

HUMANITY UNFILTERED

LIFE-LED[®] INSIGHT 2026

OUR ANNUAL GUIDE FOR CREATORS
OF PEOPLE INSPIRED EXPERIENCES



London Istanbul Dubai Riyadh Jakarta

OUR TAKE ON 2026

As we move deeper into a decade defined by rapid technological advancement and renewed questions of trust, people are seeking genuine experiences, transparent interactions, and technology that enhances rather than replaces human connections.

Our report will show how the insights from our report in 2025 manifested in real world experiences delivered by brands, and how these are influencing our situations, traits and desires throughout 2026.

We will focus on the key insights driving human behaviour in 2026 through the lens of **Humanity Unfiltered**, a perspective that values authenticity, care and connection and explore HOW this might affect the way brands show up. Providing practical suggestions for creating brands and experiences that are relevant, resonant and real in 2026, a year that is about growth, optimism and opportunity.

We hope there are takeaways that are interesting and useful, and that there are some moments of inspiration to make us all wonder 'what if'.... Thanks for reading!

The I-AM Insight Team.



THE YEAR IN REFLECTION

In preparation for 2026 we have revisited the key insight, Kin-nection, from 2025 that we thought would shape people's behaviours, priorities and emotional needs. What's striking is how clearly many of these insights materialised in the way brands showed up throughout the past year.



Across demographics and industries, we saw a renewed desire for meaning, grounding and authentic **Kin-nection**.

Connection with **Self** came to life through adoption of reflective practices, emotional wellbeing tools and intentional lifestyle shifts.

Connection with **Others** showed up in community driven initiatives, collaborative experiences and support networks that allowed people to move beyond the digital fatigue.

Finally a growing appreciation for Connection with the **World Around Me**, saw people gravitate towards nature, sustainably minded choices and re-engagement with their physical environments.

The examples in the following pages illustrate how these initiatives and moments aligned closely with our insights.

CONNECTION WITH SELF

Examples that demonstrate how individuals prioritised inner growth, personal clarity, emotional wellbeing and intentional self development. These moments highlight the shift towards self awareness, mindful routines and practices that help people feel anchored in an unpredictable world.

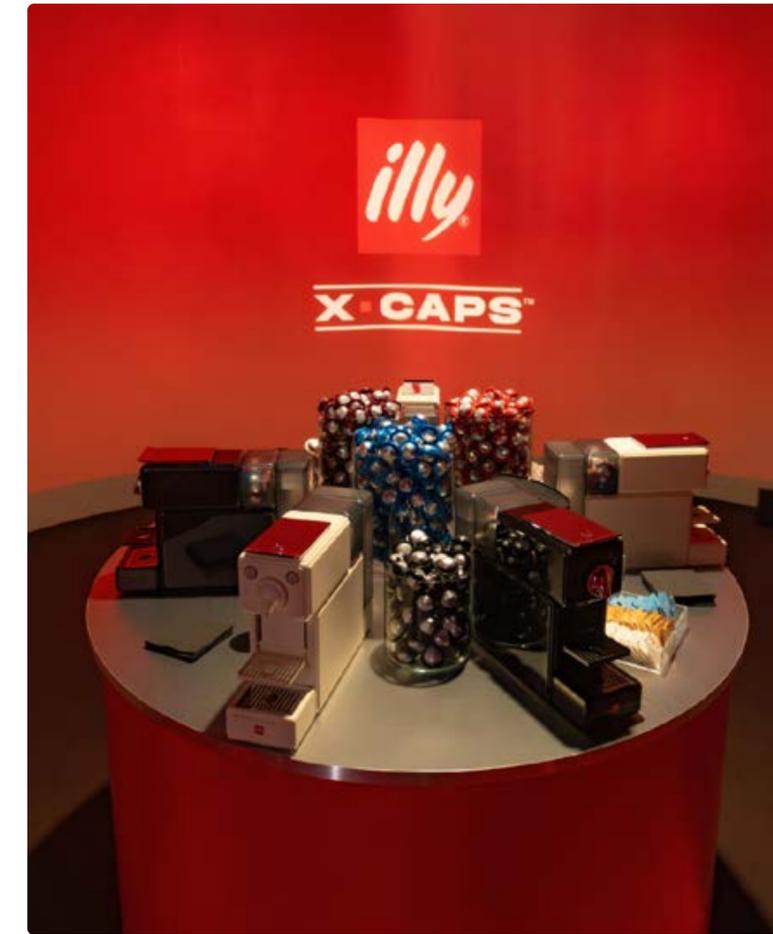
CAFÉ PLI

A café concept that champions the "slow living" trend and a digital detox. It encourages guests to put away their phones and even offers stationery and stamps to revive the diminishing art of letter writing. Provides a curated physical space that actively counters the fast-paced, digital nature of modern life, offering a restorative pause and promoting deeper, analog connections.



ILLY X-CAPS "ILLY SPACE" POP-UP

illy Space was an immersive pop-up experience for illy's new X-Caps coffee system, blending multisensory storytelling, tastings, interactive technology and a physical product journey installation. The experience reframed coffee as a personal ritual of pause and reflection, inviting visitors to slow down, engage their senses and reconnect with their own moments of pleasure, mindfulness and everyday creativity.



CONNECTION WITH OTHERS

Showcasing the renewed emphasis on genuine relationships, shared experiences and community based support. These snapshots illustrate how people rediscovered the value of closeness, whether through small, intimate circles or larger collective movements that foster belonging.

