

CREATIVE TRENDS 2023



Dive into CREATIVITY.

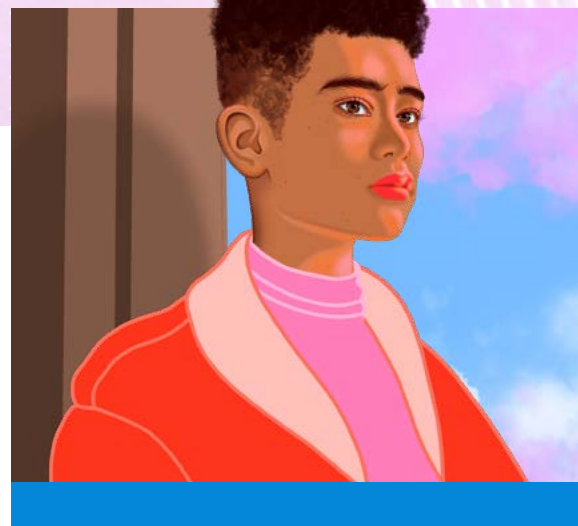
Explore a **new**
Creative Trends Report.

Our ultimate creative toolkit has returned. Adobe Stock taps into the power of the Creative Cloud's global network of creators to bring you insights into the creative trends growing throughout 2023. Developed using research from extensive internal and external data, this 2023 Creative Trends Report envelops you in four trends. They're forecasted to dominate the year ahead and provide motion, visual and design possibilities to make the trends your own.

With it, you'll explore:



New horizons with the **Psychic Waves** trend



The shift from curated to candid with the **Real is Radical** trend



A new breed of brand influencers with the **Animals and Influencers** trend



A nostalgia revival with the **Retro Active** trend

Psychic WAVES.

The post-pandemic shift towards prioritising mental health and wellness is driving new ways of exploring spirituality, nature and wellness – moving beyond the physical world. Get on a new wavelength and take a ride through these dimensions of mesmerising gradients and rich visual storytelling.



Explore new realms OF AWARENESS.

NON-TRADITIONAL WELLNESS.

Plenty of brands show what being 'well' looks like², but the new pursuit of wellbeing more and more often represents how it feels.

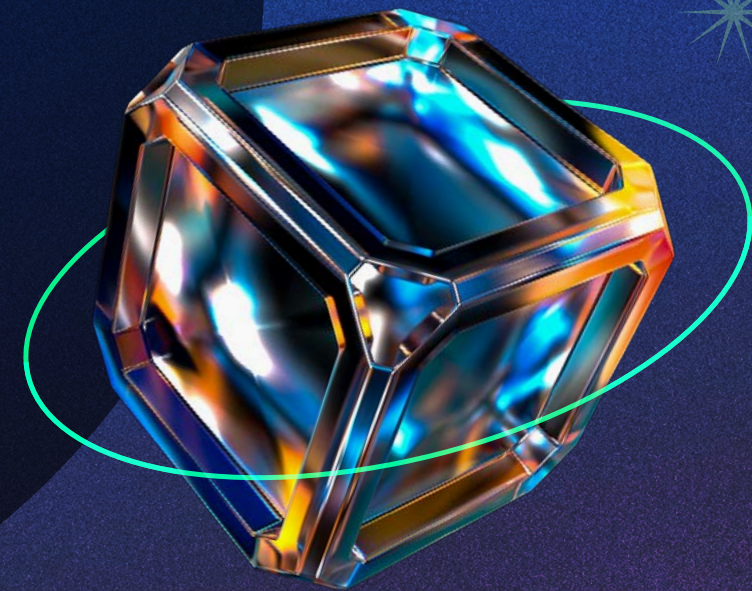
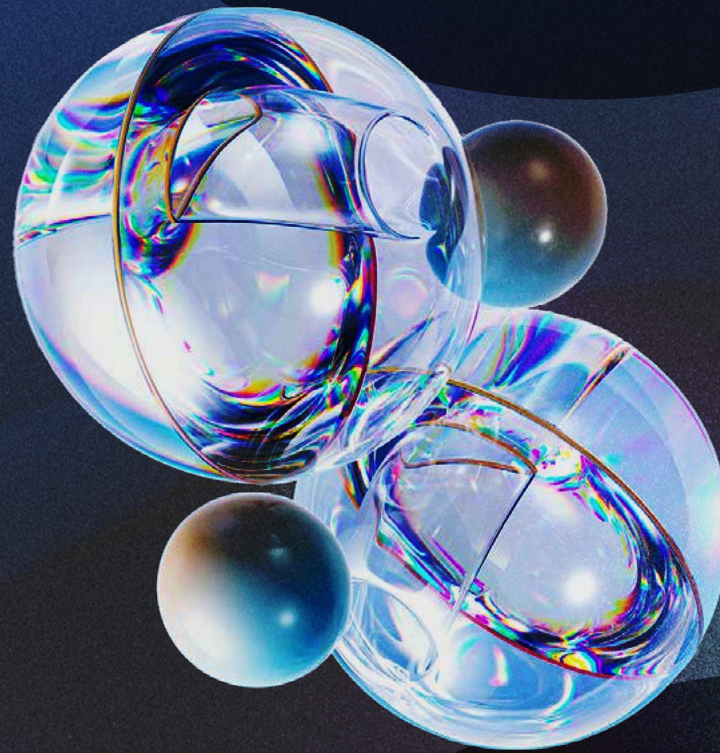
46%

