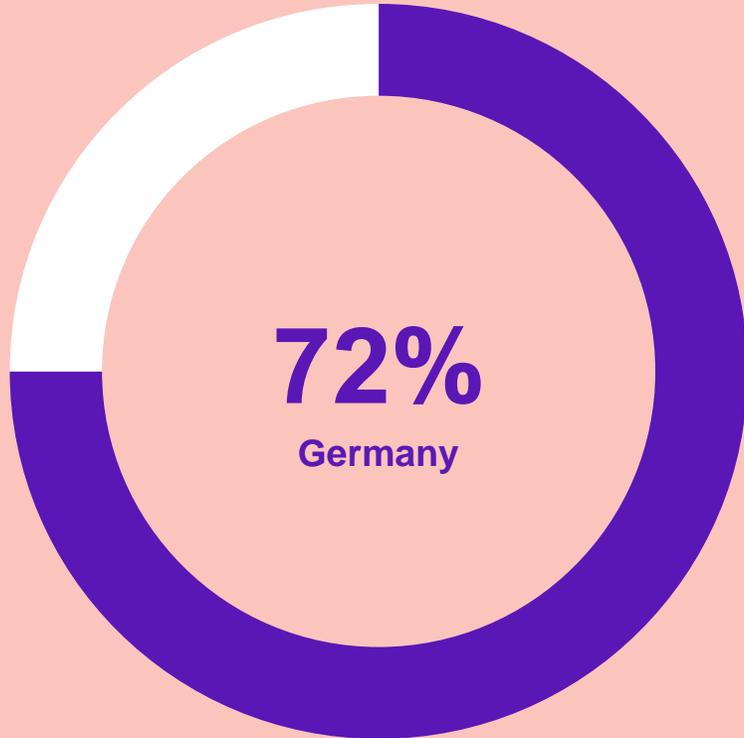
Mindful minimalism



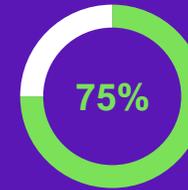
Embracing boredom



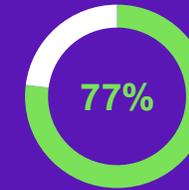
Reflective contentment



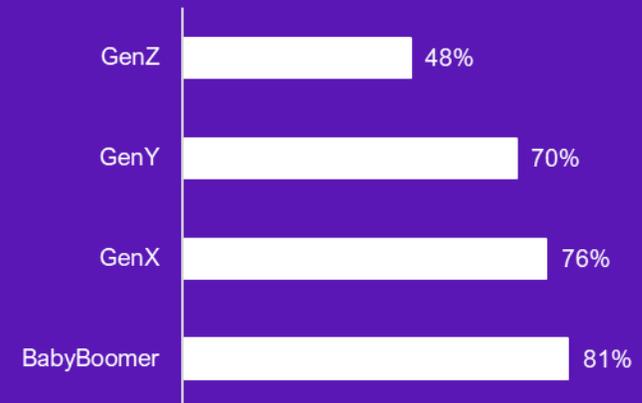
Try to appreciate who they are and what they have



Europe



Global



“I often compare my life to other people's lives that I see on social media. I'm separated from my husband, and I have two children. When I see a happy family having fun together, it hurts. But in the end, **social media is a lie. People only show their happy moments, not their worst or saddest times.”**

Female, Gen Y, DE

CASE

IKEA – Life is not
an IKEA catalogue

Norway - retail

PEPPRIG
bucket, 12l
€12

PÄRUP
sofa cover, can be
machine washed

€79

CLIENT CASE

**Barbie – Dream
gap project**

UK – Food & Beverages

**CLOSE THE
DREAM GAP**



CASE

Dove – real beauty according to AI

Global - Beauty

Real Beauty Prompt Playbook

#KeepBeautyReal



WOFÜR IST
DEINE BRILLE
GEMACHT?



WOFÜR IST
DEINE BRILLE
GEMACHT?

CASE

Fielmann – Deine
Brille

Germany - eyewear

Deine Brille: Fielmann



THERE ARE 8
BILLION WAYS
TO SEE THE WORLD.
WHAT'S YOURS?