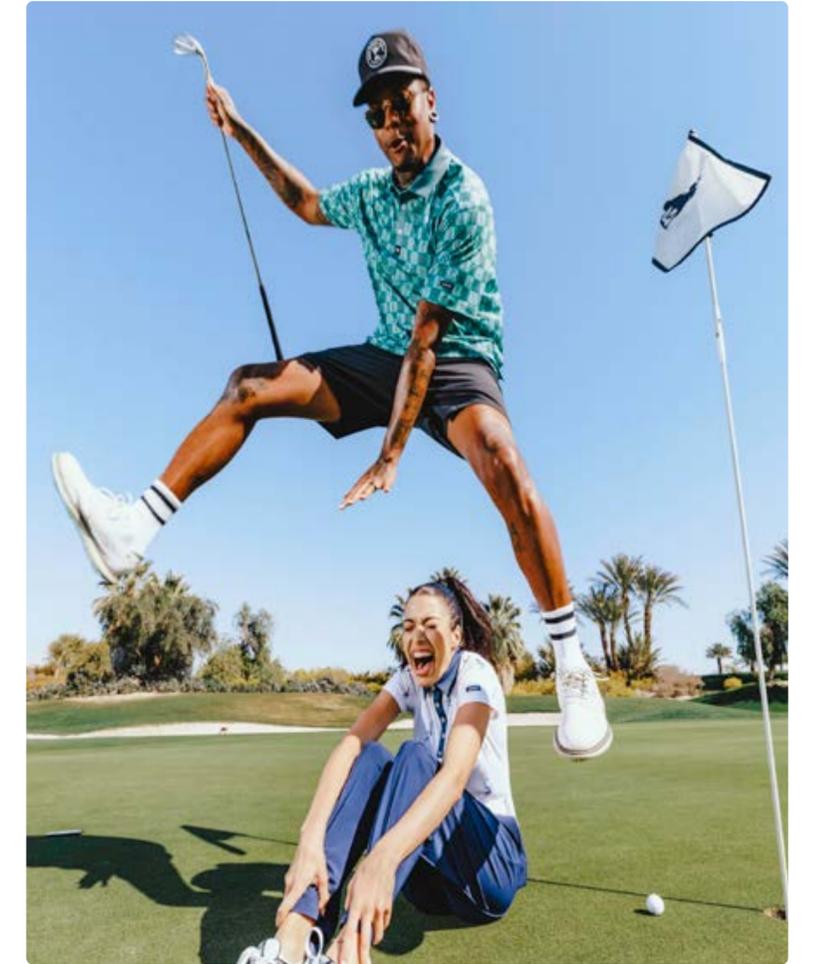
NIKE AFTER DARK TOUR GLOBAL

A global series of nighttime races designed to bring women runners together to challenge themselves and celebrate community, culture and self expression. Featuring 10Ks and half marathons in major cities around the world, the tour blends running with social experiences, training support and inspiring shared moments that expand beyond the finish line, reinforcing Nike's commitment to empowering women in sport.



TACO BELL X BAD BIRDIE

This collaboration came to life through an outdoor golf experience rooted in nature, individuality and community. Centred on the Taco Bell X Bad Birdie invitational, the partnership brought together top junior golfers for a two day event, alongside a limited-edition apparel collection. Beyond the course, the initiative gave back through the Taco Bell Foundation, supporting nonprofits chosen by participating athletes.



CONNECTION WITH THE WORLD AROUND ME

People reconnecting with their surroundings through nature, place based experiences, sustainability efforts and deeper engagement with the physical world. These moments reflect a reawakening of care for the environment, local ecosystems and the spaces we inhabit.

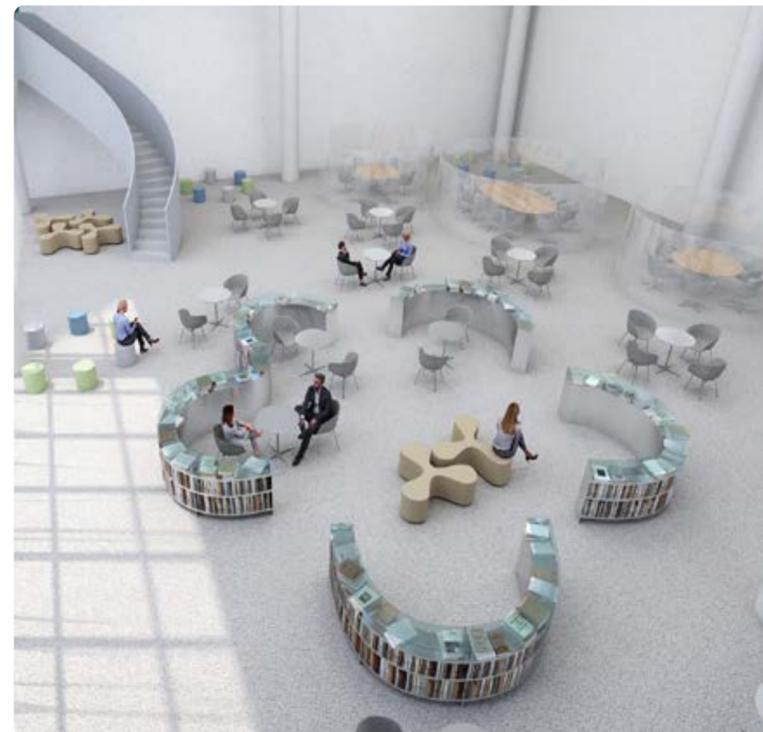
DR. MARTENS

The launch of Dr. Martens' new store signals a shift from traditional retail to a cultural space rooted in craftsmanship, community and heritage. Beyond selling footwear, the store invites customers to customise, repair and restore products, reinforcing a commitment to sustainability and circular design. By celebrating self expression, subcultures and the brands cultural legacy, the space reflects Dr. Martens' strategy to evolve into a premium footwear brand with deeper cultural and community connection.



TAICHUNG GREEN MUSEUMBRARY

Designed to blur the boundaries between a library and an art museum, this light filled cultural space brings learning, creativity and nature together in a single, fluid environment. Opening directly onto the surrounding park, it encourages exploration, reflection and community connection, reimagining how public institutions can feel open, inclusive and human centred.



MACRO TREND - OVERVIEW

As we move from 2025 into 2026, the macro trends shaping consumer behaviour remain broadly consistent. These include **easing economic pressures** as inflation stabilises and wage patterns shift. These factors are influencing spending confidence, alongside Gen Z's progression into key adult life stages, which is strengthening their cultural and economic influence.

Advances in AI will accelerate the adoption of smarter, more **immersive technologies**, while cultural expectations around **wellbeing and sustainability** continue to mature. At the same time, increasingly time-pressed lifestyles will heighten the appeal of rich, memorable experiences. Crucially, **growing political unrest** will add another layer of uncertainty that shapes trust, priorities and purchasing choices.

Taken together, these forces create a coherent macro trend wheel, each supported by a growing body of data that signals the scale and direction of change.



MACRO TREND - DETAIL



SUSTAINABILITY

Sustainability expectations are maturing, with consumers increasingly demanding credible, transparent action from brands in response to climate change. Although cost pressures still influence choices, many people now expect environmental responsibility to be a baseline standard rather than a premium feature.