of Gen Zers say they are stressed or anxious³ most or all of the time.



EXPERIENTIAL ESCAPISM.

Welcome to a world where nature is intensified and digitally recreated to reflect its healing benefits¹. Shape-shifting forms, colour-changing surfaces, imaginary dreamscapes, and natural materials and textures ignite the senses.



The psychic services⁶ market has been valued at around **\$2.2 BILLION** in the U.S.

ASTROLOGY AND SPIRITUALITY.

Enter a world that invites you to look within. From growing tarot experiences⁴, to practising the art of manifestation, research⁵ has found people are more likely to turn to astrology during stressful periods and use it as a self-discovery tool.



Bring the *Psychic* **WAVES** *trend home.*

Create a spiritual, calm vibe through eye-catching videos. Capture elements of non-traditional wellness through surreal illustrations. Or walk through nature's wonders using stunning images.

The trend is yours when you add these ***motion, design and visuals*** to your project.

Check out the ***Psychic Waves*** collection →





Scan the QR code to open the mobile Adobe Express app

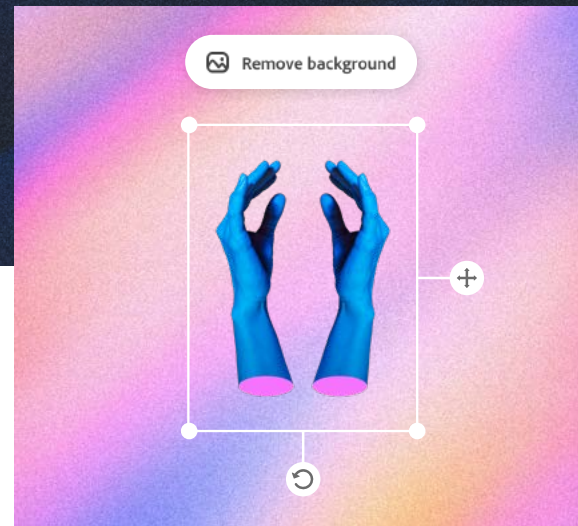
Find new ways TO CREATE with Adobe Express.

Break away from repetitive editing and channel your creative energy into your next masterpiece with Adobe Express. Simplify your projects when you choose from thousands of beautiful, fully customisable templates for social media content, logos and more – all in one app.

