

WGSN

Future Consumer 2026

WGSN ensures the world's leading brands create the exact products that tomorrow's consumers will buy



Our Future Consumer forecast identifies the four shopper profiles you need to know for 2026



The Gleamers

Burnout has left this group yearning for a simpler life. From rural revitalisation to chosen families, they are redefining what community, care and fulfilment look like.



The Autonomists

These consumers move to the beat of their own drum, setting their own rules and values. They are finding purpose by rebelling against societal norms and embracing supportive collectives.



The Impartialists

Amid a crisis of disinformation, these level-headed consumers are seeking facts over fiction and unvarnished transparency over slick storytelling. Honest messaging and simplified sales will win their trust.



The Synergists

These curious consumers are on a mission to make our fast-changing world better for all – both online and in real life – by advocating for cultural contraflows and human-tech symbiosis.

The Gleamers

Let's meet
The Gleamers,
who are redefining
happiness one
'minorstone' at a time

Squeezed between rising living costs and the pressures of hustle culture, The Gleamers are turning their back on traditional life milestones to celebrate smaller pleasures, community support networks and more achievable 'minorstones'.

The Gleamers are finding their light in dark times by opting out of corporate optimisation and redefining what success, happiness and community mean on a more personal and sustainable scale. These pragmatic optimists are sceptical about societal expectations of attainment, preferring to celebrate the small wins and silver linings – the glimmers of joy – that make everyday life better. They are acutely focused on care, both for themselves and others, and 'found families' (chosen kin rather than kin defined by biology). They are also pioneering the great migration that WGSN has been tracking since

2021, trading in urban lifestyles for more affordable suburban and rural locations, and revitalising neighbourhoods along the way.

What they need

The Gleamers need uplifting products, services and experiences that offer small but significant improvements to everyday life. As people who think outside of societal expectations, they will expect brands to design for their life stage rather than their biological age, and they will be drawn to anything that nurtures care, community and happiness in tangible and achievable ways.



Strategies



Four strategies
for success with
The Gleamers

1

Celebrate small accomplishments

Identify the mini milestones – AKA minorstones – that will resonate most with your consumers, whether it be pet anniversaries, a new car, or a healthy lifestyle change, and create products and services that facilitate and celebrate these. Supporting people through small wins is one of the most impactful ways to gain their trust and long-term loyalty.



2

Be a beacon of care

The Gleamers are pushing back against burnout and bounce-back culture (the expectation to 'snap back' after major life changes such as pregnancy or illness), and they will expect the same from you. Make care – for self, others and the planet – your *raison d'être*, and explore how your business can nurture kinder and healthier habits, whether by enabling better rest, more mindful snacking or more sustainable consumption.

3

Invest in the rural revival

The lure of the major metropolis is waning as people search for more affordable and sustainable lifestyles outside big cities. The Gleamers are pioneering this shift, so it's essential to meet them where they are. This could take the form of setting up shop in new locations or creating products and services that help people unplug and escape the city, even if only for short breaks.

4

Facilitate third spaces

Third spaces are those outside the usual social environments of home, job and school, and they will have a unique appeal for Gleamers, who see community and connection as intrinsic to their happiness and wellbeing. Align your brand with these spaces – whether it be an exercise event in a park or a learning event in your store – to create memorable experiences that go light on the selling and big on the positive takeaways.



There are many more consumer insights and strategies on [wgsn.com](https://www.wgsn.com).

→ [Contact us](#) to become a member

What's driving The Gleamers?