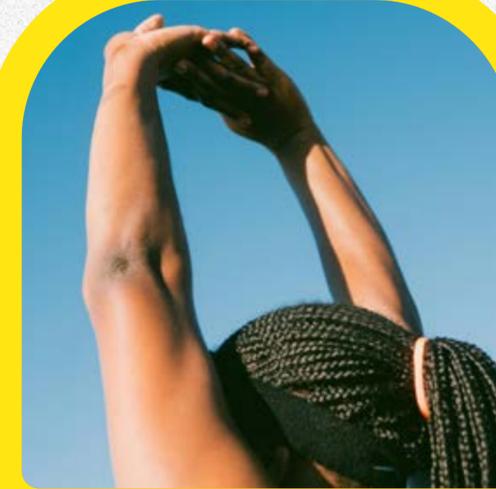
POLITICS

Ongoing political instability and global conflicts continue to shape consumer sentiment, creating uncertainty that influences trust, financial caution and brand expectations. In this climate, people increasingly gravitate towards organisations that demonstrate reliability, transparency, and social responsibility.



ECONOMY

Economic conditions continue to influence consumer confidence, shaping how households plan, budget and prioritise spending. While pressure has eased compared with recent years, value seeking behaviours remain firmly embedded, driving more deliberate purchasing decisions.



WELLNESS

Time scarcity and rising pressure on daily routines are pushing consumers to prioritise wellness, balance and meaningful experiences. From mental health frameworks to holistic self-care, people are increasingly investing in practices that support resilience, fulfilment and overall quality of life.



TECHNOLOGY

Advances in AI, are reshaping everyday life, making interactions more intuitive, personalised, and immersive. As these technologies become embedded in routine tasks, consumers are beginning to expect seamless digital experiences across retail, work and entertainment.

OUR KEY INSIGHTS FOR 2026

These forces will guide people towards a world that feels more grounded, connected and human. As life grows more complex, there will be a greater desire for experiences, systems and brands that quietly support everyday life, creating space for presence, connection and wellbeing.

Humanity Unfiltered captures this shift, where value is found not in perfection or excess, but in what feels authentic, sustaining and meaningful.

HUMANITY UNFILTERED

IN UNCERTAIN TIMES, AUTHENTICITY BECOMES COMFORT, AND TECHNOLOGY FINDS ITS ROLE IN SUPPORTING THE HUMAN EXPERIENCE.



HUMANITY UNFILTERED

Reflects a growing desire for authenticity, emotional honesty and genuine connection as people navigate an increasingly unstable global landscape.

Prolonged geopolitical tension, sustained economic pressure and the visible impacts of climate change have created a persistent sense of uncertainty and fatigue. At the same time, rapid technological advancement continues to reshape how people live, work and relate to one another.

In 2026, we believe consumers will become more selective about what they engage with. There is a clear move away from perfection driven narratives, hyper curated identities and aspirational ideals that feel disconnected from everyday reality. Instead, vulnerability, transparency and imperfection are emerging as signals of trust, credibility and relevance. People want experiences, products and services that acknowledge the complexity of real life and support them within it.

This shift has raised expectations of brands. Empathy, responsibility and emotional intelligence are no longer differentiators but baselines. Consumers want to feel understood and supported, not optimised, persuaded or sold a version of themselves they no longer recognise.

Technology remains central to daily life, but its role is being recalibrated. Rather than demanding attention or shaping identity, technology is

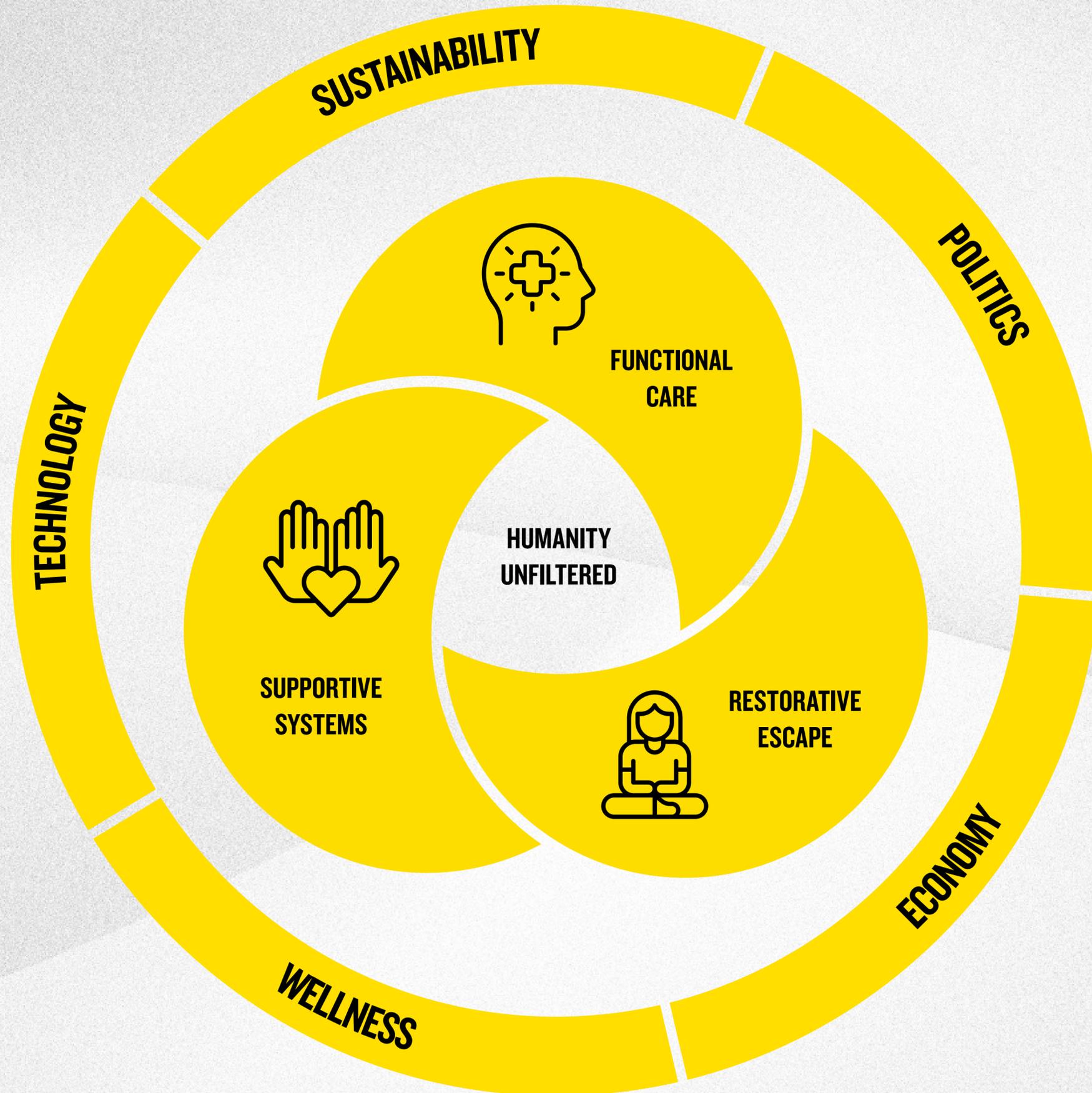
increasingly expected to operate quietly in the background enhancing wellbeing, easing decision-making and enabling connection without contributing to overload. This recalibration reflects a broader desire to regain balance, agency and control in a world defined by constant change.