Jumpstart campaigns with Adobe Express:



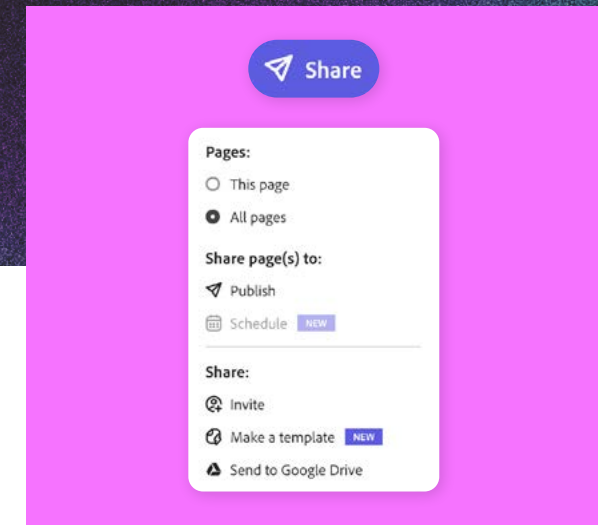
1. Choose a professionally designed template provided by Adobe Express or get started using your own content.



2. Use the intuitive Quick Action tools to remove backgrounds, animate text, personalise it to your brand, resize content and much more in a few easy taps.



3. Whip up a campaign that has a consistent look and feel across all of your channels by working on pages of any size within a single project.



4. Share your work directly with others or use the Content Scheduler tool to set your social media content to go live at a later time.

REAL is RADICAL.

As expectations for diverse and authentic images become mainstream, the demand for real, unvarnished moments, experiences and realities soars. Brands are embracing campaigns featuring all races, genders, ages, abilities and sizes – swapping out curated for candid moments.



Follow what led to the REALNESS REVOLUTION.



"FILTERED MOMENTS"

With no camera filters, effects options or 'like' buttons available, the LiveIn app offers users an unfiltered, intimate experience¹⁰ when communicating with friends and family, and its influence is spilling over to other platforms.



According to a recent Pinterest Body Neutrality Report¹¹:

36% increase in "Loving myself" searches

32% increase in "How to become more confident" searches

3x increase in "Accept your body" searches



"PERFECTIONIST WELLNESS"

Carl Cederström, Associate Professor at Stockholm University, calls this phenomenon 'the wellness syndrome'⁸, where an obsession with health, happiness and optimisation often makes people feel worse.

"SEA OF SAMENESS"

"Spurred by digital transformation and the industry obsession with seamlessness⁷, branding and brand experiences have grown entirely boring. It's high time to shake things up and ditch the minimalism for something more real."

- Wolff Olins' global principal of creative Wayne Deakin.

In 2021, **51%** of Americans ages 18 to 29 said that at least several days in the last two weeks they **had felt down, depressed or hopeless**, according to a Harvard Youth Poll⁹.

Bring the
REAL
is **RADICAL**
trend home.

Express a goofy, behind-the-scenes moment through a video. Capture someone's authentic style with colourful illustrations. Or get personal with an emotion-filled close-up image.

The trend is yours when you add these **motion, design and visuals** to your project.

Check out the **Real is Radical** collection →



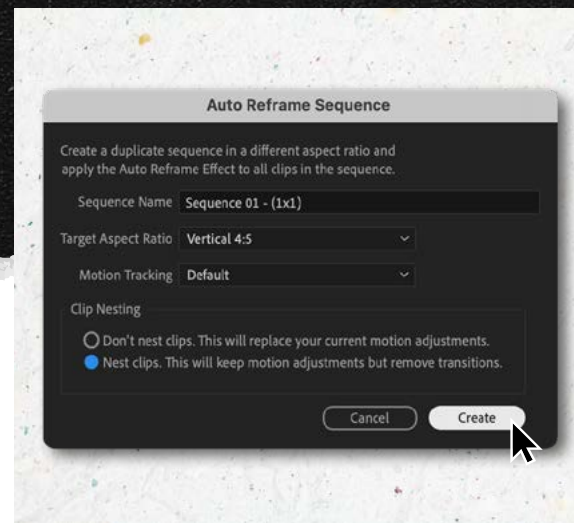
Keep it real with *VERTICAL* videos.