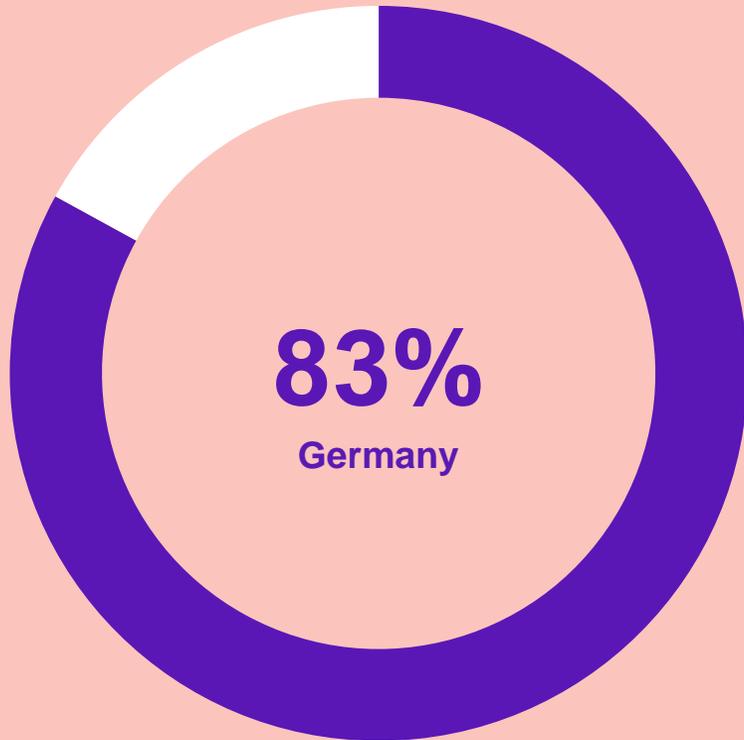
Your Glasses: Fielmann

Fielmann

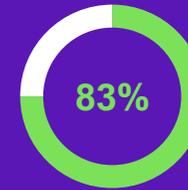
UNFIQ LAMK

A man with dark hair, wearing a white t-shirt and white pants, is sitting on a brick floor. He is leaning back on his hands, looking to the right. The background is a solid purple color. Large, bold, green text is overlaid on the right side of the image.

Embracing boredom



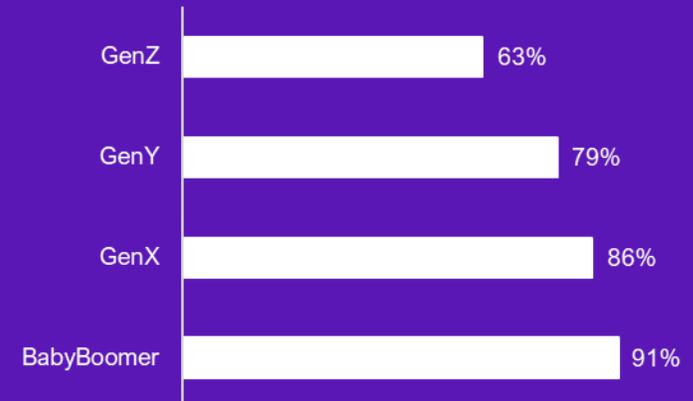
Find it important to stand still and take time to reflect



Europe



Global



“I use the Pomodoro technique when I work. Basically, every 25 minutes, you take a 5-minute break, and every two hours, you take a 30-minute break. **During those breaks, I just try to stand still, literally stare at the wall, and do nothing. I think this is the best way to relax your mind,** and so far, it has worked really well for me.”

