



THE FUTURE OF INDULGENCE

INDULGE YOUR IDENTITY

We're entering a new era of indulgence.
One of self-expression.

In a world where individuality and self-betterment are increasingly prized, indulgence has evolved beyond simple pleasure.
Today, how we indulge is a powerful statement of personal values and lifestyle.



FROM 'GIVING IN' TO 'CHOOSING IN'

No longer just about comfort, reward, pleasure or giving in to impulse, **indulgence is now a canvas for showcasing who we really are.**

Indulgence is now identity. **It's intentional, expressive and meaningful.**
It's not just what we do – it's who we are.

“ INDULGENCE IS
SUBJECTIVE.
IT'S DIFFERENT FOR
DIFFERENT PEOPLE.
IT'S A HIGHLY
PERSONAL AFFAIR... ”

Stephen Wilson, Ex CIO Diageo

ROOTS

Indulgence has shifted from an occasional, guilt-ridden luxury to an everyday expression of identity. Once associated with impulse, excess and instant gratification, it's now a celebration of personal joy and self-worth.

INDULGENCE THROUGH

PLEASURE



As consumerism and advertising drive demand for convenient, indulgent foods and brands focus on delivering richer flavors and instant gratification.

EXCESS



New sugar and fat alternatives allow for guilt-free indulgence and a new have-it-all attitude.

ASPIRATION



Economic boom sees disposable incomes increase and a new interest in status signaling through higher quality products.

NOURISHMENT



As social media grows so do pressures to embody a perfect lifestyle, consumers seek indulgences that are also 'good for them'.

SHOOTS

These **emerging trends** demonstrate the different ways indulgence is evolving into an expression of identity, unlocking new opportunities for brands to engage and excite consumers:

MESSY EXTRAVAGANCE

A celebration of unapologetic indulgence. Forget the judgement around what's considered 'okay' to indulge in. Just enjoy the excess in whatever way makes you happy – no rules, no regrets.

DIY DELIGHTS

In response to the cost of living, consumers are creatively curating their indulgence. By blending high and low elements, they're elevating the ordinary and crafting unique, personal DIY experiences.

NOURISH ME

Indulgence meets wellness as consumers seek luxurious products that also deliver added health benefits. From exotic smoothies to nutrient-packed snacks, the focus is on nourishing the body while signaling a premium, health-conscious lifestyle.

RITUALS OF IDENTITY

Indulgent self-care routines become statements of identity. These private rituals signal a commitment to quality, wellness and self-worth, transforming routine moments into acts of personal expression and empowerment.

SUPPORTING DATA

51%

of Gen Yers and Zers describe their diet as 'unrestricted'

80%

of UK Gen Zers say their food choices are limited by the cost of living

57%

of Gen Zers in Europe recognise the importance of being healthier, but have difficulty understanding what to do about it

53%

of consumers aged 18-34 engage in self-care practices as a form of self-expression



CATEGORY: FOOD & DRINK

As the food & drink category continues to evolve and fragment, recognising the shift in the way we indulge will help your brand resonate with consumers' innate desire for elevated experiences and pursuit of pleasure.



A moment of indulgence is a transition point in people's day.

Brendan Williams,
Co-Founder & CEO NuWave AFB

WHAT DOES THIS MEAN FOR BRANDS?

1

Forget the rules and blend the gourmet with the gritty



How would you create an experience that boldly mixes high-end & low-brow in a way that's intentionally jarring yet still works?

2

Reframe healthy indulgence as decadent wellness



What would a product that epitomises 'decadent wellness' look like?

3

Celebrate the messy, unpolished and imperfect



How could you create a product or experience that encourages people to let go and savour the mess?



VEUVE CLICQUOT BURGER CHALLENGE

PRODUCT & BRAND DESCRIPTION

Celebrating their 250th anniversary and nodding to their heritage, Veuve Clicquot have challenged restaurants across the world to craft recipes for burgers that pair perfectly with selected vintages from their portfolio.

WHAT ARE THEY DOING DIFFERENTLY?