Because most people experience social content on their cellphones, vertical videos have become a must-have. With a more spontaneous vibe than horizontal videos, they give your brand a more authentic look and feel. Using Premiere Pro, you can quickly edit your horizontal videos to be vertical with Auto Reframe, making a bigger impact with your followers.

Do it in 4 easy steps:



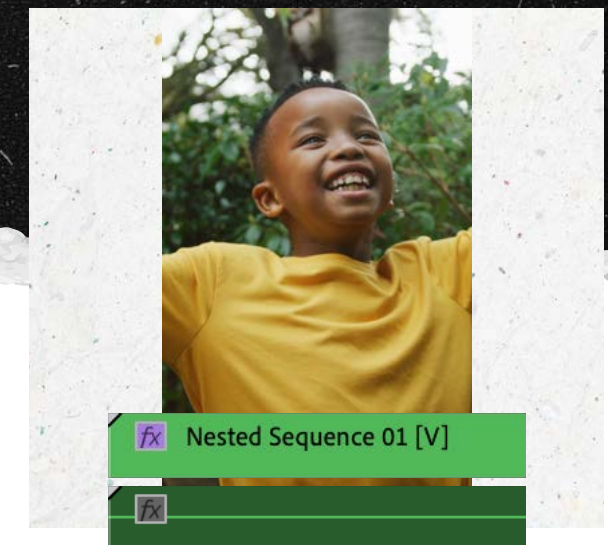
1. Drag and drop your video in the Timeline, and Premiere Pro automatically sets the aspect ratio of the project based on the first clip you add.



2. Use the Auto Reframe Sequence video effect to adjust it to vertical.



3. Select vertical video in the target aspect ratio pop-up and the sequence will be automatically reframed.



4. Fine-tune your videos with the motion presets and clip nesting.

Animals & Influencers.

Whether it be a real-life furry friend or a charming anime avatar, charismatic creatures have proven themselves to be powerful tools that attract and retain consumer interest and engagement. As a result, they have become a dominating presence in brand messaging, proliferating across sectors in the form of anime, illustrations, photography and 3D renders.



BROWSE an animal OR influencer.

Petfluencer.

Rise to fame:

It was led by consumers' insatiable desire for cat and dog visuals. As pet ownership increased during the pandemic, so have campaigns emphasising health benefits¹² of having pets.

Salary prospect: HIGH

Petfluencer @jiffprom earned an average of £16,934 – about \$23,900 U.S. dollars – per video on TikTok¹³.

In 2020, there was a **30%** increase in ownership of small animals, fish and reptiles in the US.¹⁴



Anime influencer.

Rise to fame:

Brands are harnessing the power of anime's charm. Successful Japanese Virtual YouTuber, Kizuna AI¹⁷, transitioned from just making videos to also making campaigns for the noodle company Nissin, partnering with a gaming company and more.

Salary prospect: HIGH

With the world watching more anime, the global market for it is projected to reach £37.2 billion¹⁸ by 2027.



There was a **118%** rise in global demand¹⁹ for anime over the past two years.

Synthetic influencer.

Rise to fame:

Since virtual influencers yield 3 times more engagement¹⁵ than humans (many finding them more trustworthy and relatable), brands are leveraging them in more and more ads.

Salary prospect: HIGH

In China, the market is estimated¹⁶ to reach 270bn RMB (£34.86bn) by 2030, up from 6bn RMB (£717.2m) in 2021.



Bring the
Animals &
Influencers
trend home.

Get a peek into an avatar's virtual world with a video. Connect with consumers' love for their pets with cartoon-like illustrations of cute animals. Or capture the bond between pet and owner with a crisp image of them together.

