

The background of the image is a piece of crumpled blue paper, with various shades of blue and white creases and shadows, giving it a textured, organic appearance.

**TAGOS & TRENDS**

# **THE FUTURE IN MOTION**

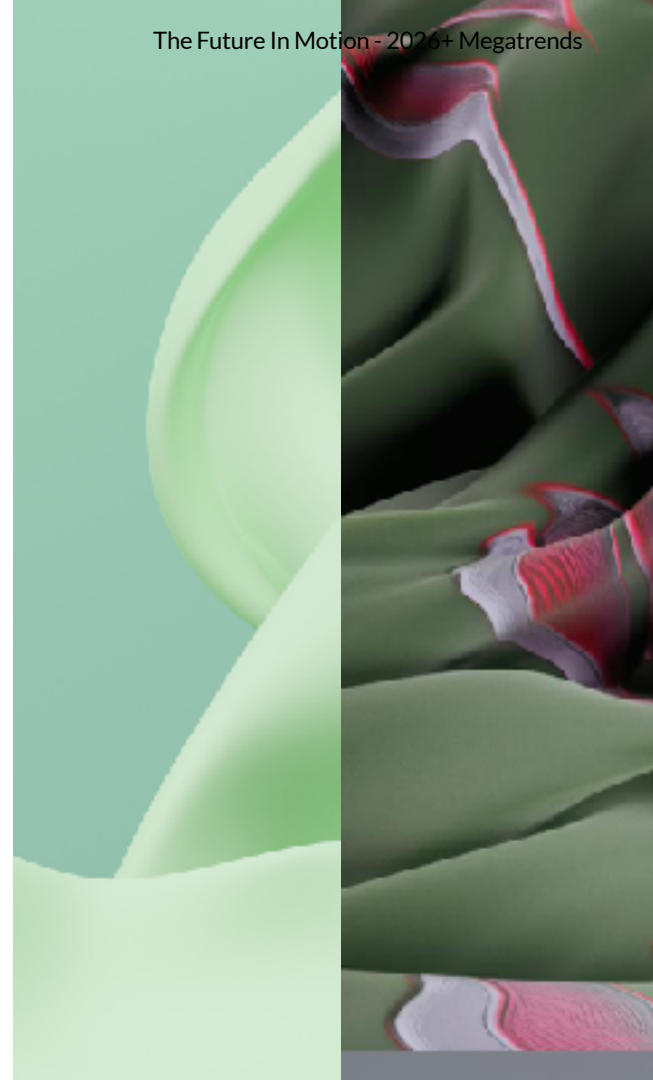
Megatrends Forecast

# TACOS & TRENDS

## Where Culture, Conversation, and Insights Collide

Welcome to Tacos & Trends, a resource for bite-sized trend insights, vibrant conversations, and brand discovery. Powered by MADE Trends, it's a hub for discovering the trends shaping industries and connecting with the community driving them forward.

**@tacosntrends | [tacosandtrends.com](https://tacosandtrends.com)**





# THE FUTURE IN MOTION 2026+

Presenting a forward view of the macro forces that will drive product, marketing and merchandising decisions over the next 12-18 months, in 2026 we will take a deep dive into one of these topics each quarter.

# THE GENERATIONAL LENS



**Gen Beta**

0-5 months  
2025-2039

**Gen Alpha**

1-15  
2013-2024

**Gen-Z**

16-28  
1997-2012

**Millennials**

29-44  
1981-1996

**Gen-X**

45-60  
1965-1980

**Boomers**

61-80  
1964-1946

# THE GENERATIONAL CONTINUUM



## BEAUTY Bubble Was Built on Gen Z. Now, It Must Grow Up.

The colourful, affordable skincare line wants to attract older customers as it reaches for its next stage of expansion. Like its peers Surfaced: Beauty, there may be growing pains along the way.



While brands and retailers continue to target specific generational cohorts, the reality is a generational continuum, where one group overlaps with the next, and the boundaries between them blur.

## GEN Z

Yemi Durokoko has mother Sara Cornelia Kibuki. Waddiyah and her son Alvin, and Kira Gurbani and her daughter Coco star in the new campaign by photographer Tina Ferray.

Adriana



Shein's Mother's Day Style Swap



# THE BOOMERANG EFFECT

Purchasing decisions are no longer top-down. Gen Alpha and Gen Z shape what products, experiences, and cultural touchpoints their Millennial and Gen X parents embrace. Influence now moves in loops, with generations discovering and remixing through one another.