The Gleamers in numbers

Ethical
consumption

+62%

YoY increase in social media
buzz around the topic of
ethical chocolate

– WGSN TrendCurve

WGSN

Joy-seeking

49%

Percentage of people who would be
more likely to purchase from a brand
that brings them a sense of joy

– VML

Banishing burnout

42%

Percentage of workers in Japan,
Australia, the US, the UK, France and
Germany who say they are burned out

– Future Forum Pulse survey

The Gleamers in numbers

Prioritising
personal care

26%

Penetration of hair health as a topic
of conversation among beauty
influencers on social media

– WGSN TrendCurve

WGSN

Therapeutic
hobbies

\$74.5bn

Projected size of the global art and craft
market in 2031, up from \$44.1bn in 2021

– Business Research Insights

Mental health
mindfulness

12bn

Number of working days lost every year
globally to depression and anxiety

– World Health Organization

Profile evolution

2024

The Memory Makers

The Memory Makers are giving up the quest for perfection to focus on the pursuit of being present, and they are decluttering anything that gets in their way.

2025

The Time Keepers

The Time Keepers are creating a richer life through daily rituals and meaningful experiences, and they are giving their attention to things that add value to their world.

2026

The Gleamers

In a world that feels like it's getting bigger, faster and more pressured, The Gleamers are scaling back on societal expectations to scale up their daily joy and fulfilment.



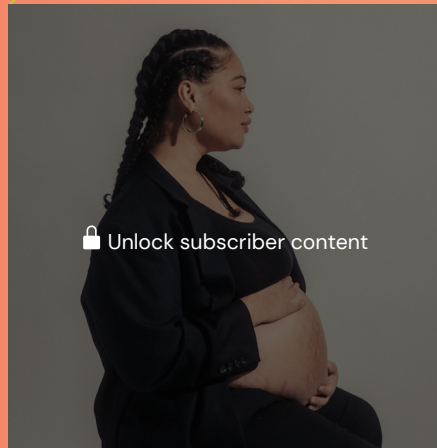
What's next?

Discover the sentiments and the other Future Consumer profiles that will drive change in 2026

