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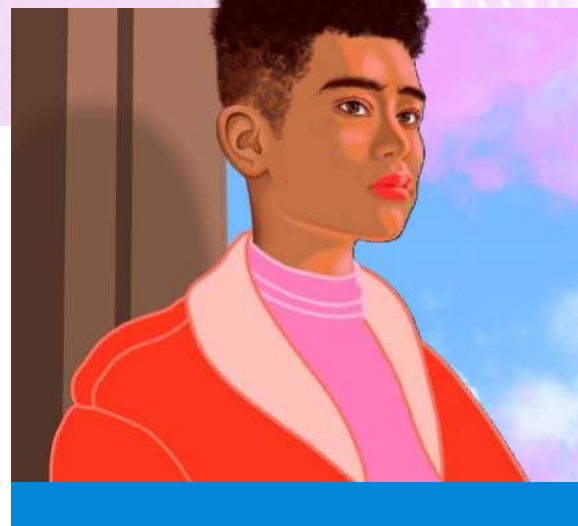
The shift from curated to candid with the
Real is Radical trend

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 prioritizing 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 mesmerizing gradients and rich visual storytelling.

Explore new realms *OF AWARENESS.*

EXPERIENTIAL ESCAPISM.

Welcome to a world where nature is intensified and digitally recreated to reflect its healing benefits[1]. Shape-shifting forms, color-changing surfaces, imaginary dreamscapes, and natural materials and textures ignite the senses.
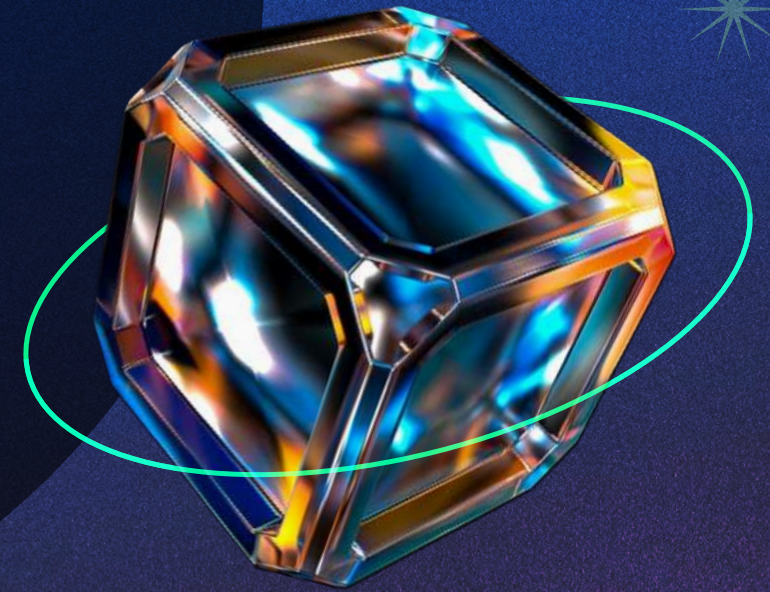
The psychic services[6] market has been valued at around

$2.2 BILLION

in the U.S.

NON-TRADITIONAL WELLNESS.

Plenty of brands show what being 'well' looks like[2], but the new pursuit of wellbeing more and more often represents how it feels.

46%

of Gen Zers say they are stressed or anxious[3] most or all of the time.

ASTROLOGY AND SPIRITUALITY.

Enter a world that invites you to look within. From growing tarot experiences[4], to practicing the art of manifestation, research[5] has found people are more likely to turn to astrology during stressful periods and use it as a self-discovery tool.

CREATE
your own reality

DON'T PRETEND, JUST BE

FREEDOM

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 →

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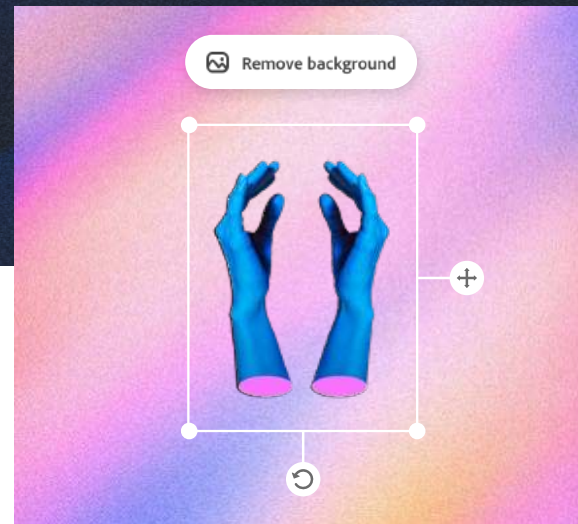
2. Use the intuitive Quick Action tools to remove backgrounds, animate text, personalize it to your brand, resize content, and much more in a few easy taps.

