



# Trend Report

2023

Instagram



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# Introduction



Instagram partnered with WGSN to field a survey with Gen Z users across the United States. Our findings, included in this report, began with a simple question about summing up 2023 in one word. Our top responses: Healing, Energized, and Main Character Energy.

To accompany the report, catch Darian Symoné Harvin (@darian) on Instagram as she chats with Gen Z trendsetters about their predictions for the new year.

\*In October 2022, WGSN conducted a survey of 1,200 Gen Z social media users aged 16-24 across the United States.



# Recycle, Reuse, Reconstruct

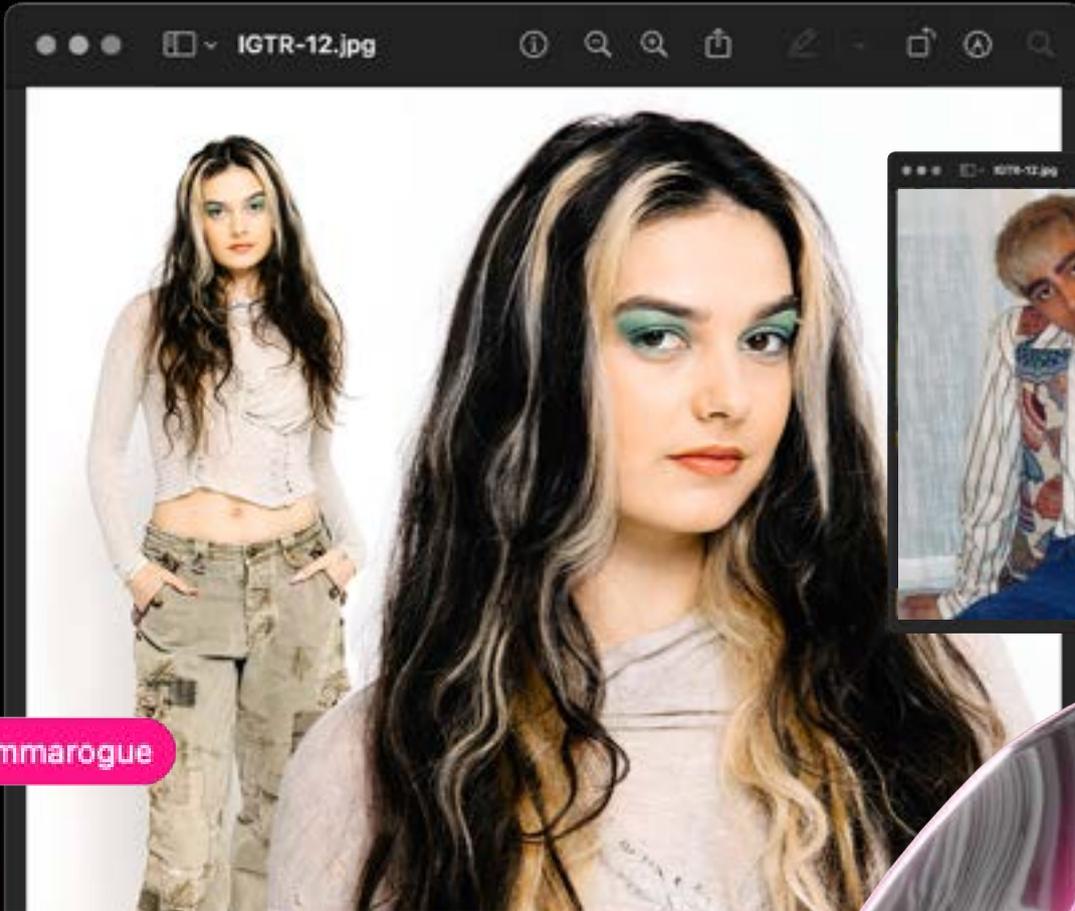


**In 2023, Gen Z creatives plan to take fashion into their own hands.**

Sustainability is a key issue for Gen Z. As climate concerns rise, DIY clothing offers a sustainable alternative to fast-fashion. In our study, more than half of Gen Z respondents said they plan to DIY their clothes in 2023.