Male, Gen Y, DE

CLIENT CASE

KitKat – have a quality break

UK – Food & Beverages





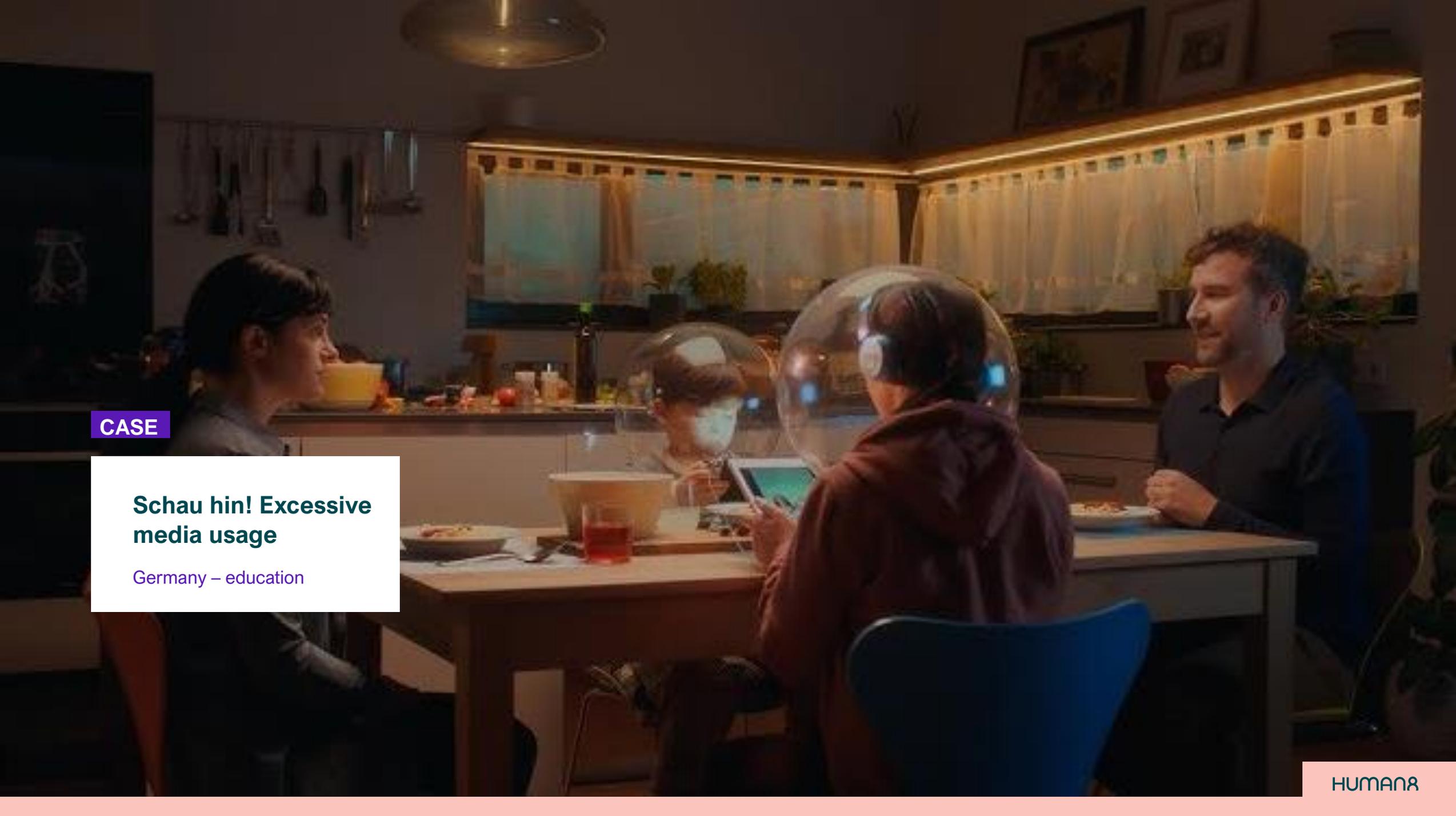
如此美妙体验

CASE

Audi – Take a break today

China - automotive

值得浪费时间躺平一会儿



CASE

**Schau hin! Excessive
media usage**

Germany – education

SHIFT 02

Authenticity & connection



Depth
over
distance



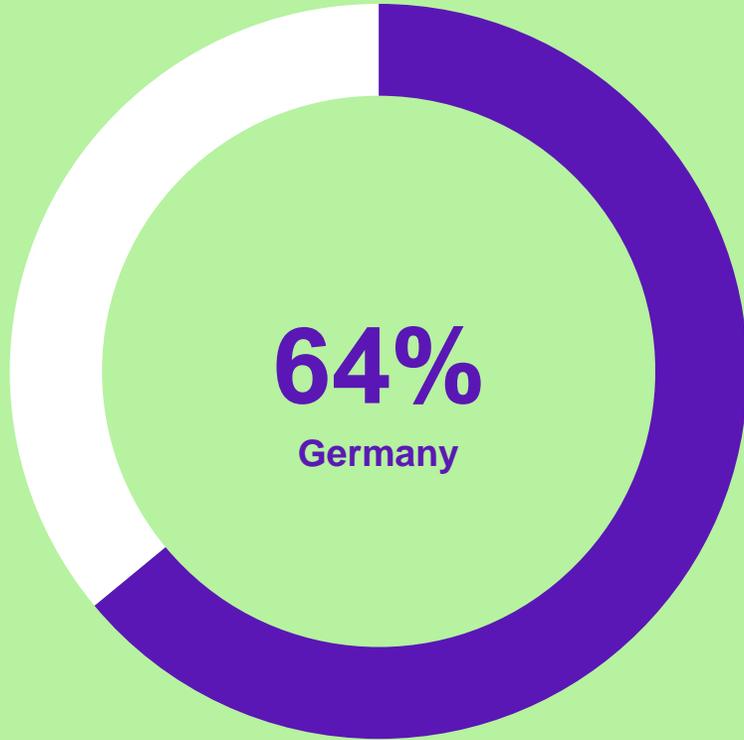
Grounded
globalization



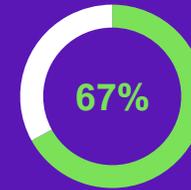
Family
reimagined



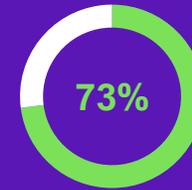
Grounded globalisation



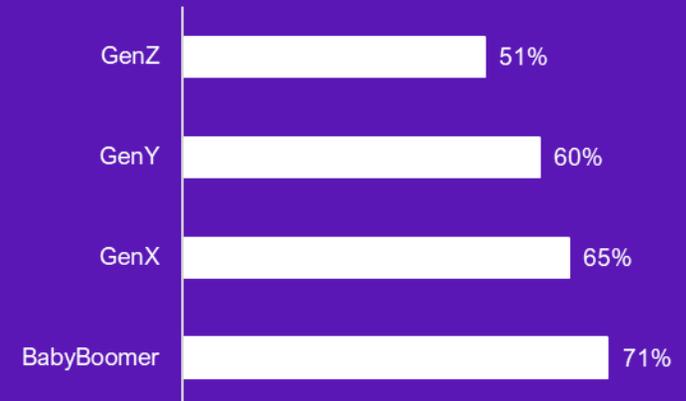
Find it important to protect their local roots and culture