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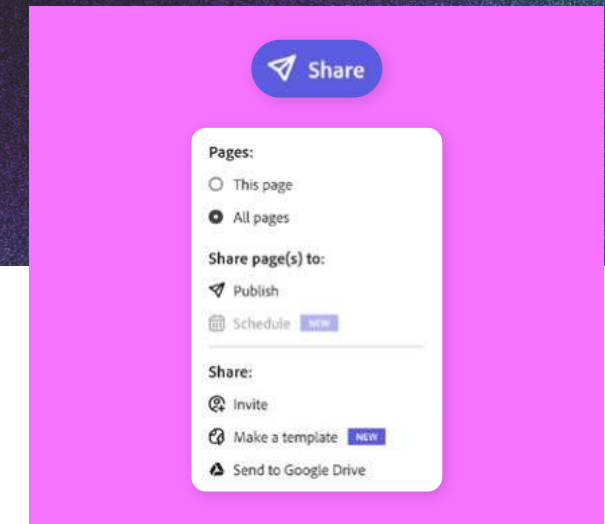
4. Share your work directly with others or use the Content Scheduler tool to set your social media content to go live at a later time.

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.
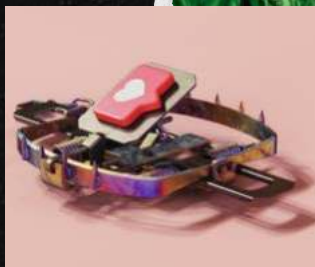
Follow what led to the *REALNESS REVOLUTION.*

"FILTERED MOMENTS"

With no camera filters, effects options or 'like' buttons available, the LiveIn app offers users an unfiltered, intimate experience[10] when communicating with friends and family, and its influence is spilling over to other platforms.

"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 seamlessness[7], 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.

According to a recent Pinterest Body Neutrality Report[11]:

36%
increase in "Loving myself" searches

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

3x
increase in "Accept your body" searches

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 Poll[9].

Bring the
REAL
is RADICAL
trend home.

Express a goofy, behind-the-scenes moment through a video. Capture someone's authentic style with colorful 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.
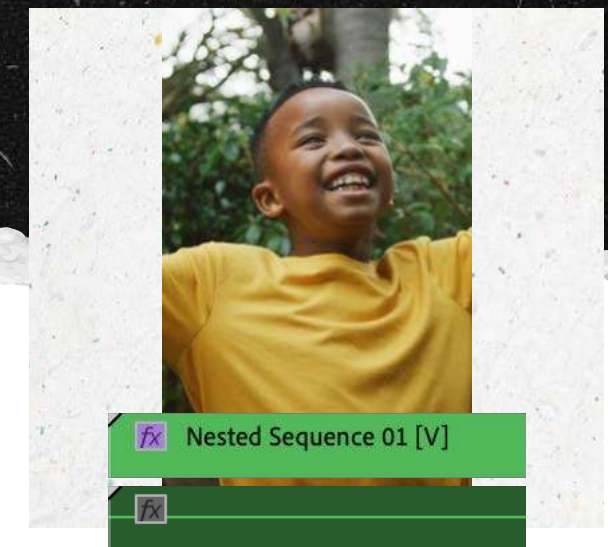
Do it in 4 easy steps:

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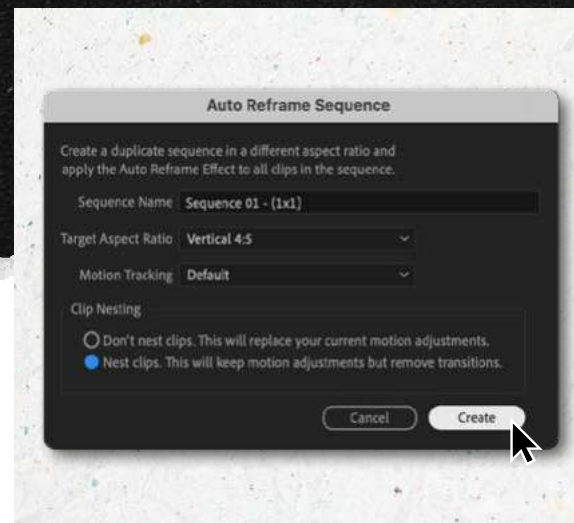
2. Use the Auto Reframe Sequence video effect to adjust it to vertical.