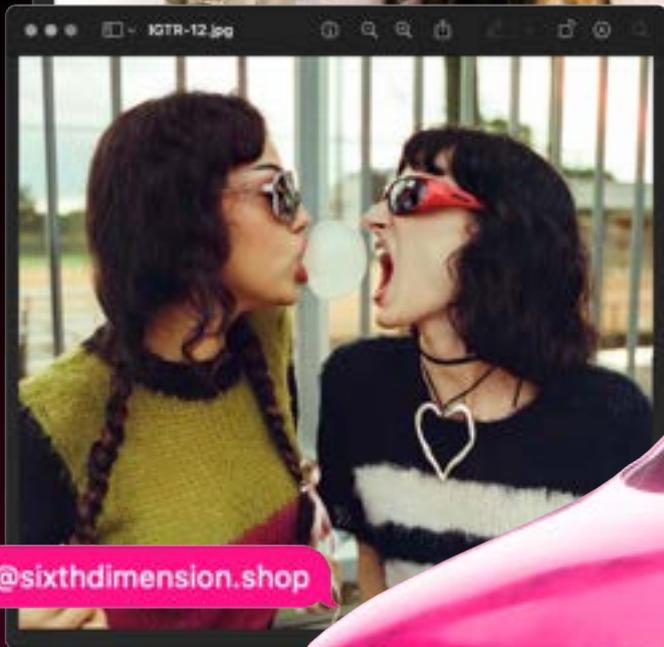
**Frugal and thrifty, Gen Z plans to cut back and get creative.**

Gen Z consumers aren't immune to rising costs, and in 2023 more Gen Z consumers plan to thrift their clothing. When asked what they'd do when a clothing item is out of budget, over a quarter of Gen Z buyers turn to thrifting.



@akacuji

@emmarogue



@sixthdimension.shop





# Taking Action

**In 2023, a majority of Gen Z will shop to support causes they care about.**

Gen Z is an activist generation. In 2023, more members of Gen Z will use their dollars to support causes and communities. While 30% of Gen Z is old enough to vote, teens use platforms like Instagram to vote with their wallets.

**Gen Z voters think the country needs more Gen Z politicians.**

Members of Gen Z have strong political points of view. As more young Americans reach voting age, expect increased visibility and activism for political issues which Gen Z is passionate about. In 2022, Maxwell Frost became the first Gen Z politician elected to the US Congress.

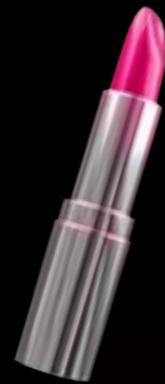
**Disability advocacy is a leading issue for Gen Z.**

Three out of four Gen Z social media users want to follow an influencer who has a disability. Expect more members of the next gen to engage with creators who advocate for those with intellectual or physical disabilities.