Together, these forces will bring a new wave of consumer behaviours in 2026, ones that prioritise integration over excess, functionality over hype, and meaningful, human experiences over surface level innovation.

Against this backdrop, three interconnected shifts are redefining what we believe people will value in 2026. From systems designed to reduce friction and responsibility, to more honest models of care and connection, to experiences that allow people to pause and recover, these real life themes reflect a deeper recalibration of what it means to live well today:

- **Supportive Systems**
- **Functional Care**
- **Restorative Escape**

These capture the essence of **Humanity Unfiltered**.



HUMANITY UNFILTERED THEMES



SUPPORTIVE SYSTEMS

WHEN TECHNOLOGY FADES INTO THE BACKGROUND AND LIFE COMES FORWARD

Supportive Systems in 2026 reflect a growing demand for technology that quietly serves human needs without demanding constant attention. As people push back against one-size-fits-all platforms and algorithmic noise, they are gravitating toward personalised systems that adapt to individual lives supporting decisions, wellbeing and daily routines without dictating behaviour or shaping identity.

The most meaningful innovations are increasingly invisible. Rather than competing for attention, they use intelligence to reduce friction, remove complexity and create space for presence, purpose and more human ways of living in the physical world.



FUNCTIONAL CARE

WHEN WELLBEING BECOMES PRACTICAL, SHARED AND GROUNDED IN REAL LIFE

Care in 2026 will move beyond superficial self-care and the idea that wellbeing must be managed alone. As burnout, health anxiety and economic pressure intensify, traditional life milestones such as career progression, parenthood and retirement will become less predictable, driving demand for more genuine, preventative and collaborative forms of support.

Wellbeing will no longer be organised around age, but around life stages and lived realities. This reframes care as infrastructure rather than aspiration, with support designed to integrate seamlessly into everyday routines and respond to moments of transition rather than fixed demographics or idealised wellness goals.



RESTORATIVE ESCAPE

WHEN ESCAPE IS ABOUT RESTORATION, NOT DISTRACTION

Restorative Escape in 2026 responds to the emotional compression of culture by offering intentional, time bound experiences that help people pause, reset and reconnect. Rather than immersive fantasy or hyper stimulation, these experiences prioritise presence, sensory engagement and emotional grounding.

Whether through nature, culture, hospitality or design, restorative escapes create space to recover capacity allowing people to return to everyday life feeling more connected, not further removed from reality.



“CONSUMERS WILL SEEK PLATFORMS THAT EMPOWER THEM TO UNDERSTAND, EDIT AND EVEN CO-CREATE THE ALGORITHMS THAT INFLUENCE THEIR LIVES”.

Mintel 2026, Global Consumer Prediction

SUPPORTIVE SYSTEMS

DOJI

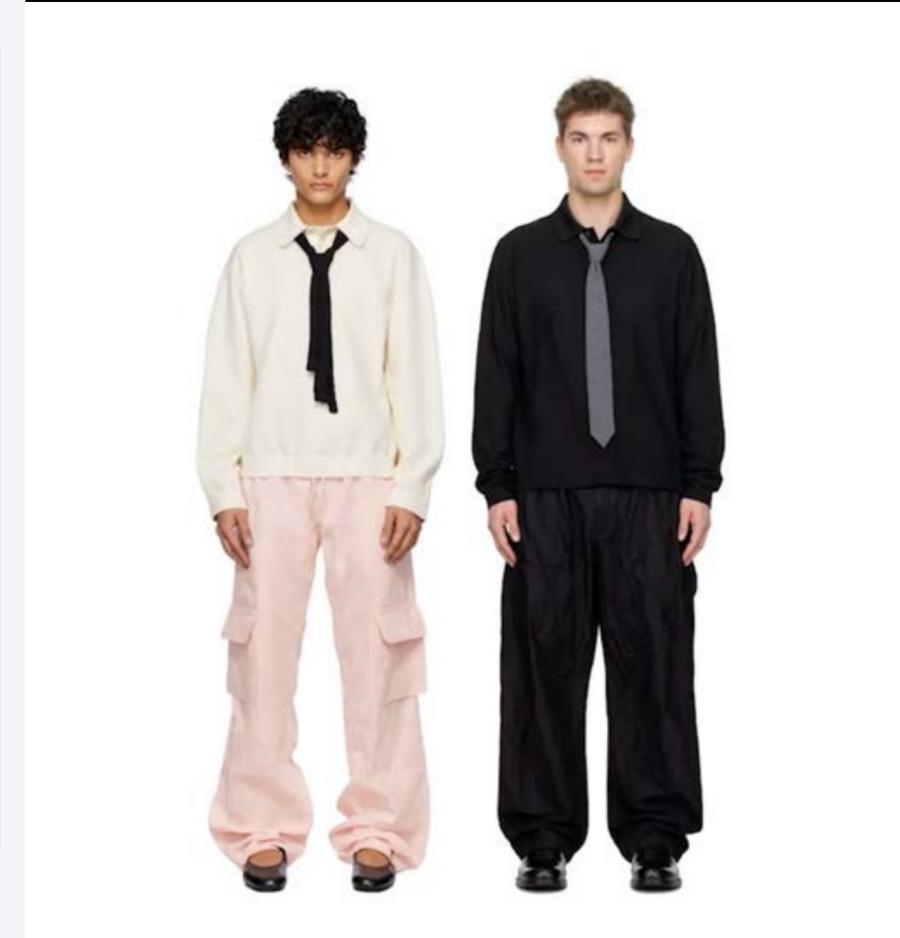
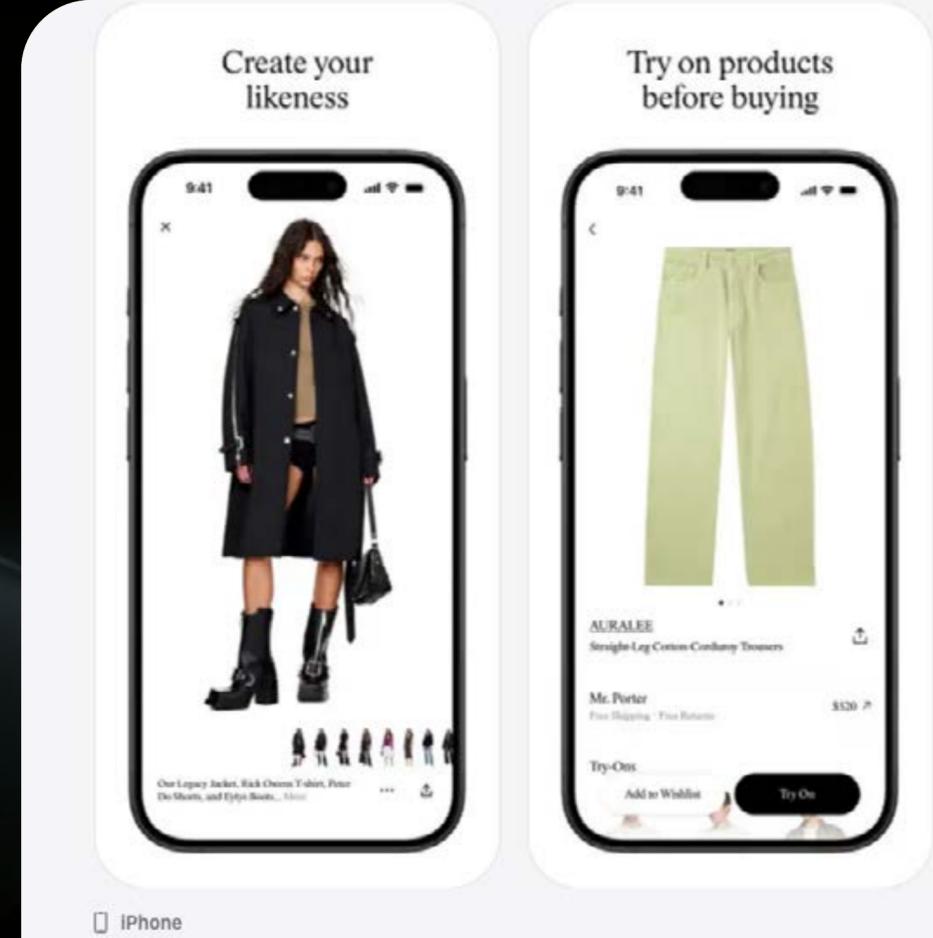
DIGITAL

