

# The Rise of Wellness and Cyclical Living

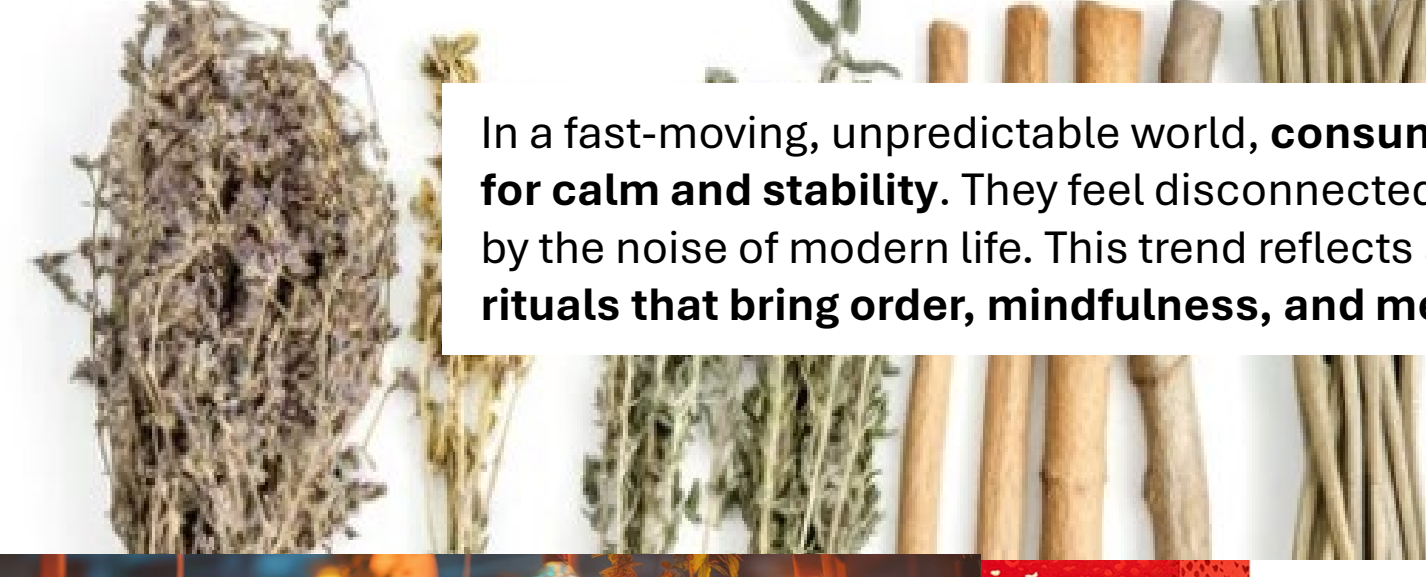


58% of U.S. consumers place a premium on experiences that emphasize real human interactions.



Mid-Day Squares fosters community and authenticity through raw storytelling and unfiltered social media content, transforming their journey into a relatable reality show that connects with their consumer base.

In a fast-moving, unpredictable world, **consumers are searching for calm and stability.** They feel disconnected and overwhelmed by the noise of modern life. This trend reflects a desire to **embrace rituals that bring order, mindfulness, and meaning.**



Rooted in reconnecting with what feels intentional, consumers are drawn to **products that adapt to their environment and experiences that welcome connection and belonging.** By aligning offerings with the rhythms of life and creating opportunities for shared moments, brands can provide a sanctuary for simplicity, mindfulness, and authenticity in a way that feels meaningful and restorative.



PACKAGING: Sulwhasoo's limited-edition serum, inspired by a snake's rebirth, symbolizes shedding skin for new beginnings.

## Product Opportunities for Brands

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

### Rituals

Products that enhance daily routines with intention, using curated kits, clean ingredients, and wellness tools to support balance and mindfulness.

A collaboration between TRIP Drinks and the Calm app, offering botanical beverages designed to promote relaxation and mindfulness.



### Cyclical Flow

Climate-responsive skincare, products inspired by local harvests, or foods designed to align with natural energy cycles.

Nightfood Nighttime Ice Cream: Sleep-friendly ice cream with ingredients that promote relaxation and support natural rhythms.



### Community Sync

Co-designed artisanal products, group-oriented wellness tools, or products that bring people together through shared experiences.

Cécred Hair Care, launched by Beyoncé, features products inspired by global hair rituals and supports community growth with grants for cosmetology students and stylists.



## What can we do?

Curion provides the tools and expertise to ensure your innovations resonate with consumers' values and needs.

We validate how your product engages consumers, ensuring it aligns with their expectations for grounding and intentional experiences.

Our consumer insights reveal how products fit into daily routines, reflect cyclical needs, and foster connections.

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