The trend is yours when you add these ***motion, design and visuals*** to your project.

Check out the ***Animals & Influencers*** collection →

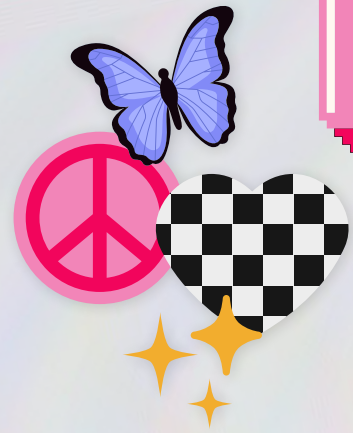


Explore the TRANSPARENT animal PNG collection.

Adobe Stock transparent PNGs are versatile enough for any creator – from allowing you to easily give them a background to being compatible to use with any creative app, the possibilities are endless. That means that with them, you can easily drop an image of a dolphin in a desert, or a flamingo in Mars, without spending hours silhouetting and refining.

Check out ***this collection*** of transparent PNG animals to transport a creature of your own to a surreal location. →





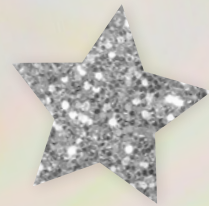
Retro Active



COOL



Unlike other short-lived trends, the boom in the aesthetic that references the 90's and Y2K extends far beyond fashion. From old-school flip phones to a rise in the Y2K design aesthetic, get ready for a nostalgia revival.



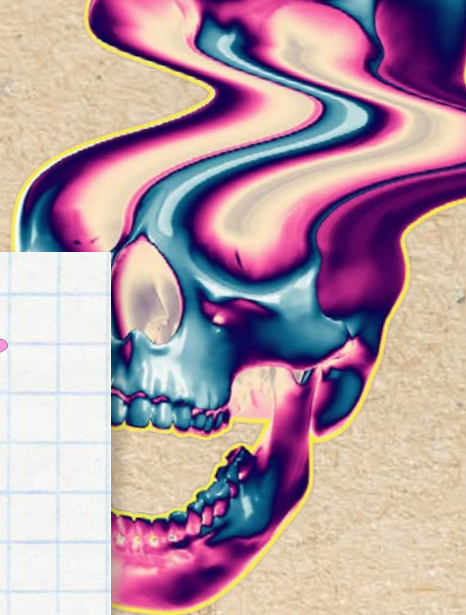
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Y2K everything.



On TikTok, #y2kfashion has 337.9m views and 924k posts on Instagram. A few top items included low-rise jeans, miniskirts, halter tops and fingerless gloves.



Searches for 'y2k outfits'²¹ saw a **47%** year over year increase on Pinterest from 2020.

KIDCORE: *Childhood aesthetic.*

This rainbow-fuelled colour palette, toy-inspired style brings out the kid in all of us, and its rise in popularity is being reflected in Etsy shops, Depop shops and indie brands.

There was a **2,439%** increase in Etsy searches of "Kidcore"²⁰ over the same period the year before.



The term "digital camera trend"²³ has **137.3 million views** on TikTok.

TECH it back.

This general feeling of nostalgia is resulting in a rise of 1990's tech, particularly among Gen Z. Mashable²² reports a resurgence of wired headphones that communicate effortlessly cool style.



2002

Bring *THE* **Retro** *Active* trend home.

Revive some retro movement with a roller skating video. Add a pop of 90's colour and pattern with a vibrant text illustration. Or capture a nostalgic moment with an image of teens wearing bucket hats.