# Climate & Expressive Beauty

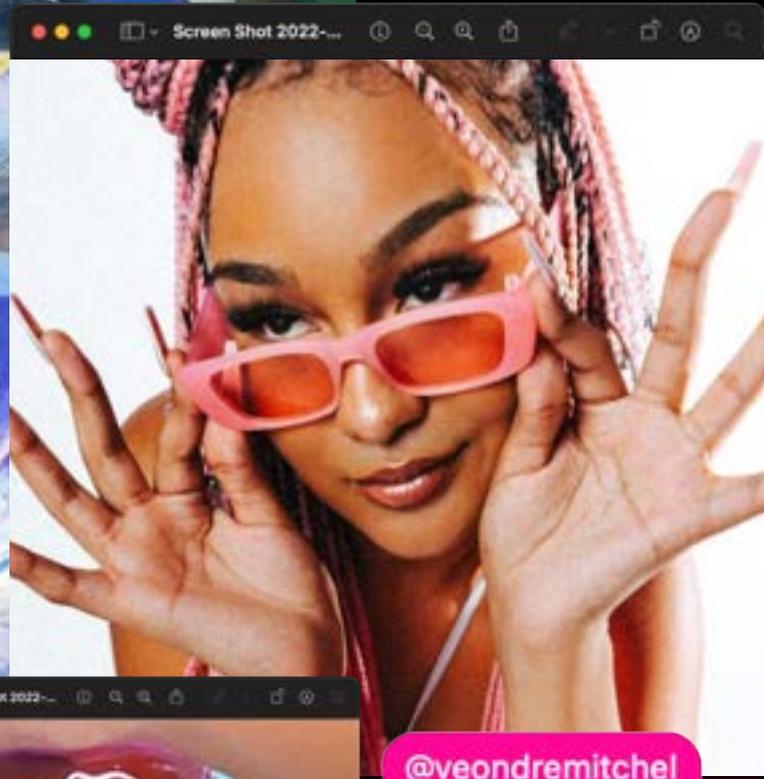
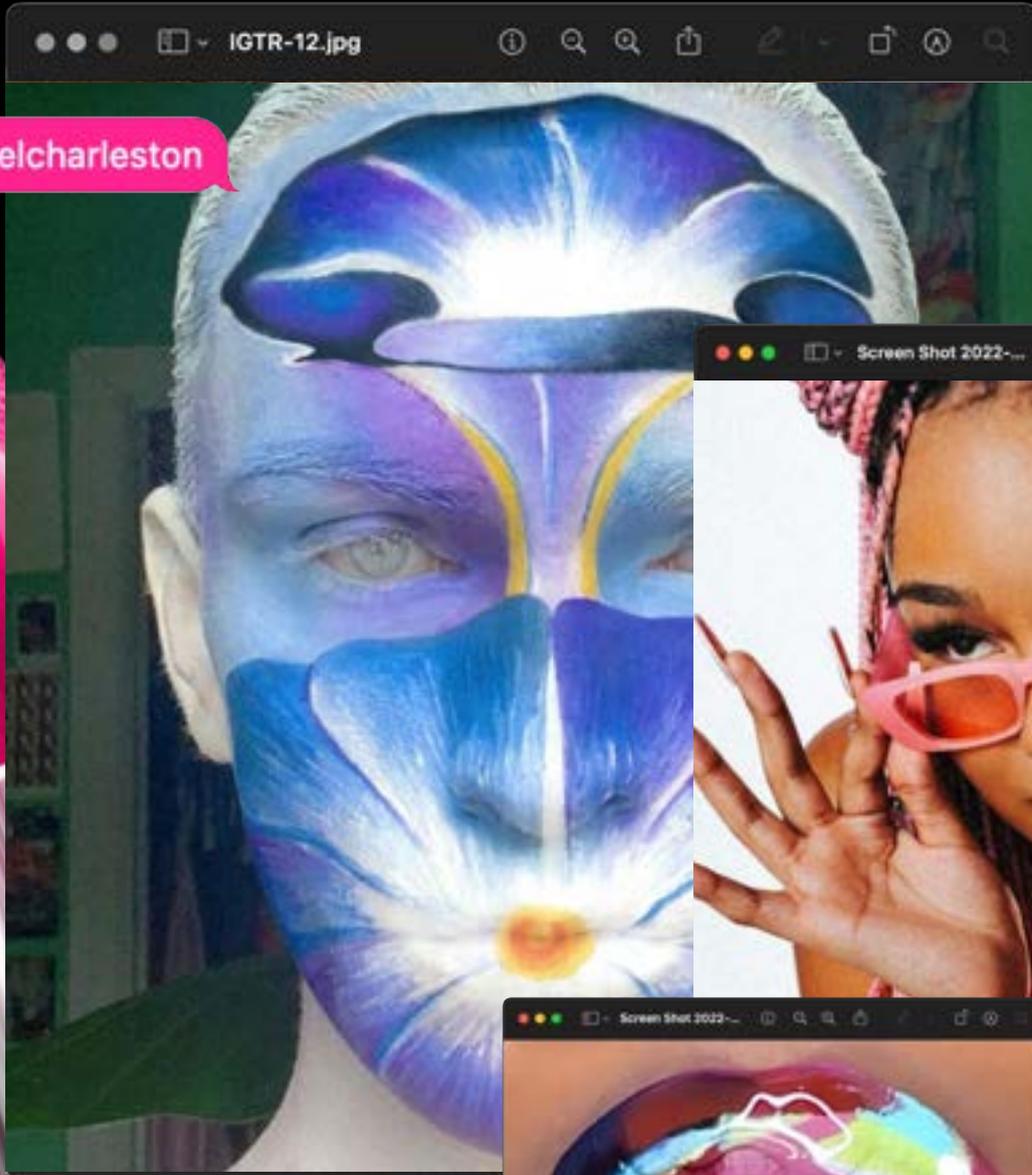


**For Gen Z, makeup and beauty products are a form of self-expression.**

More Gen Z consumers are likely to use makeup to express their personality than augment their feeling of beauty. Expect to see Gen Z wear experimental and expressive makeup looks wherever they're comfortable.