Europe



Global



CLIENT CASE

Hilton Home2 & Tru

CALA - Travel

EXPLORE THE TOPPING POSSIBILITIES





CASE

**Adidas – Typisch
Deutsch**

Germany – Clothing and apparel



BIRKENSTOCK®



CASE

**Birkenstock –
Feels like home**

Germany - Fashion

SHIFT 03

Autonomy & control



Curated
choice



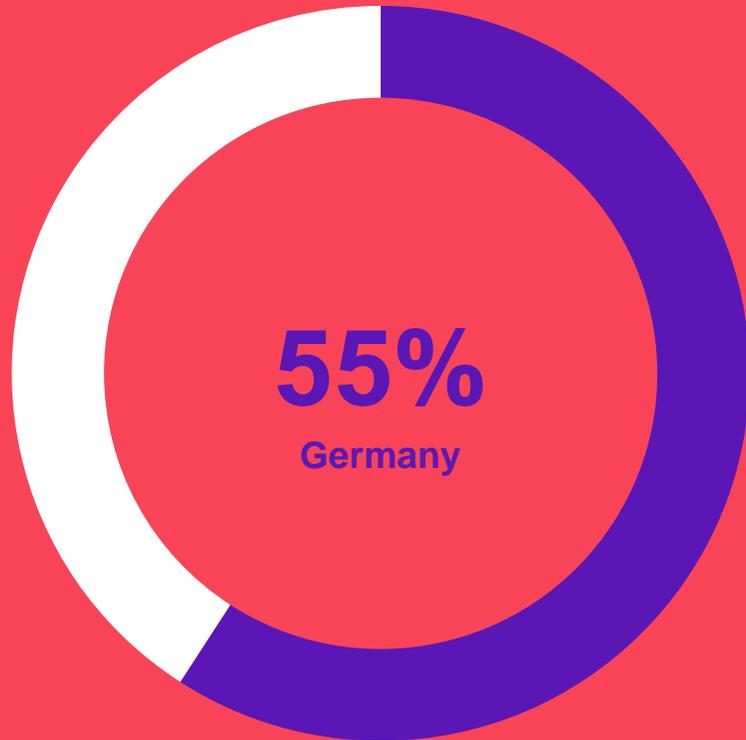
Intuitive
health



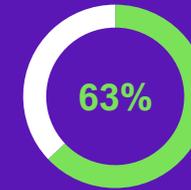
Accountable
tech



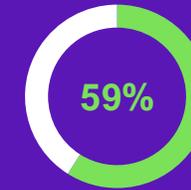
Accountable tech



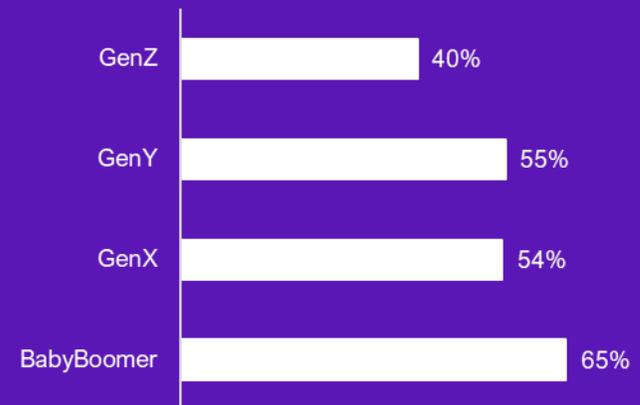
Is worried about the consequences of using AI and new technologies

