

Bold Experiences and Playful Adventure



Doritos launches Cool Ranch Zero Gravity Minis, taking chip innovation to space.

Breaking free from monotony, **consumers are craving bold experiences that spark curiosity** and awaken their senses through **daring and unexpected elements with a playful touch of nostalgia** that bring joy and excitement to their routines.

Consumers want their choices to feel like an adventure, relying on products and experiences to make ordinary moments extraordinary. This is where creativity thrives, encouraging brands to **push boundaries with daring concepts that surprise and delight**. Here, products and experiences tap into the desire for individuality, excitement, and carefree fun.



General Mills launches a bold cereal blending Totino's Pizza Rolls' savory flavor with Cinnamon Toast Crunch squares.

Pas-sio-no-mics™

/paSH(ə)nəmiks/
noun

1. the study of how individuals allocate their resources—time, money, and attention—toward their passions, and the economic impact of those choices.

Passionomics: Cultural passions drive economies! Taylor Swift's Eras Tour boosted nearby restaurant spending by 68% daily.

Product Opportunities for Brands

We identified three directions within this consumer trend that can inspire brands to connect to their consumers.

Bold Adventures

Products that stimulate the senses, like a powder that morphs into a gel, packaging that lights up when opened, or a dessert that alternates between freezing cold and warming.

Playful Nostalgia With A Twist

Products that evoke playful memories with a modern edge, like keepsake packaging or flavors inspired by childhood treats with unexpected pairings.

Curiosity Creations

Items that surprise and thrill with a touch of intrigue, from curiously odd but delicious drinks to packaging that reveals hidden layers, turning use into an adventure.

Pat McGrath's Skin Fetish: Glass 001 Mask transforms from liquid to solid, delivering a glass-like, luminous finish.



Wonder Bread launched a nostalgic line of snack cakes, bringing childhood favorites into the modern snack market.



LA JOSIES, CHICAGO: Inspired by Al Pastor tacos street food, the Trompibueno, with tequila fat-washed in al pastor pork and spiced pineapple verita, proves curious, odd creations can be irresistibly delicious.



What can we do?

Curion works with you to ensure that your bold, playful innovations resonate with consumers.

Our testing evaluates how consumers engage with products, even as they transform and create memorable experiences.

Through consumer insights, we uncover how products align with the desire for joy, spontaneity, and curiosity.

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