Boldly pairing their luxury product with *the* symbol of fast food, Veuve Clicquot playfully mixes the high and low, opening the brand up to more casual occasions and demographics.



1

Forget the rules and blend the gourmet with the gritty





EREWHON SMOOTHIES

PRODUCT & BRAND DESCRIPTION

Erewhon, a grocery-store-turned-wellness hub, has built a cult following around its indulgent celebrity-endorsed smoothies. Collaborations with stars like Hailey Bieber and trendy ingredients like collagen have transformed these smoothies into a Gen-Z wellness status symbol.

WHAT ARE THEY DOING DIFFERENTLY?

Using exclusive, premium ingredients and celebrity partnerships to elevate smoothies into coveted lifestyle symbols.



2

Reframe healthy indulgence as
decadent wellness





HOT GIRL PICKLES

PRODUCT & BRAND DESCRIPTION

Organic pickles in bold, unconventional brines, tapping into TikTok's snacking culture and the popular "girl dinner" trend. The brand offers a healthy snack with Brat Summer energy.

WHAT ARE THEY DOING DIFFERENTLY?

Elevating a humble, unglamorous snack into something indulgent and crave-worthy by celebrating the messy, unfiltered version of ourselves.



3

Celebrate the messy, unpolished and imperfect





CATEGORY: HEALTH & BEAUTY

As category lines continue to blur within health and beauty, brands have a unique opportunity to create distinctive experiences that transform daily routines into opportunities for indulgent self-expression.

70%

of US consumers are willing to pay more for beauty products with mood-boosting benefits

Mintel, 2024

WHAT DOES THIS MEAN FOR BRANDS?

1 Create rituals that turn daily routines into statements of identity

▶▶ What would it look like if morning routines were indulgent acts of self-definition?

2 Create luxurious products that both nourish *and* beautify

▶▶ How can storytelling around ingredients deepen the link between nourishment and beauty?

3 Embrace unapologetic extravagance

▶▶ How could you help consumers access their inner A-lister?



MARVIS

PRODUCT & BRAND DESCRIPTION

A premium and artistic line of toothpastes in unexpected flavours like lavender and licorice, featuring high-end packaging, and limited-edition releases.

WHAT ARE THEY DOING DIFFERENTLY?

360-degree storytelling that elevates the act of brushing teeth from a mundane functional routine to an indulgent lifestyle ritual.



1

Create indulgent rituals that transform daily routines into statements of identity





OREBELLA



PRODUCT & BRAND DESCRIPTION

A skin-first perfume line with a dual-layer formula: a natural fragrance from essential oils and a skin-nourishing base made with snow mushroom.

WHAT ARE THEY DOING DIFFERENTLY?

Combines fragrance with skin-care benefits using trending ingredients, while positioning each scent as “aura-elevating” and as something deeply personal and intimate.

2

Create luxurious products that both nourish and beautify





ISAMAYA

PRODUCT & BRAND DESCRIPTION

A bold range of makeup designed for dramatic, statement-making looks, featuring provocative, luxe packaging that stands out.

WHAT ARE THEY DOING DIFFERENTLY?

Boldly champions maximalism with opulent, provocative designs that celebrate individuality. The brand challenges beauty norms and invites consumers to express their unique styles unapologetically.

3

Embrace unapologetic extravagance





CULTURE CURRENTS WORKING SESSION

1 HOUR 30 MINS

Culture Currents is a tool that identifies the cultural movements best aligned for your brand to drive growth, momentum, meaning and relevance to consumers.

GET IN TOUCH FOR A WORKING SESSION

To jump start your thinking, Haines would be happy to run a working session using our tool, Culture Currents, exploring the key cultural dimensions within Indulgence or beyond shaping your category.



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The case studies on the right illustrate the breadth and depth of our work with brands that live across different occasions within this space.

BRAND & INNOVATION PARTNERS



DIAGEO

Creating a new-to-world brand for indulgent moments in the African market



TROPICANA

Reigniting an emotional connection by reframing juice as an indulgent morning ritual



HERSHEY'S

Creating an Indulgence first innovation pipeline