When fashion fits before you buy

An AI-powered virtual try-on app redefining digital living by making online fashion more personal, immersive, and confident. Using a photorealistic avatar created from your own likeness, body shape and proportions, rather than generic models, Doji lets shoppers explore curated collections or try on items pulled from across the web, seeing how clothes truly fit and feel on them.

Doji transforms online shopping into a more intuitive, low-risk experience that brings digital fashion closer to real life.

<https://www.doji.com/>



Supportive Systems

OURA RING

DIGITAL

When data works without distraction

A discreet, ring shaped wearable designed to track health and wellbeing through continuous biometric data, the Oura Ring measures metrics such as sleep quality, heart rate, body temperature trends and activity levels. Oura then translates this data, help users understand how their body responds to stress, rest, exercise and lifestyle choices. The Oura Ring focuses on passive health tracking that supports more mindful, informed everyday living rather than constant performance optimisation.

<https://ouraring.com/>

"In 2026, the biggest shift will be the move from AI insights to AI-driven care management... where AI stops being a tool and becomes true operational infrastructure."
Forbes Technology Council 2026



Supportive Systems

UPLIANCE

INDIA

The smart kitchen, made human

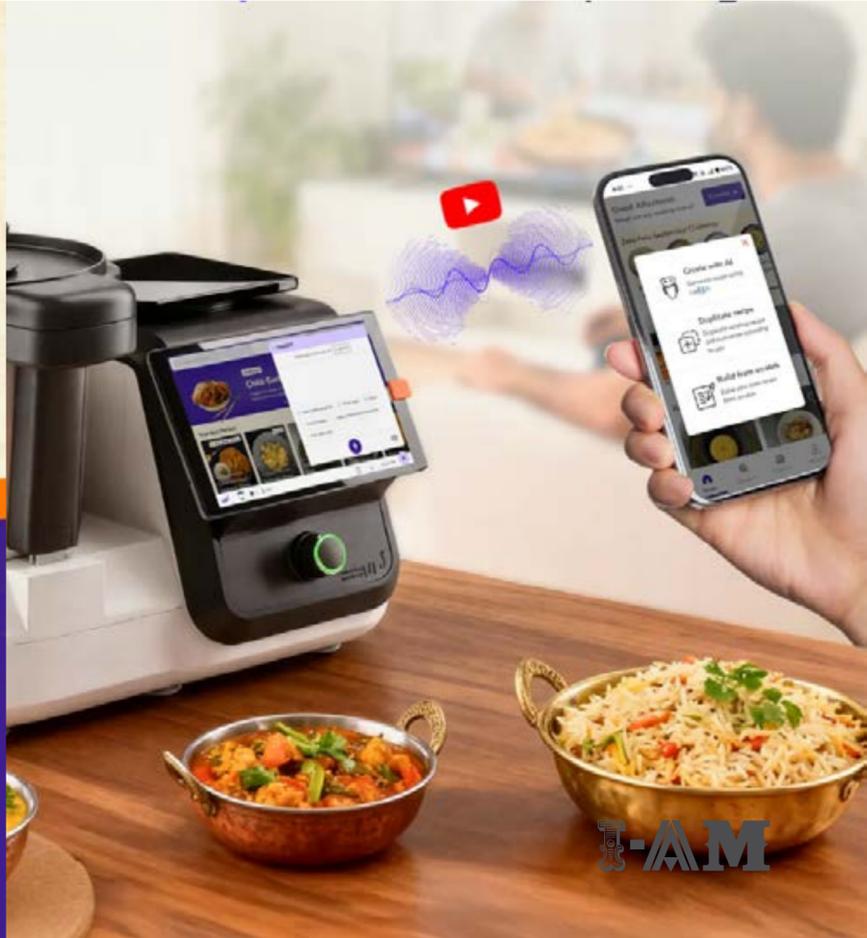
An AI-powered smart kitchen device that automates the entire cooking process, from chopping and stirring to heating and steaming. By following guided, step-by-step recipes on a built-in touchscreen, it eliminates the guesswork and manual labour of meal prep. The primary benefits include significant time savings, consistent restaurant quality results for beginners, and a clutter free kitchen, as one compact unit replaces over 16 traditional appliances while tracking your nutritional intake.

