

Culture Rising

Dramatic events wire and rewire our lives. They shape who we are and what we become. The COVID-19 pandemic did that too, influencing our identities and culture in profound ways.

In our latest global foresight survey, 37% of the respondents say the pandemic spurred them to reevaluate their purpose and priorities in life.¹ The result? People express and identify themselves in more authentic ways. Social awareness is growing around issues people have been championing for generations. And brand choices are, more than ever, an expression of values.

Culture Rising: 2022 Trends Report captures the zeitgeist by identifying four major global themes, as well as 20

**What just happened?
What's next?**
Discover a foresight-driven framework for understanding our changing culture.

related trends, that represent the most significant cultural changes around the world. The research is based on our unique foresight approach, unveiled for the first time with this report. We combine our own anonymized, aggregated on-platform research (such as conversations on Facebook and hashtags on Instagram) with an original 12-market global study to understand key signals of change (and what's driving them) around the world.

The result is a novel way of viewing the world that shows how people will connect, create and consume in the next few years. In doing so, Culture Rising helps empower strategic decision makers to move more confidently into the future.



4 THEMES, 20 TRENDS

GENDEREVOLUTION • HISTORICAL RECKONING • CELEBRATORY ACTIVISM • RAWTHENICITY • RETHINKING ABILITY • NEW TECHEQUILIBRIUM • MEET YOU IN THE METAVERSE • THE NEW LOOKS OF LOVE • NANOCOMMUNITY • COLLECTIVE

1 DIVERSIFYING IDENTITIES

Authenticity and self-expression expand and evolve, creating new and more fluid identities. In the process, the things that divide us can also bring us together.

#RepresentationMatters

+65% global growth YoY

3 GREATER EXPECTATIONS

While our dreams have gotten bigger, people are redefining what success means. We're reappraising education, while pursuing new, more entrepreneurial careers.

#EntrepreneurLife

+53% global growth YoY

2 RELATIONSHIPS RENEGOTIATED

The shape of modern relationships is becoming more flexible—from how people engage with their devices to the ways they meet, love, interact and create with one another.

#Throuple

+68% global growth YoY

4 EXPANDING VALUES

Changing values shape who we are, how we behave and what we consume. Our shopping habits are no longer just self-expression—for many, shopping sustainably it's an act of self-preservation.

#Greenwashing

+124% global growth YoY



Check out the full report, explore all 20 trends and find out what they mean for you at

fb.me/2022trends

SOURCES

1. "Global Foresight Study" by Mintel (Meta-commissioned survey of 36,000 people ages 18+ in AU, BR, CA, DE, GB, IN, KR, MX, NG, PL, TH, US), Oct 2021.
2. Hashtags are based on Instagram data, global, Jan 2020–Dec 2021 (comparison of Jan–Dec 2020 vs. Jan–Dec 2021). Conversation topics are based on Facebook global data, Jul 2020–Sep 2021 (comparison of Jul–Sep 2020 vs. Jul–Sep 2021).