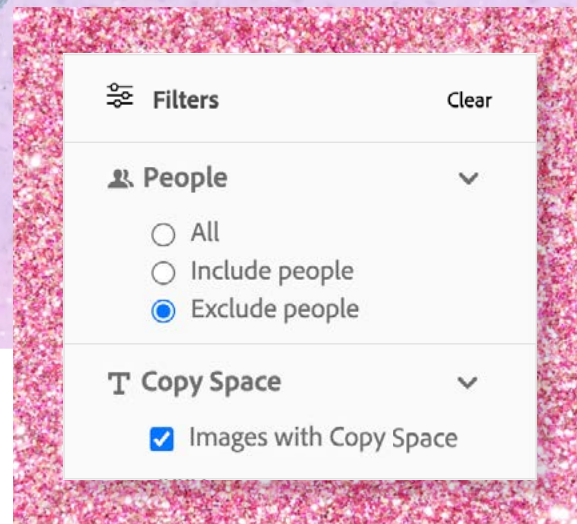
The trend is yours when you add these ***motion, design and visuals*** to your project

Check out the ***Retro Active*** collection →

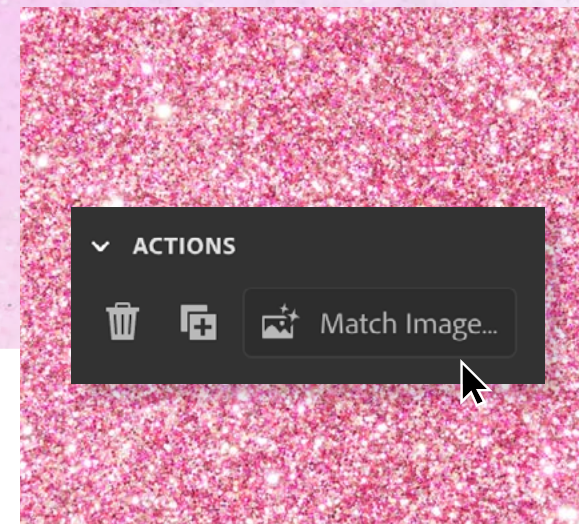


A 3-step guide to *APPLYING* a *retro backdrop*.

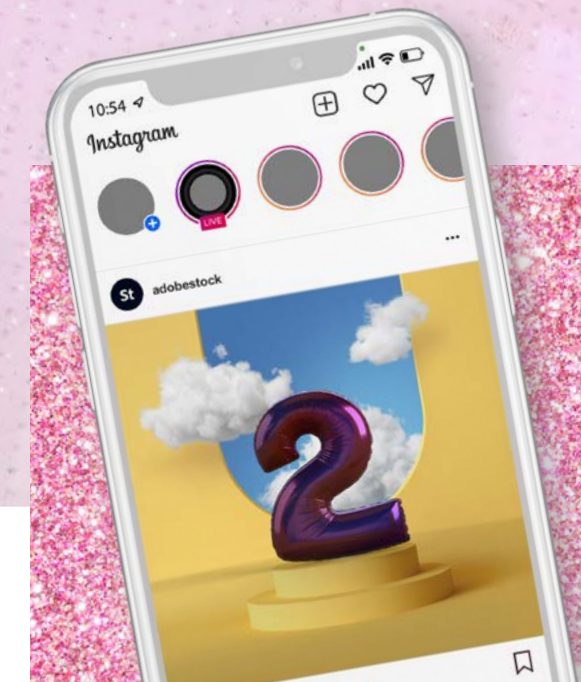
Give your 3D product shots a nostalgic twist by using Adobe Stock images shot by professional photographers, saving you the time and costs of a photoshoot. Whether you want to set the scene with a Y2K hot-pink Barbiecore moment or create a backdrop that nods to 90's tech, you can find the perfect vibe to enhance your project.



Step 1: Use the advanced search filters to narrow down what kind of image you're looking for: with copy space, include (or omit) people and add a keyword like "Retro" to find the perfect shot.



Step 2: Once you see what you want, just drop the watermarked background photo into Adobe Substance 3D Stager and apply "Match Image AI" to quickly adjust the lighting and perspective to the scene.



Step 3: Make any final tweaks (and don't forget to check out the retro font available in Adobe Express for that extra detailed touch.) Then, just share your final 3D render with others.



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