<https://upliance.ai>

People Inspired Experiences



upliance
AI Cooking Assistant



GOOGLE

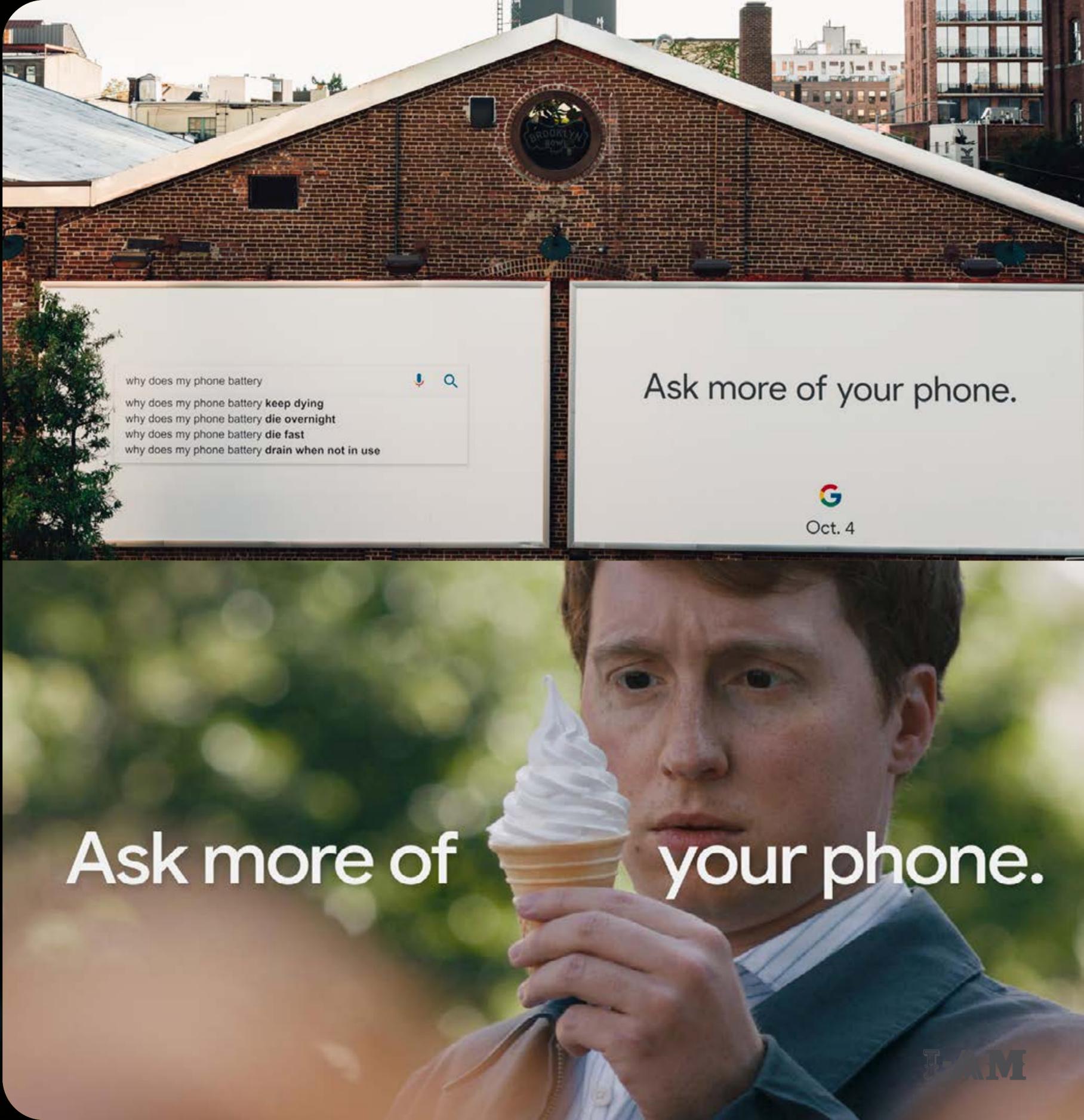
DIGITAL

"Ask more of your phone"

A companion, not a distraction

Google's Pixel 10 campaign (2025) showcases AI-powered tools making everyday smartphone tasks easier: better photography, auto adjustment of lighting, focus and smoother communication. It frames AI not as a sci-fi novelty, but as a discreet, helpful companion integrated into normal life.

<https://store.google.com/us/magazine/google-pixel-phones?hl=en-US&pli=1>



SEREMONI

USA

The invisible systems behind sustainable seafood

Redefining sustainable seafood by combining artisanal techniques with modern technology. Using the traditional Japanese ike-jime method alongside robotics, AI and cold chain tracking, they humanely harvest fish while reducing waste and preserving quality. Each “Seremoni Grade” fish is fully traceable from catch to plate, and the company works with independent fishermen to provide fair economic returns. Their premium products, including black cod and black sea bass, are featured in Michelin-starred restaurants and select retailers, setting a new standard for sustainable, high quality seafood.

<https://www.seremoni.com/>



● ABOUT ● FISHERMEN ● RECIPES

SEREMONI

FIND SEREMONI NEAR YOU ▶

Humanely harvested
for exceptional flavor
and texture.

Our fish are humanely harvested within moments of being taken out of the water using an advanced form of ike jime - the artisan process used in Japan for centuries.



Live-caught wild
American fish. **I-AM**

FUNCTIONAL CARE

People Inspired Experiences



49% OF CONSUMERS WOULD BE WILLING TO PAY 10% OR MORE FOR PREMIUM PRODUCTS WITH SCIENTIFIC FORMULATION”.

Euromonitor International
Top Global Consumer Trends 2026

NEKO HEALTH

LONDON, UK

Preventive care, designed for life

A preventive healthcare company focused on early detection through advanced, technology driven body scans. Its core experience features a 10-minute scan inside a futuristic pod, powered by more than 70 sensors to capture 50 million data points, mapping skin health for moles and cancer risks, heart health through ECG and arterial stiffness, and metabolic markers such as blood sugar and cholesterol. Blood samples are analysed on-site with near instant results, and each visit concludes with a 30-minute consultation where a doctor reviews your personalised digital Health Dashboard and helps you leave with a clear, actionable preventive plan.

<https://www.nekohealth.com/gb/en>



FLASH PACK

GLOBAL

Strangers who become your people

This travel concept brings together like minded solo travellers through premium, small group adventures designed for people at a similar stage of life.

Trips combine meaningful experiences, expert planning and social connection, allowing individuals to explore the world with confidence while forming genuine bonds along the way. The focus is shared discovery rather than mass tourism, creating journeys that feel both personal and collective, adventurous yet supportive.