@cali.aka.sarah



@jessicuenslow



@excusemygrandma



@finellenfam

# THE ALGORITHM EFFECT

Is marketing leading consumers, or are consumers leading the algorithm? In an era where discovery happens by scroll, not search, influence moves in both directions. The result is a feedback loop where algorithms feed taste, consumers curate culture, and brands race to keep up.



## Why Off Price Is Entering a New Golden Age

Walmart, Amazon, and other retailers are competing for the same customers, but the real battle is for the attention of the consumer. With so many choices, it's not just about the product, but the experience of finding it.



## Bill Gates' daughter Phoebe launched a shopping app

**zola**

Original      Events

The screenshot shows a comparison of a handbag. On the left, under 'Original', the bag is priced at \$1,200. On the right, under 'Events', the same bag is priced at \$600. A text overlay on the right side of the screenshot reads: 'The app, called Phia, will compare the price of clothing, shoes, and accessories with new and used listings.'

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# THE DISCOVERY ECONOMY

Consumers now chase the feeling of finding, not just the product itself, but the experience of finding it too. Discovery has become a form of self-expression, reward, and control amid uncertainty.

The Discovery Economy marks a shift from **intent-based search** (“I know what I want”) to **algorithmic discovery** (“show me something I’ll love”).

# THE OVERLOAD MOMENT

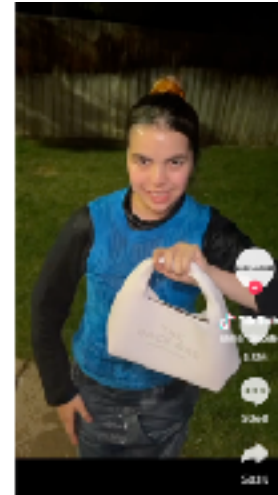
Consumers are overwhelmed with choice and sameness, yet they crave the spark of finding something unexpectedly right. Discovery has become the preferred form of emotional engagement. Algorithms optimized for engagement have flattened taste, turning inspiration into imitation. This results in a culture that's tired of trends, yet immersed in them.



**Book Clubs**



**Brand Activations**



**Social Media**



**AI Assist**

# THE NEW GATEKEEPERS

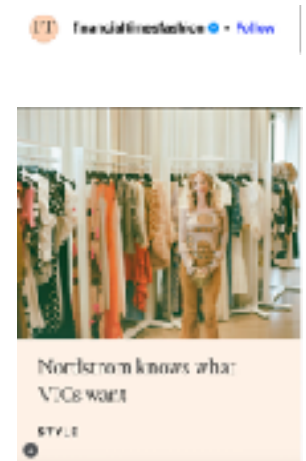
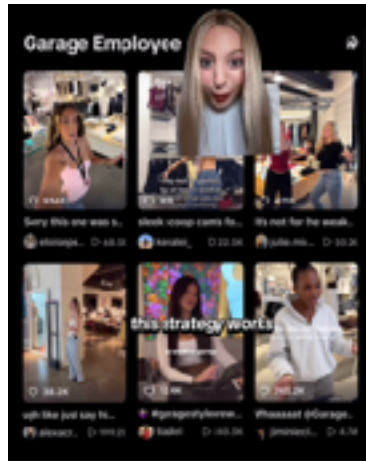
Audiences look for trusted filters over mass followings. Editorial curation, niche knowledge, and even store staff are shaping what's seen, and what's sold.

**Social Media: Content Creators → Influencers → Tastemakers → Editors → IRL Personal Shoppers → AI Shoppers**

...AfterView...

**The Most Popular Girl in Soho Is a Brandy Melville Employee**

Why do tourists line up to watch 17-year-old Allegra Polkovnitsa fish baby tees?





## GEN Z & THE ALGORITHM ECONOMY

If 2025 was about Gen Z's cultural dominance, 2026 is about how they're turning influence into business. And the algorithm is the sales associate.

### SIGNALS:

- Surge in creators-as-brands
- Brands behaving like creators
- Social commerce surpasses search-based shopping
- "Algorithmic Aesthetics" design, packaging and video content build for virality, not shelf appeal



## Can Retail Become the 3rd Space

Even amid digital saturation, consumers crave connection, comfort, and curation in real-world spaces.



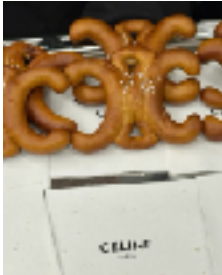
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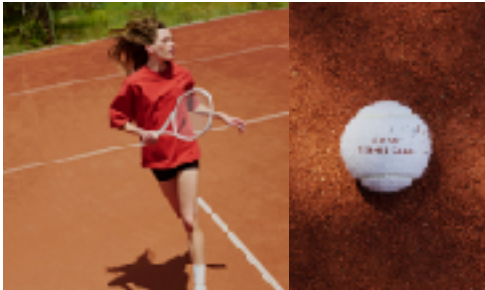
2,192 28 30 962

# WEALTH & LUXURY

Luxury Snacks to Luxury Branded Treats → Branded Cafe or Members Club



Kith Ivy, the newest members-only club that will house New York City's first Erewhon



# EXPERIENCE OVER INTOXICATION

Consumers are shifting from escapism to intentional experiences, favoring activities that energize rather than deplete.