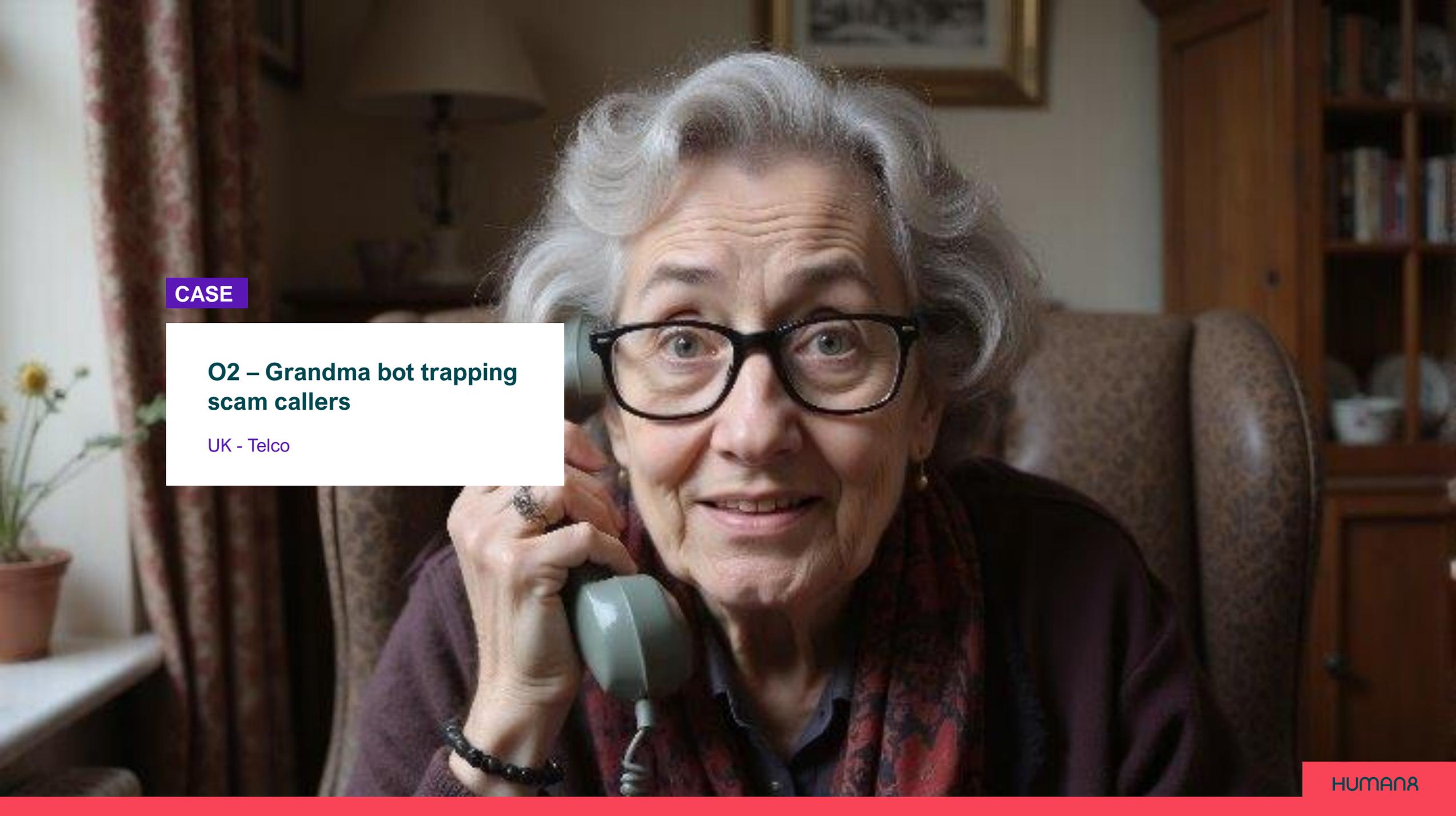


Europe



Global



An elderly woman with short, wavy white hair and black-rimmed glasses is sitting in a brown upholstered chair. She is holding a light green rotary telephone receiver to her ear with her right hand. She has a slight smile and is looking directly at the camera. She is wearing a dark purple sweater over a patterned scarf. The background shows a home interior with a bookshelf, a framed picture, and a potted plant on a table to the left.

CASE

O2 – Grandma bot trapping scam callers

UK - Telco

CASE

Deutsche Telekom – Share with care

Germany - Telecom



CASE

Introducing...

Deception Detector™



bumble inc.