<https://www.flashpack.com/>



ANTI

BERLIN, GERMANY

Care that extends beyond performance

A holistic wellness and longevity centre that opened in October 2024, ANTI is best understood as a "reset point" dedicated to optimising both individual well-being and fostering social connection. The space focuses on high performance practices designed to extend healthspan. Its core offerings combine advanced fitness training with specialised recovery and restoration therapies, such as cryotherapy, contrast showers, and guided breathwork. Beyond the physical, ANTI emphasises the social and mental aspects of longevity, promoting the concepts of "ANTI-Ego" and "ANTI-Isolation."

<https://www.antispaces.com/>



FREDDY MATCH

DIGITAL

Connecting people to purpose

Online based platform that facilitates and optimises the process of volunteering. They help match organisations and volunteers based on their unique interests, skill set, location and availability using the “Freddymatch” algorithm.

<https://www.freddymatch.org/>

“Brands are in a unique position to become facilitators of genuine connection... prioritising the rise of chosen affection and community care.”
Mintel 2026, Global Consumer Prediction



“

CONSUMERS ARE LOOKING FOR
WAYS TO GAIN CONTROL AND
FORMS OF ESCAPE AND RELEASE”.

Innova Lifestyle & Attributes Survey 2025

RESTORATIVE ESCAPE

Restorative Escape

VISIT SWEDEN

SWEDEN

"The art of doing nothing"

Escape that restores, not distracts

Marketing Intentional Slowness, Sweden is actively running a national campaign encouraging visitors to embrace "the beauty of nothingness" through "slow travel". The marketing materials explicitly highlight solitude and disconnection, remote cabins, pristine nature, and embracing boredom in its purest form, directly targeting the need for digital detox and restorative rest away from busy itineraries.

<https://visitsweden.com/what-to-do/nature-outdoors/be-bored-in-sweden/>

58% of consumers experience moderate to extreme stress daily, and 2 in 5 feel under constant pressure to get things done"

Euromonitor, Top Global Consumer Trends 2026

People Inspired Experiences



JAM

Restorative Escape

GLOSSIER

PARIS, FRANCE

Immersive storytelling where AI meets emotion

Glossier created an AI powered immersive pop-up brand experience in Paris, blending technology with sensory storytelling. This installation transformed the gallery into a soft, floral environment inspired by the brand's fragrance universe. A hidden AI system responds to visitors' interactions with the perfume, generating personalised poetic content in real time and creating a unique, emotionally driven experience for each guest. By combining artificial intelligence, physical design and product discovery, Glossier reinforced its focus on personalisation, community and innovation within a contemporary retail setting.

<https://random.studio/projects/an-ai-powered-perfume-launch-for-glossier>

People Inspired Experiences



Restorative Escape

ARC'TERYX

GLOBAL RETAILER

More than a store, a community

Reimagined as an immersive, community driven space rooted in the outdoor lifestyle. Alongside climbing walls and virtual environments that allow customers to test high performance gear, many stores act as hubs for connection, offering repair services, shared spaces and programming that extends into the real world. Through organised walks, climbs, workshops and partnerships with local climbing gyms and outdoor groups, Arc'teryx builds a strong sense of community, positioning the brand as an active participant in its customers' outdoor lives rather than simply a place to shop.

<https://arcteryx.com/gb/en>

People Inspired Experiences



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Restorative Escape

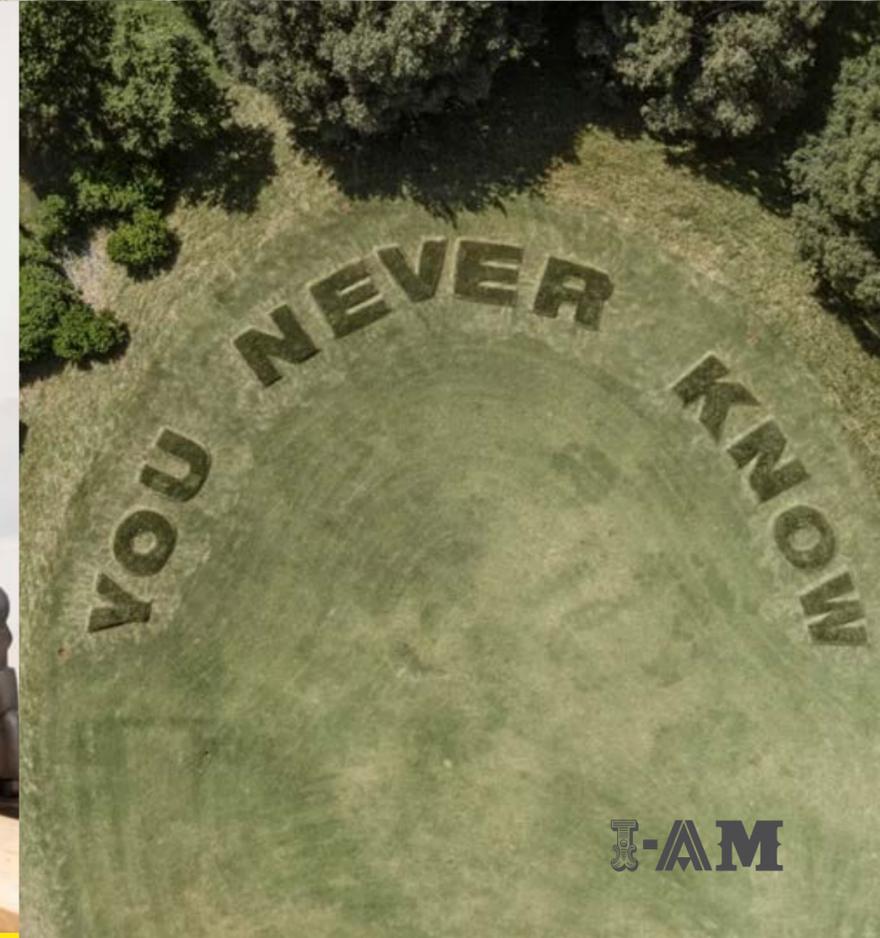
NIROX SCULPTURE PARK

JOHANNESBURG, SOUTH AFRICA

Where art invites pause and reconnection

A contemporary arts hub, set within a sprawling sculpture park and nature reserve. It hosts international artist residencies, exhibitions and performances, blending art, nature and community. Also features an on site restaurant. With over 50 permanent and temporary installations, Nirox fosters creative exchange and public engagement with contemporary art in a unique outdoor setting.