**Impacts of climate change are driving Gen Z shoppers to buy protective skincare and beauty products.**

2 out of 3 Gen Z shoppers plan to buy skincare or beauty products that protect against extreme weather and sun. Issues like rising air pollution and intense UV rays are driving searches for climate-proof products.





# Alt Takes On The Metaverse

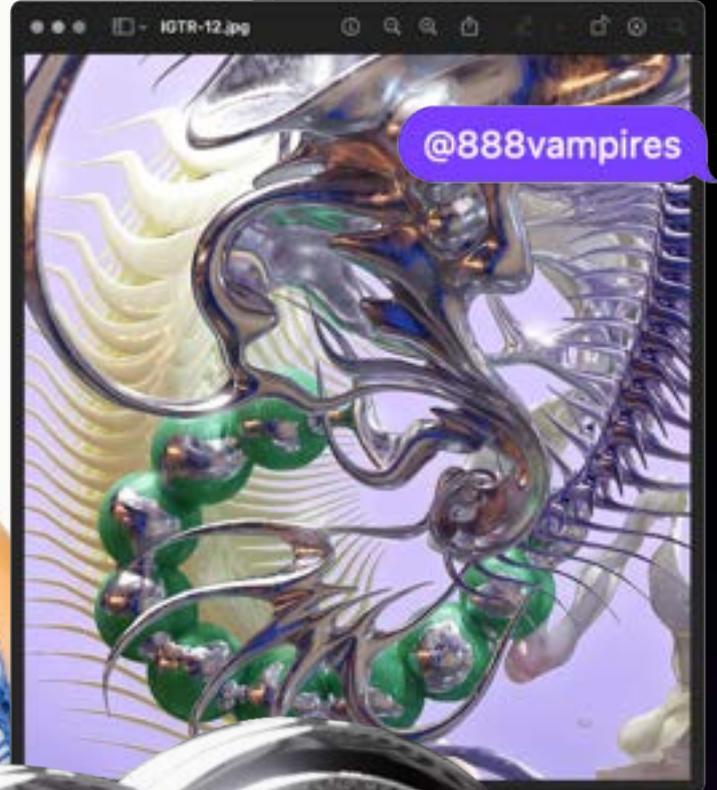
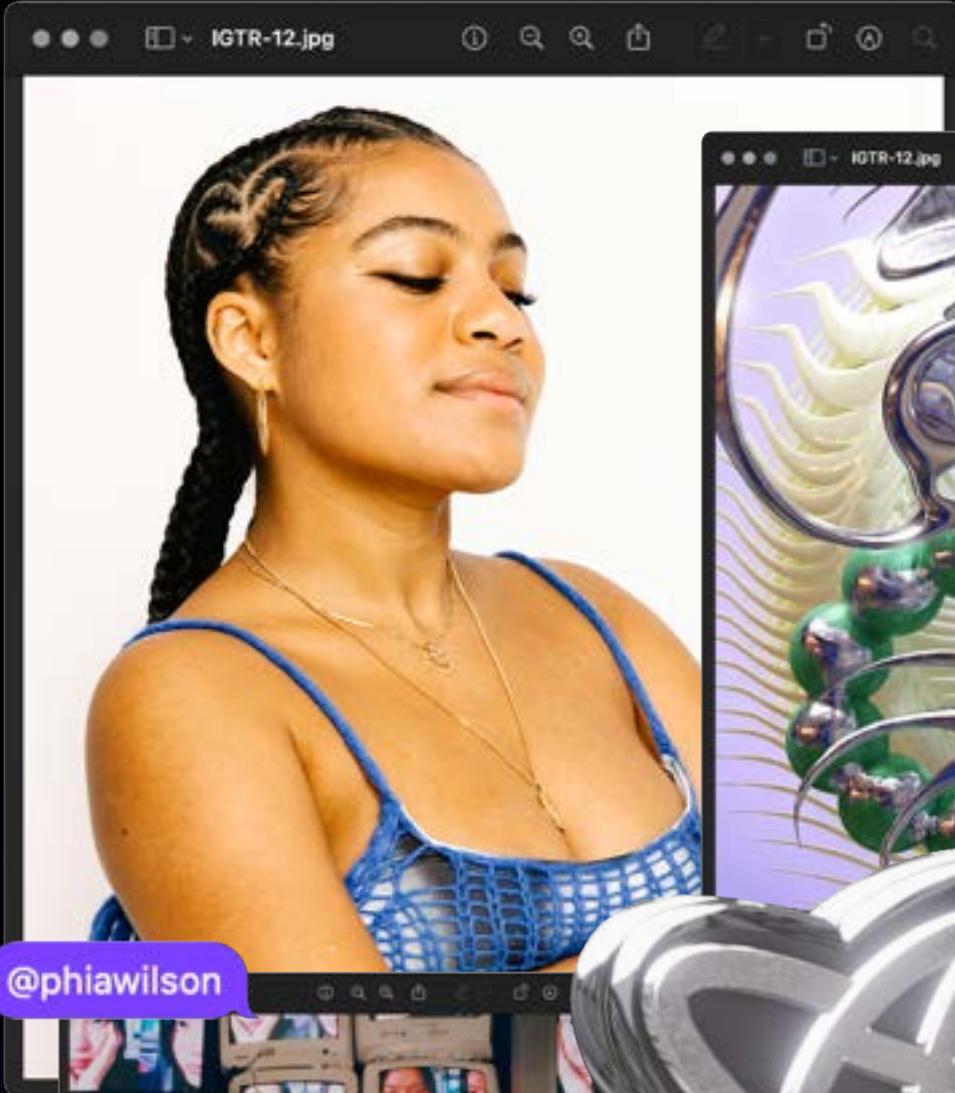