**BEAUTY**

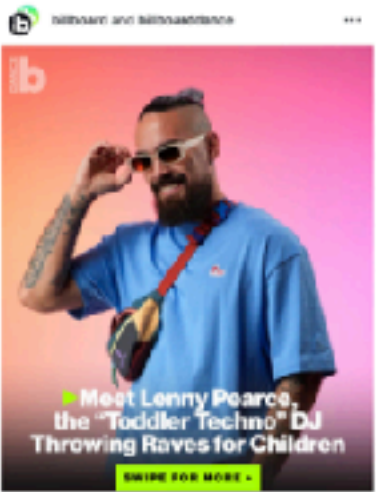
## Can Wellness Be the New Nightlife?

With moonlight yoga and spirit-free bars, party hotspots like London's Tramp or the new Soho Farmhouse Ibiza are repositioning themselves as wellness clubs for their increasingly health-focussed clientele.

09 October 2025



### Coffee Rave Paris: Peggy Gou



### Bed Rotting



# MACRO SHIFTS

The Era of Little Treat Culture

1

## Treatonomics

Small wins and indulgent moments drive joy, resilience, and everyday cultural momentum.

The Mindful Reset

2

## Wellness as Wealth

Well-being becomes the new luxury, measured by time, balance, and emotional health.

Heritage Made Modern

3

## New Classicism

A refined return to heritage craft and timeless design redefines modern sophistication.

Algorithmic Aesthetics

4

## Synthetic Selves

Human creativity merges with machine intelligence to shape identity and aesthetics.

The Era of Little Treat Culture

1

# TREATONOMICS

From inch-stones to indulgences, small wins fuel big culture and recession-proof resilience.



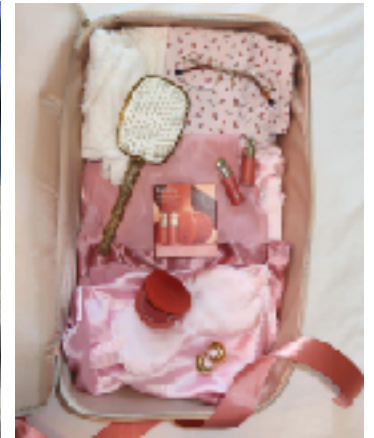
# THE ERA OF LITTLE TREAT CULTURE

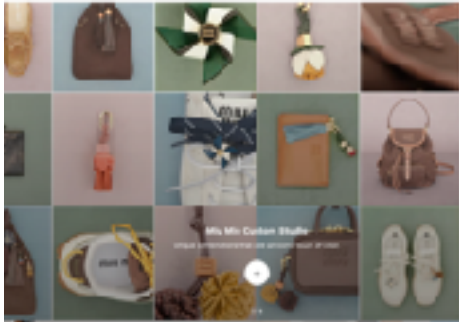


- Nearly two-thirds of Americans see small indulgences as essential to self-care
- Gen Z leads: 1 in 5 buy a treat daily; 64% see them as motivation and emotional coping
- TikTok makes treat culture communal #littletreat hauls

# CONSUMER BEHAVIORS

- **Small vs Big Joys:** From \$20 smoothies to concert tickets, small indulgences and “inch-stones” offer joy and stability amid uncertainty
- **Guilt-Free Indulgence:** Treats evolve into acts of self-care with mood-boosting rituals that blend pleasure with purpose
- **Control in Chaos:** “Treat of the week” routines bring structure and agency; the Lipstick Effect expands from beauty into lifestyle





# BRAND & MARKET RESPONSE

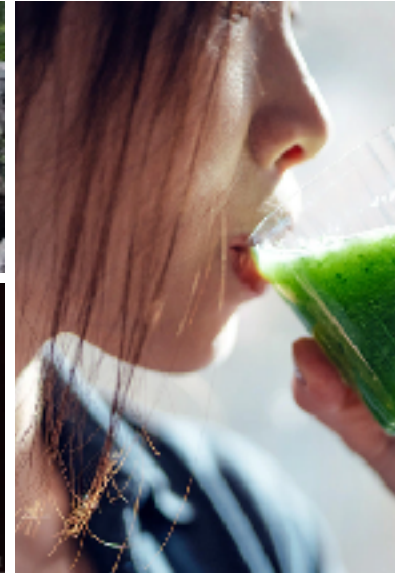
- **Everyday Luxury:** Beauty, fragrance, and food elevate simple rituals and sensory escapes that make indulgence accessible
- **Play Meets Prestige:** Collectibles and crossovers blur high and low, turning limited drops into symbols of taste
- **Ritualized Reward:** Brands reframe small purchases as progress, building “treat of the week” moments that celebrate consistency and control