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.*

*Pet*fluencer.

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 emphasizing health benefits[12] of having pets.

Salary prospect: HIGH
Petfluencer @jiffprom earned an average of £16,934 — about $23,900 U.S. dollars — *per video* on TikTok[13].

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 AI[17], 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 $45.4 billion[18] by 2027.

There was a **118%** rise in global demand[19] for anime over the past two years.

Synthetic influencer.

Rise to fame:
Since virtual influencers yield 3 times more engagement[15] 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 estimated[16] to reach 270bn RMB ($42.58bn) by 2030, up from 6bn RMB ($875.9m) 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. →
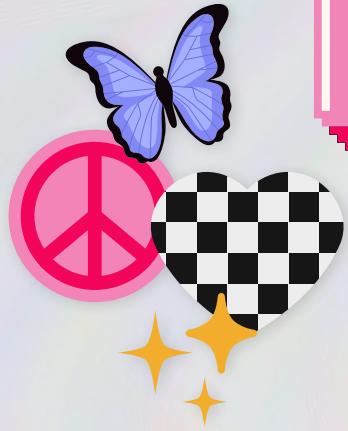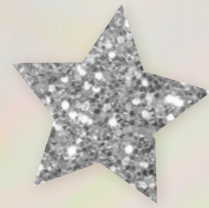
Retro Active

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.

Scan our SCRAPBOOK.

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-fueled color 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.

TECH *it back.*

This general feeling of nostalgia is resulting in a rise of 1990's tech, particularly among Gen Z. Mashable[22] reports a resurgence of wired headphones that communicate effortlessly cool style.

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

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

2002

Bring *THE*
Retro
Active
trend home.

Revive some retro movement with a roller skating video. Add a pop of 90's color 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 →

Y2K

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.
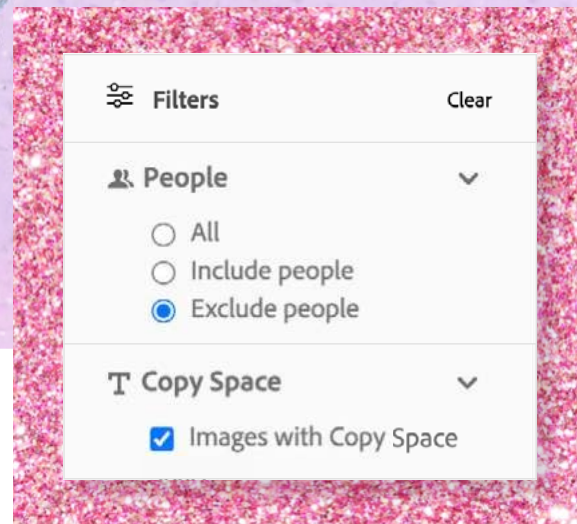
Step 1: Use the advanced search filters to narrow down what kind of image you're looking for: with copy space, include (or omit) people, and add a keyword like "Retro" to find the perfect shot.
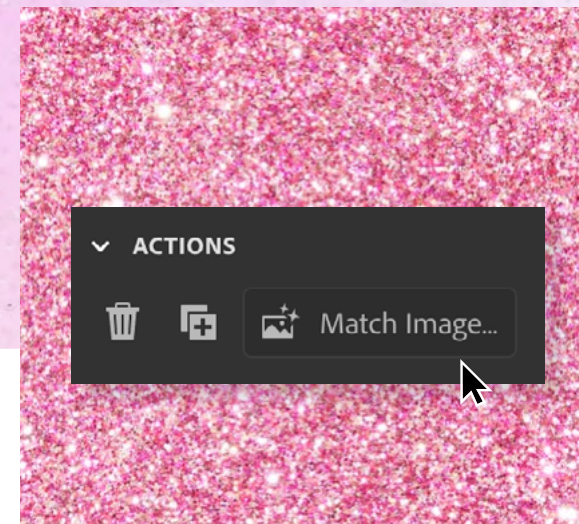
Step 2: Once you see what you want, just drop the watermarked background photo into Adobe Substance 3D Stager and apply "Match Image AI" to quickly adjust the lighting and perspective to the scene.