Bumble - Deception Detector

Global - Technology

SHIFT 04

Joy &
purpose

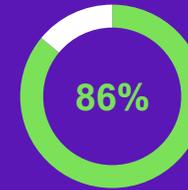




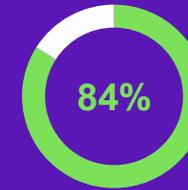
Micro joy



**Find it important to find
little moments of joy**

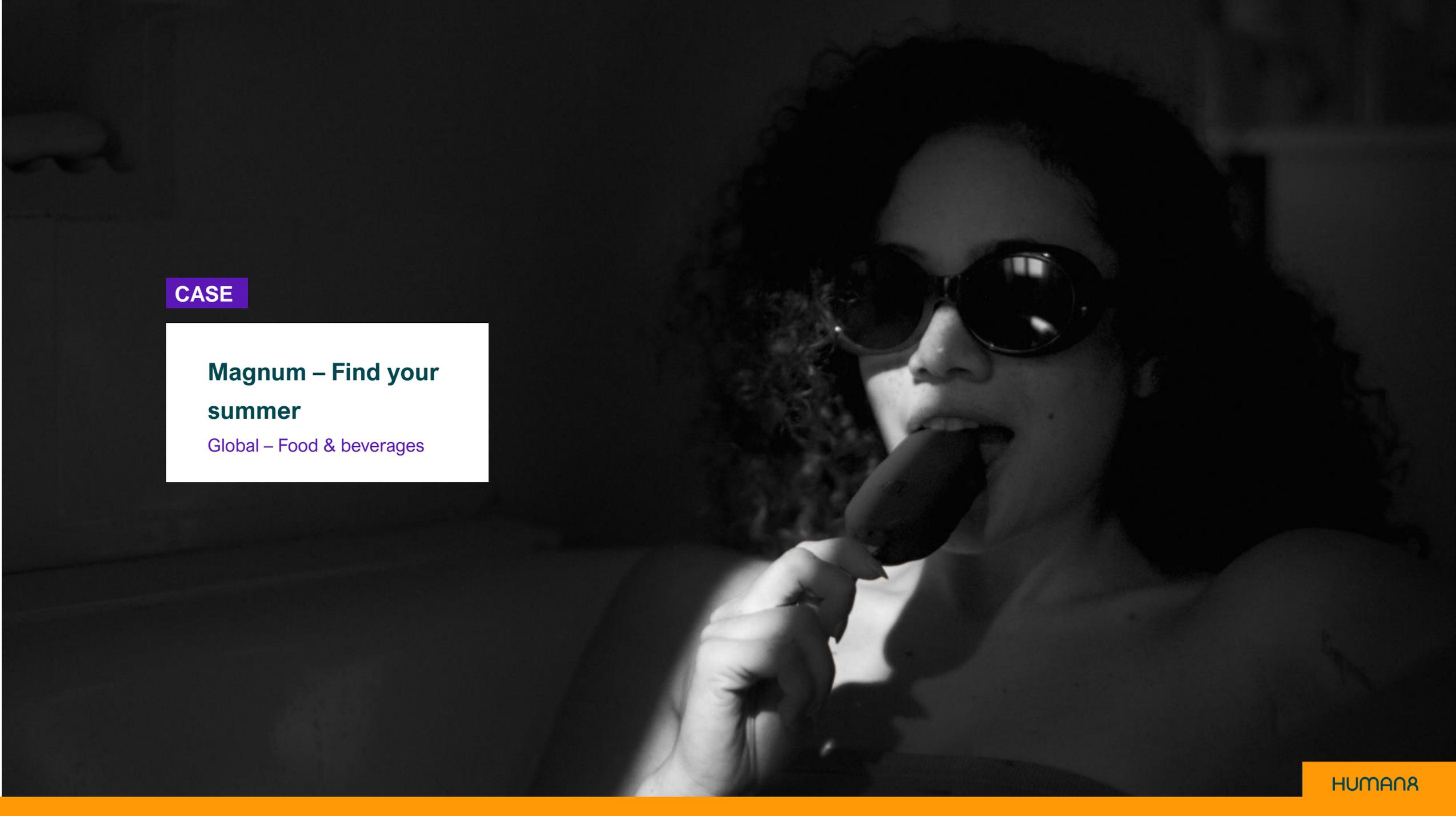


Europe



Global





CASE

**Magnum – Find your
summer**

Global – Food & beverages

CASE

Magnum – Find your summer
Global – Food & beverages



Higher Quality Available [Upgrade](#)