## **Gen Z plans to build a more recognizable world.**

In the metaverse Gen Z can build worlds anew, and they expect to express their individuality and dedication to equity in digital spaces. For example, 67% of Gen Z users feel avatars should better reflect diverse body types, clothing, and skin tones in the coming year.

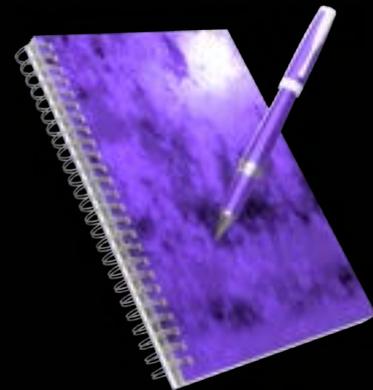
## **Virtual influencers offer real inspiration.**

Over half of Gen Z social media users plan to get fashion or beauty inspiration from digital avatars or influencers in 2023. For Gen Z, AI beauty and fashion continues to intrigue.





# The Financial Renaissance



**Nearly two thirds of Gen Z plans to use social media to make money in 2023.**

Content creation isn't just for full-time creators. 64% of Gen Z social media users plan to monetize a project this year.

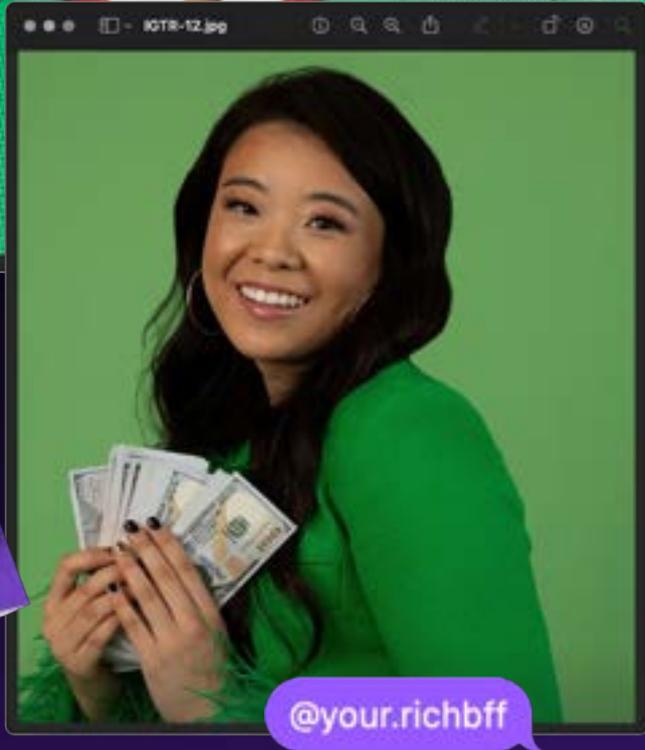
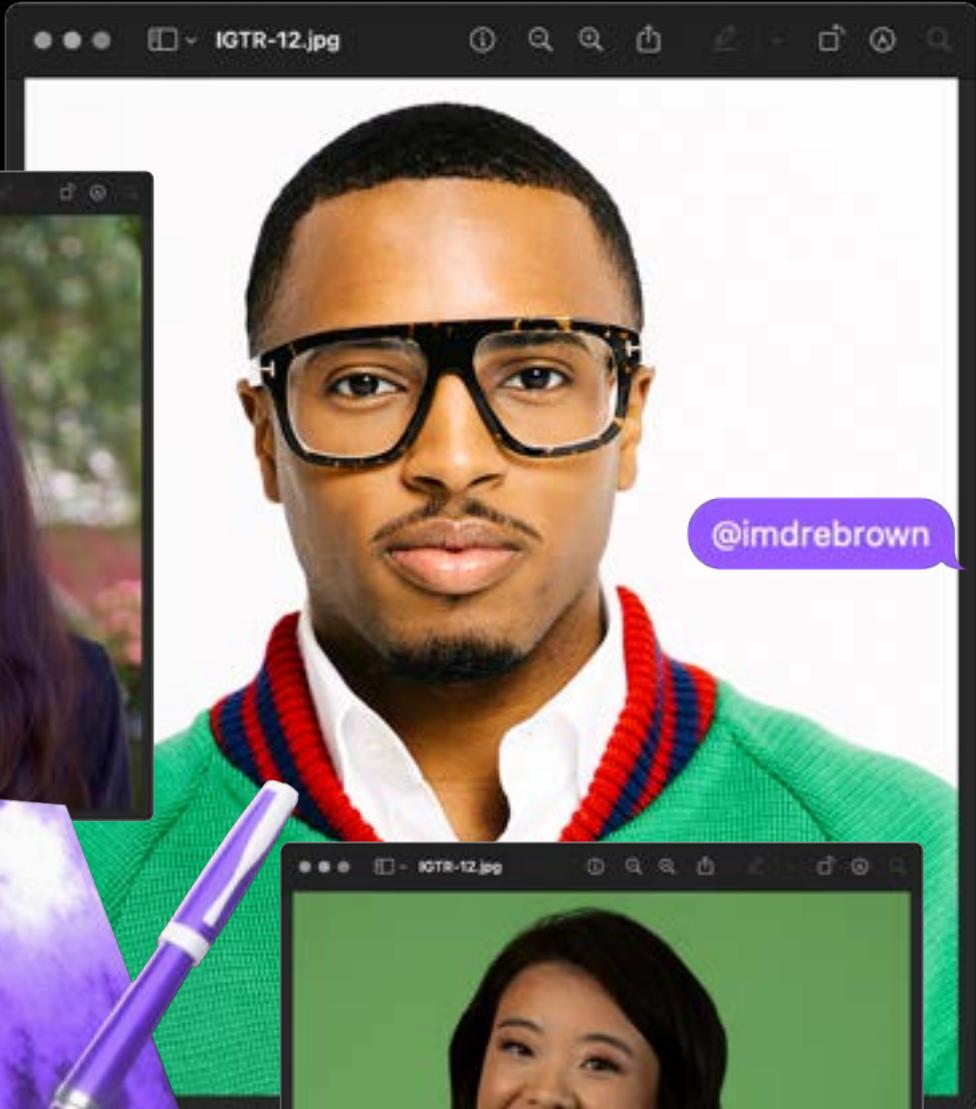
**Financial literacy is a priority skill for Gen Z.**

Gen Z is known for taking the initiative, and financial skills are a surefire way to accelerate success. Over 85% of Gen Z plan to learn a new skill in 2023, and one out of four teen social media users want to increase their skills in finance.

**2023 is the year of the side hustle.**

On Instagram, teens turn their passion projects into income generators. While a significant portion of Gen Z hopes to monetize on Instagram, nearly half of creators say they make content to express themselves and have fun.\*Expect interests to transform into side hustles.

\*Data taken from Adobe, "Creators in the Creator Economy: A Global Study," August 25, 2022.