2

# WELLNESS AS WEALTH

Wellness is projected to be an \$8.5 trillion industry by 2027, with “wellness as wealth” replacing conspicuous consumption: well-being, emotional fitness, and longevity are the new status symbols.

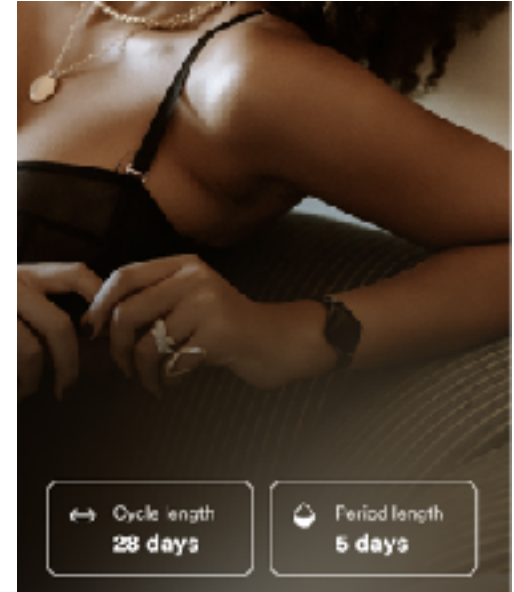
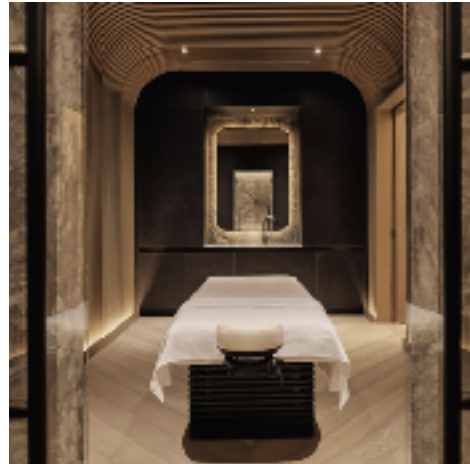
# WELLNESS AS WEALTH



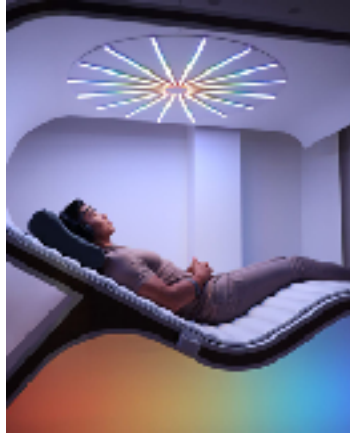
- The ability to rest, recover, and invest in health signals status and privilege
- Sleep scores, step counts, and supplement stacks become the new flexes
- Burnout, inflation, and longevity anxiety push people to measure wealth through well-being

# CONSUMER BEHAVIORS

- **From Hustle to Healing:** Post-burnout culture redefines success with recovery, rest, and emotional balance replacing productivity
- **Everyday Optimization:** Wellness becomes routine and measurable, from protein snacks and mood drinks to wearables that track calm as much as cardio
- **Collective Well-Being:** Healing shifts from solo to social with hobby clubs, retreats, and mindful communities replacing exclusivity with connection



# BRAND & MARKET RESPONSE



- **Beauty as Health:** Skin, hair, and mood are new wellness biomarkers — diagnostic beauty merges self-care with emotional and physical well-being
- **Transformation, Everywhere:** Wellness expands into every space, from sleep hotels to AI-powered homes that optimize calm
- **Belonging as Healing:** Community-driven wellness replaces exclusivity with clubs, pop-ups, and “reset” experiences that turn connection into care

Heritage Made Modern

3

# NEW CLASSICISM

Amid cultural chaos and aesthetic fatigue, a new appreciation for restraint, quality, and emotional permanence is redefining modern taste.



