The 21st century starts now

The world was changed by collective displacement in 2020. In the last few feet before purchase, people changed how they get hold of products and services. Now, supply chains are under unprecedented pressure in recent history to adapt to a new context, changing the way people experience brands.

Trend 1
Collective displacement

About Fjord Trends

Do it yourself innovation

64% of people who started new hobbies in 2020 have shared these with friends or family. The rituals that form the framework and the meaning of our lives are made up of these small, seemingly insignificant interactions. As people adjust, new ideas are being shared and adopted.

Trend 2
Do it yourself innovation

Lawful infrastructure

80% of the workforce worried about the impact of displacement on their organization. As digitization is ramping up, organizations must identify whether they sit within an industry that is operating in the old rules of engagement. Consequently, people have noticed a certain sameness caused by templated design in user interfaces, which could play an important role in building brand experiences.

Trend 3
Lawful infrastructure

Empathy Baldwin

The rituals that form the framework and the meaning of our lives are made up of these small, seemingly insignificant interactions. As people adjust, new ideas are being shared and adopted. Empathy Baldwin is the name given to this new context and how they can help build brand experiences.

Trend 4
Empathy Baldwin

Rituals lost and found

The rituals that form the framework and the meaning of our lives are made up of these small, seemingly insignificant interactions. As people adjust, new ideas are being shared and adopted.

Trend 5
Rituals lost and found

Liquid infrastructure

50% of the workforce worried about the impact of displacement on their organization. As digitization is ramping up, organizations must identify whether they sit within an industry that is operating in the old rules of engagement. Consequently, people have noticed a certain sameness caused by templated design in user interfaces, which could play an important role in building brand experiences.

Trend 6
Liquid infrastructure

Do it yourself innovation

64% of people who started new hobbies in 2020 have shared these with friends or family. The rituals that form the framework and the meaning of our lives are made up of these small, seemingly insignificant interactions. As people adjust, new ideas are being shared and adopted.

Trend 7
Do it yourself innovation

80% of the workforce worried about the impact of displacement on their organization. As digitization is ramping up, organizations must identify whether they sit within an industry that is operating in the old rules of engagement. Consequently, people have noticed a certain sameness caused by templated design in user interfaces, which could play an important role in building brand experiences.

Trend 8
Lawful infrastructure

Empathy Baldwin

The rituals that form the framework and the meaning of our lives are made up of these small, seemingly insignificant interactions. As people adjust, new ideas are being shared and adopted. Empathy Baldwin is the name given to this new context and how they can help build brand experiences.

Trend 9
Empathy Baldwin

Rituals lost and found

The rituals that form the framework and the meaning of our lives are made up of these small, seemingly insignificant interactions. As people adjust, new ideas are being shared and adopted.

Trend 10
Rituals lost and found

Liquid infrastructure

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Trend 11
Lawful infrastructure

Empathy Baldwin

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Trend 12
Empathy Baldwin

Rituals lost and found

The rituals that form the framework and the meaning of our lives are made up of these small, seemingly insignificant interactions. As people adjust, new ideas are being shared and adopted.

Trend 13
Rituals lost and found

Liquid infrastructure

50% of the workforce worried about the impact of displacement on their organization. As digitization is ramping up, organizations must identify whether they sit within an industry that is operating in the old rules of engagement. Consequently, people have noticed a certain sameness caused by templated design in user interfaces, which could play an important role in building brand experiences.

Trend 14
Lawful infrastructure

Empathy Baldwin

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