CASE

**Jelly Cat – pop-up
experience stores**

Global - Entertainment



The Jellycat Patisserie !



CASE

The THOMY
SAURK

Germany – Tech

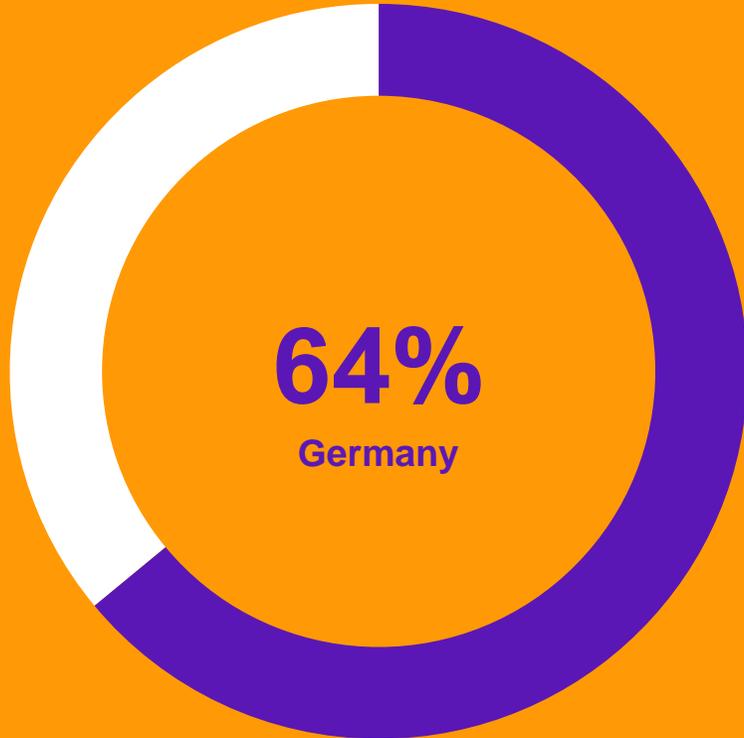
THE **THOMY** SAURK

UNFASSBAR
ÜBERFLÜSSIG
ÜBERRASCHEND UNVERZICHTBAR

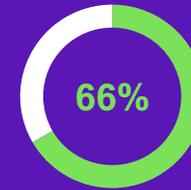




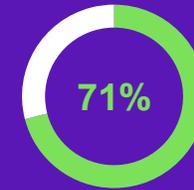
Silver renaissance



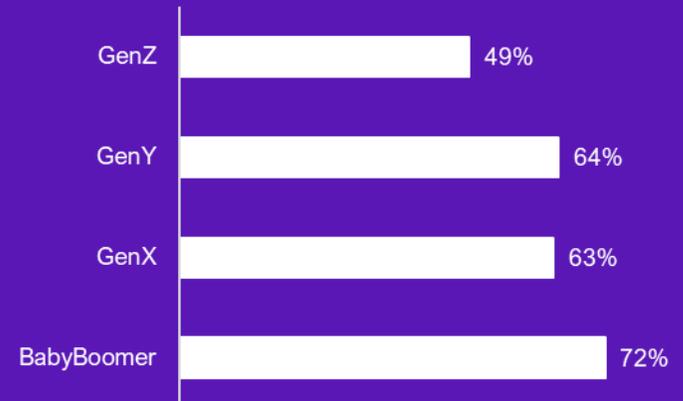
Believe ageing is an opportunity to reinvent yourself