# NEW CLASSICISM

- A “death of cool” moment - people are tired of ironic aesthetics and fast-cycling trends
- Return to authenticity, craftsmanship, and human touch across design, retail, and lifestyle
- Consumers seek familiarity and emotional safety through classic forms - denim, tailoring, family, community



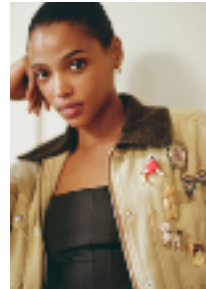
**“THE DEATH OF AESTHETICS IS RELATED OF COURSE TO THE DEATH OF THE HUMAN—WHICH ITSELF IS AN IDEA WITH HISTORY, MEANING A BEGINNING AND A MIDDLE, AND NOW UNFORTUNATELY MAYBE AN END.”**

—DAVID JAMULES



# CONSUMER BEHAVIOR

- **Aesthetic Burnout:** A return to authenticity rejects algorithmic sameness for emotional depth and discernment
- **Modern Heritage:** Consumers rediscover legacy craftsmanship that blends nostalgia, irony, and meaning into updated classics
- **Quiet Confidence:** Taste shifts from excess to intention with timeless design, edited wardrobes, and slower consumption



Heritage Made Modern



## BRAND & MARKET RESPONSE

- **Democratized Heritage:** Iconic names revive nostalgia through authenticity, craftsmanship, and emotional storytelling
- **Elevated Essentials:** Everyday staples are reimagined with premium materials and design precision that bridges mass and luxury
- **The New Aspiration:** Timelessness, restraint, and balance replace flash as the markers of taste and success.

4

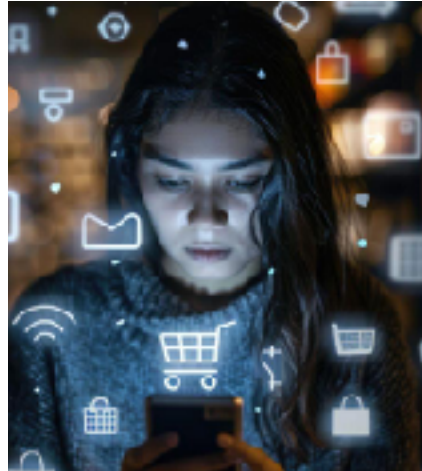
# SYNTHETIC SELVES

Fashion enters its algorithmic era - where human creativity, machine intelligence, and digital identity collide to redefine how style is made, shared, and sold



# SYNTHETIC SELVES & ALGORITHMIC AESTHETICS

Fashion enters its algorithmic era - where human creativity, machine intelligence, and digital identity collide to redefine how style is made, shared, and sold.



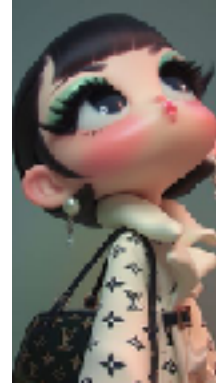
# CONSUMER BEHAVIOR



- **Digital Selves:** Style becomes fluid as avatars mirror or remix mood, data, and real-world identity
- **Tech-Driven Taste:** Algorithmic literacy becomes cultural capital with consumers flexing their fluency in trends, tools, and AI aesthetics
- **Blurred Realities:** Virtual and physical worlds converge as fashion evolves through immersion, automation, and ethics

# BRAND & MARKET RESPONSE

- **Digital Craftsmanship:** Digital twins and AI-generated design blur the line between human imagination and machine-made beauty
- **Phygital Commerce:** 3D retail, avatars, and AI styling merge digital immersion with physical experience, creating hybrid spaces for discovery
- **Intelligent Systems:** Machine learning and blockchain power circularity, customization, and transparency making design more intelligent and more human



# BRANDS TO WATCH



LIQUID DEATH



RYDER CUP



ADANOLA



LULULEMON



GOOD GIRL SNACKS



BILLE



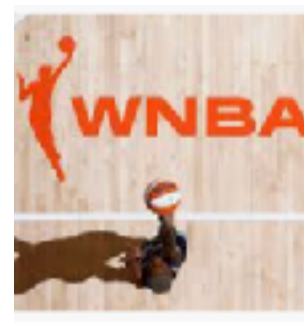
CHAT GPT



ON RUNNING



AFLALO



WNBA

# NEXT STEPS



As we move toward 2026, expect greater flexibility across the trend ecosystem - where macro forces evolve faster, and the boundaries between culture, commerce, and creativity continue to blur. Grounding your strategy in macro trends helps you decide where to play - whether that means chasing, following, or leading what comes next.

# THANK YOU

To receive the full report or learn more about upcoming trend presentations, please contact:

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This presentation is part of our **5-part The Future in Motion series**. Follow us to stay up to date on the cultural and consumer shifts shaping tomorrow.





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