<https://www.niroxarts.com/>



Restorative Escape

FOWLESCOMBE FARM

DARTMOOR, UK

Hospitality in harmony with the land

Set within the rolling South Devon countryside, Fowlescombe Farm offers a restorative rural escape shaped by the rhythms of the land. Rooted in sustainable agriculture and biodiversity, much food served is grown and reared on the farm, creating a direct connection between landscape, plate and guest. Blending thoughtful accommodation, seasonal food and immersive land based experiences, it invite guests to slow down and reconnect with nature in a way that feels purposeful, grounded and environmentally responsible.

<https://fowlescombe.com/>

People Inspired Experiences

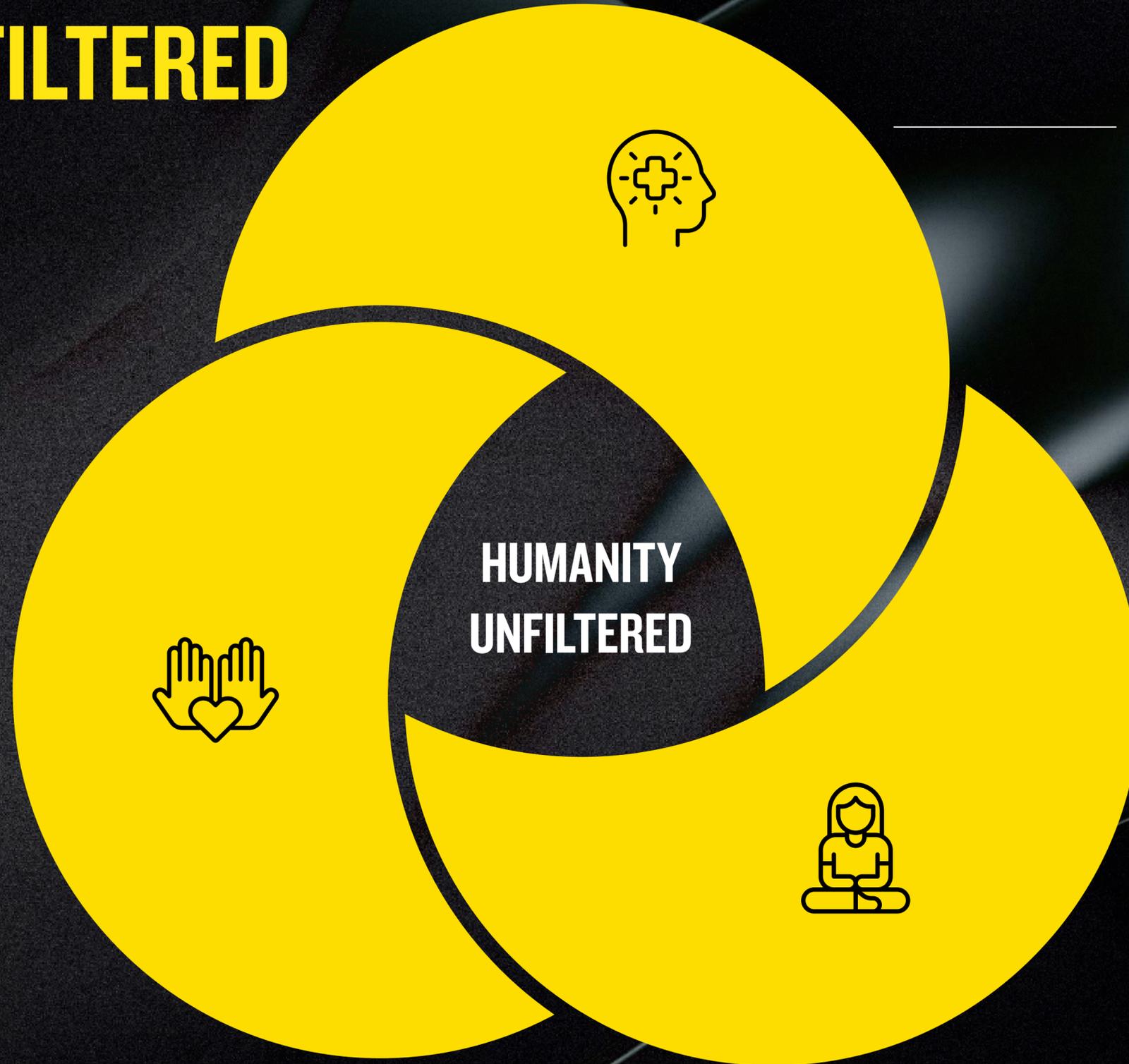


I-AM

CONCLUSIONS



HUMANITY UNFILTERED



**FUNCTIONAL
CARE**

**SUPPORTIVE
SYSTEMS**

**RESTORATIVE
ESCAPE**

CONCLUSIONS

Humanity Unfiltered is not about rejecting progress, technology or ambitions, but about redefining what they are in service of. In 2026, the most relevant brands, products and experiences will understand that real life is complex, imperfect and deeply human. Rather than asking people to keep up, they will offer support, relief and moments of restoration that naturally fits into everyday life.

As expectations shifts, value will increasingly be placed on what feels honest, grounding and emotionally intelligent. Whether through quiet technology, care that is designed or experiences that restore rather than overwhelm, **Humanity Unfiltered** reflects a future shaped by empathy, restraint and a renewed respect for how people actually live.

For brands and businesses, success will depend less on visibility and velocity and more on usefulness, credibility and trust. As AI accelerates content creation and drives more seamless "perfect" outputs, the brands that stand out will be those that balance efficiency with authenticity. Intelligence should be used as support, while still allowing room for imperfection and human nuance.

Organisations will need to design around real life stages rather than rigid demographics, prioritise support over spectacle and build systems, services and spaces that integrate seamlessly into daily routines. The opportunity lies in refining what truly matters...creating value by making life feel lighter, steadier and more human.

5 KEY TAKEAWAYS:

1. Create spaces and experiences that foster support, encouragement and authenticity.
2. Allow for things that are real to be front and centre.
3. This isn't about self improvement or enhancement. Focus on creating experiences that respect people as they already are.
4. Showcase what your intent is, and that you can be trusted through moments of vulnerability, transparency and even imperfection.
5. People want to see the realness within your brand, so show it.

LET'S WORK TOGETHER TO CREATE BRANDS AND EXPERIENCES THAT BUILD DEEP, AUTHENTIC HUMAN CENTRED CONNECTIONS, TO FORGE RELATIONSHIPS WITH CONSUMERS AND ELEVATE YOUR BUSINESS.

PLEASE GET IN TOUCH IF YOU WOULD LIKE A CONVERSATION ABOUT OUR INSIGHT, A CHAT OVER A COFFEE, OR IF YOU WANT TO SHARE AN INTERESTING CHALLENGE.

GET IN TOUCH

[I-AMONLINE.COM](https://www.i-amonline.com)