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.

Unlimited Downloads.
Unlimited *CREATIVITY.*

Do more with Pro Edition.

Get unlimited downloads of more than 250 million standard images, vectors, illustrations, templates, and 3D Adobe Stock standard assets — all from within your favorite Creative Cloud apps.
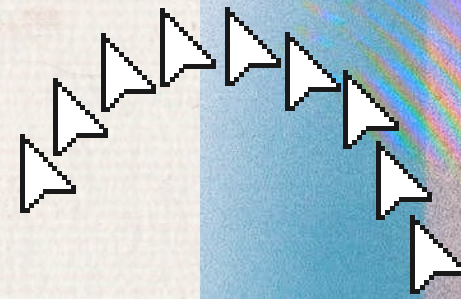
Get started today.

Pro Edition for teams
1-888-724-4508

Pro Edition for enterprise
1-800-685-3524

www.adobe.com/go/proedition →

Citations

1   Candice Medeiros, "Brand Strategies: Wellness," WGSN, April 20, 2022. →

2   Allyson Rees, Brielle Saggesse, Martina Rocca, "The Future of Wellness," WGSN, May 24, 2022. →

3   "The Mental Health of Gen Zs and Millennials in the New World of Work," Deloitte, May 2022. →

4   Andrew Hutchinson, "YouTube Launches Custom Tarot Card Experience, Featuring Various Platform Stars," SocialMediaToday, June 7, 2022. →

5   G.A Tyson, "People Who Consult Astrologers: A Profile," ScienceDirect. →

6   "Psychic Services Industry in the US-Market Research Report," IBIS World, April 9, 2021. →

7   Wayne Deacon, "The World of Branding Demands a Counterculture Movement," The Drum, June 30, 2022. →

8   "The Wellness Syndrome," Stockholm University, January 29, 2015. →

9   "Harvard Youth Poll," Harvard Kennedy School Institute of Politics, April 23, 2021. →

10 Sarah Perez, "Locket, an App for Sharing Photos to Friends' Homescreens, Hits the Top of the App Store," TechCrunch, January 11, 2022. →

11 "Pinterest Body Neutrality Report Shows Searches Containing "Weight Loss" Have Decreased 20% Since Introducing Weight Loss Ad Ban," Pinterest Newsroom, July 11, 2022. →

12 Alexandra Jardine, "Cats and Dogs are 'Endorphins' and 'Legal Highs' in Playful Pet Insurance Ads," AdAge, July 7, 2022. →

13 Jiffpom TikTok Profile, accessed September 29, 2022. →

14 "Boom Or Bust: Will the COVID Pet Spike Last?," American Pet Products Association. →

15 "Virtual Influencers Survey and Infographic," The Influencer Marketing Factory, March 29, 2022. →

16 Fan Feifei, "Virtual Humans Poised for Big Advances," China Daily, August 2, 2022. →

17 Astrid Hiort, "Leading VTuber Kizuna AI Confirms Anime Project Debut," Virtual Humans, March 29, 2022. →

18 "Global Anime Market 2022-2025," Globe Newswire, April 5, 2022. →

19 Patrick Brzeski, "How Japanese Anime Became the World's Most Bankable Genre," The Hollywood Reporter, May 16, 2022. →

20 Ashlee Mitchell, "Kidcore is the Wholesome Internet Aesthetic Inspired By Childhood," NYLON, October 14, 2020. →

21 Amanda Ross, "Barbiecore Beauty Is the Hot-Pink-Everything Aesthetic Taking Over," Byrdie, August 2, 2022. →

22 Elena Cavender, "Why Gen Z Is Plugging in Wired Headphones and Tuning Out AirPods," Mashable, October 28, 2021. →

23 Mashable SEA, "TikTok is Bringing Back the '00s Digital Camera," Mashable SE Asia, October 31, 2022. →