Europe



Global



“Ageing no longer means slowly saying goodbye to the twilight years and preparing for, yes, death.... When I'm older, **I want to do a lot of things I haven't had time for in my professional life; time for hobbies and travelling.** Just to spend more time with other older people and have fun.”

Male, Gen X, DE

CASE

JD Williams x
Admit it, this age thing suits you

UK - Fashion

110501

Admit it, this age thing suits you.

JD WILLIAMS

Rullo's Pizzeria

Rullo's Pizzeria

Starters
• Aubergine Parmigiano £5
• Beef Carpaccio £8
• Chicken Salad £3.5

Fresh pasta
• Trapanese Bournoise £9
• Ravioli Ricotta & Spinach £8
• Gnocchi Salsiccia £6.5

Wood Oven Pizzas
• Rullo's classic tomato, buffalo mozzarella & ricotta £6.5
• VEGAN
• CAZZONE NAPOLITANO

JOIN US MON TO SUN
MORE OPTIONS INSIDE!
RULLO'S PIZZERIA

CLIENT CASE

**Haleon – Empowering
China’s Silver generation**

China - Health





CASE

Liseberg - Super Seniors

Sweden - Entertainment

CASE

**Volkswagen – Bring
Back The Energy**

Global - Automotive



SHIFT 01

Simplicity & mindfulness



SHIFT 02

Authenticity & connection



SHIFT 03

Autonomy & control



SHIFT 04

Joy & purpose





Business challenge

**An airline
company
wants to boost
customer
loyalty**

SHIFT 01

Simplicity & mindfulness



SHIFT 02

Authenticity & connection



SHIFT 03

Autonomy & control



SHIFT 04

Joy & purpose



The Trend Application Canvas

Team:

Brand	Strategy Describe your strategic priorities for 2025.	What Matters 25 Trends				Opportunity Space
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;"> Simplicity & mindfulness Reflective contentment • Mindful Minimalism • Embracing boredom • </td> <td style="width: 25%; padding: 5px;"> Authenticity & connection Depth over distance • Grounded globalization • Family reimagined • </td> <td style="width: 25%; padding: 5px;"> Autonomy & control Curated choice • Intuitive health • Tech trust • </td> <td style="width: 25%; padding: 5px;"> Joy & purpose Micro joy • Crafted convenience • Silver renaissance • </td> </tr> </table>	Simplicity & mindfulness Reflective contentment • Mindful Minimalism • Embracing boredom •	Authenticity & connection Depth over distance • Grounded globalization • Family reimagined •	Autonomy & control Curated choice • Intuitive health • Tech trust •	Joy & purpose Micro joy • Crafted convenience • Silver renaissance •	
Simplicity & mindfulness Reflective contentment • Mindful Minimalism • Embracing boredom •	Authenticity & connection Depth over distance • Grounded globalization • Family reimagined •	Autonomy & control Curated choice • Intuitive health • Tech trust •	Joy & purpose Micro joy • Crafted convenience • Silver renaissance •			

Immersion	Human drivers What underlying human needs and behaviors are driving this trend? How does this trend manifest differently in your market?	Tensions & contradictions Where do people face conflicting needs or goals when embracing this trend, and how can we resolve those tensions?	Opportunities		
	Sector perspective How is your industry currently responding to or affected by this trend?	Brand examples Which brands are already addressing this trend in interesting ways?	Brand What does this mean for your branding and communication?	Innovation How can this spark products and services that enrich people's lives?	Experience How might this elevate moments that matter to people?
			Learning plan		

Noch Fragen? Wir sind immer für Sie da!



Sven
Arn

sven@wearehuman8.com



Hendrik
Giebner

hendrik@wearehuman8.com





Danke!

HUMAN8

wearehuman8.com