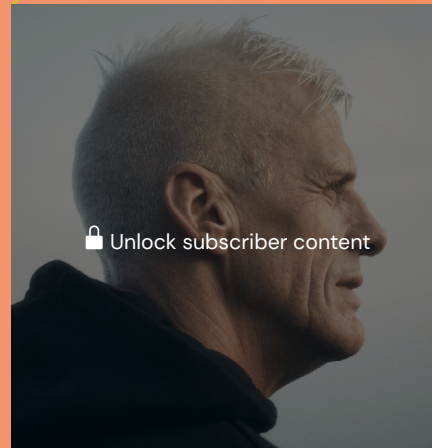
The Gleamers



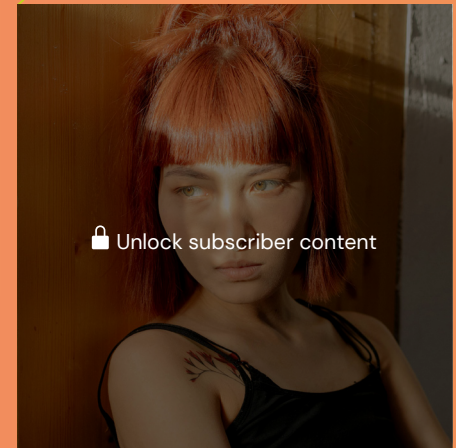
The Autonomists



The Impartialists

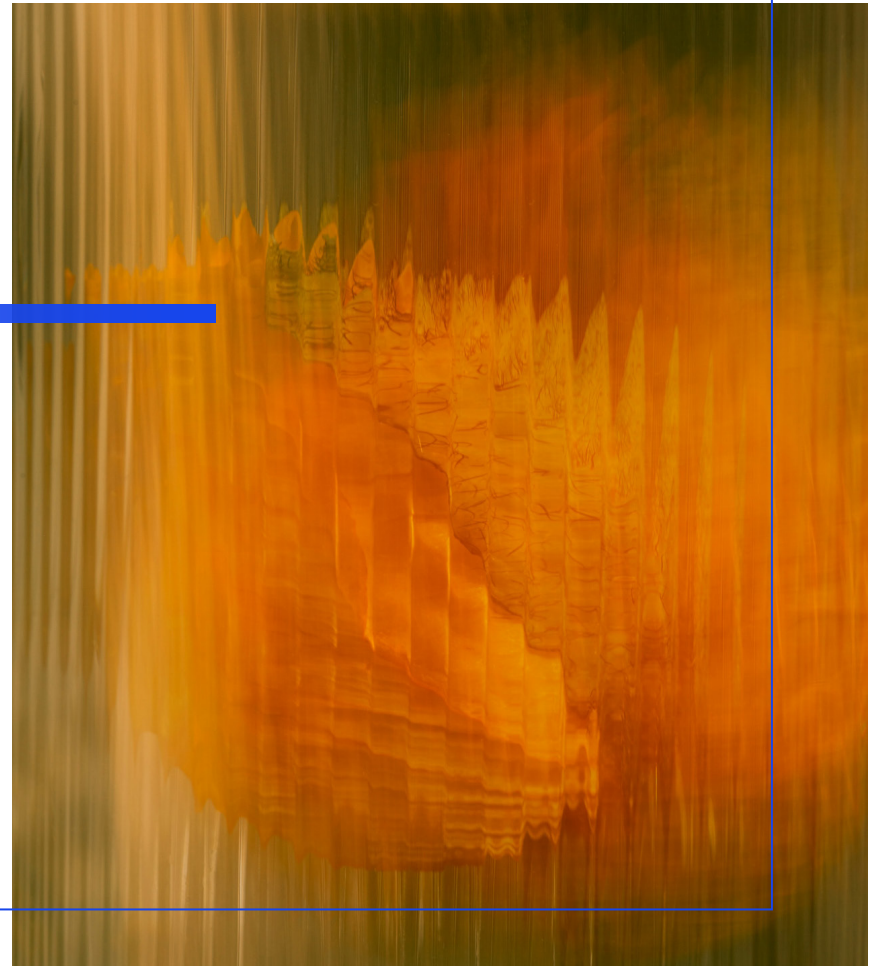


The Synergists



—→ Request access to the full 2026 Forecast

WGSN is the world's leading trend forecaster, trusted by the world's biggest and most innovative brands



About WGSN

Our methodology

WGSN provides a holistic view of global trends through our unique STEPIC methodology, which tracks new developments across six pillars: **Society, Technology, the Environment, Politics, Industry and Creativity**. To ensure unrivalled accuracy, we combine these qualitative inputs with WGSN TrendCurve+ – our predictive analytics product combining data sources from social media, search terms, e-commerce data, catwalk shows and consumer sentiments – to tell you which trends to invest in, how deeply and when.

1 Observe

STEPIC

- Society
- Technology
- Environment
- Politics
- Industry
- Creativity
- WGSN Proprietary Data
- WGSN Experts

2 Synthesise

- Aesthetic Connection
- Analytics and Data Modelling
- Critical Debate

3 Forecast

- Consumer Insight
- Lifestyles
- Product Design

4 Focus

Trading

5

Re-evaluate

← Continuous Monitoring →

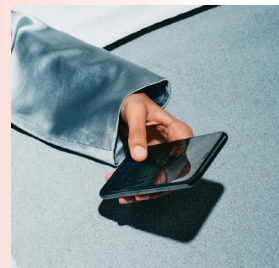
About WGSN

Our foresight helps businesses understand the changes they need to act on now so they can make the best products and services for tomorrow.



Our expertise covers every product and service that touches people's daily lives, from the clothes they wear to the skincare they use, the food they eat, the technology they connect with and the home products they surround themselves with. Wherever your consumer is, we are there, three steps ahead.

With experts in every corner of the world, WGSN offers a truly global perspective of the forces that will shape our future, and our Mindset consultancy business provides additional bespoke services.



→ Contact us
to see how we can
future-proof your
business today