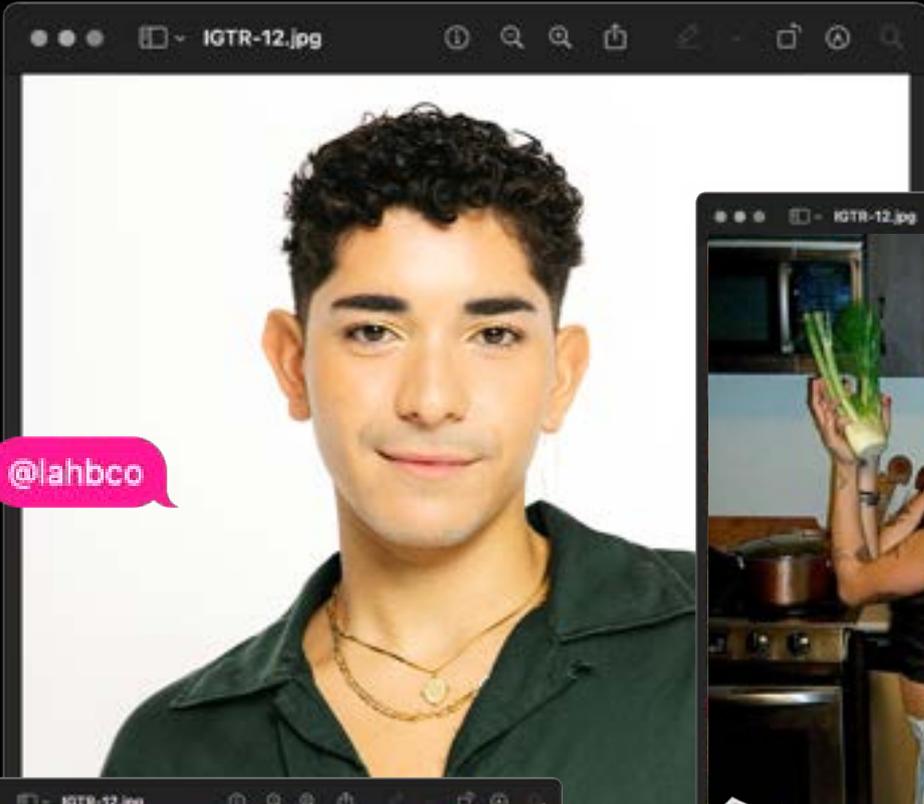




# Cultural Curiosity: Participatory Global Eats

**Gen Z is exploring culture through cuisine.**

68% of Gen Z social media users will either continue or would like to try food from another culture after discovering it online. Through creators and viral food content, Gen Z uses Instagram as a gateway to other culinary cultures.



@lahbco



@gabbriette



@pierceabernathy





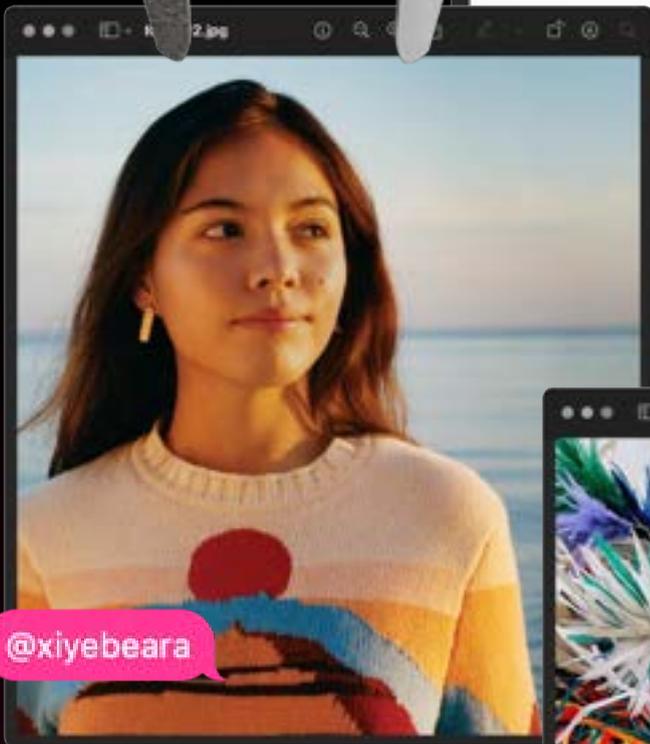
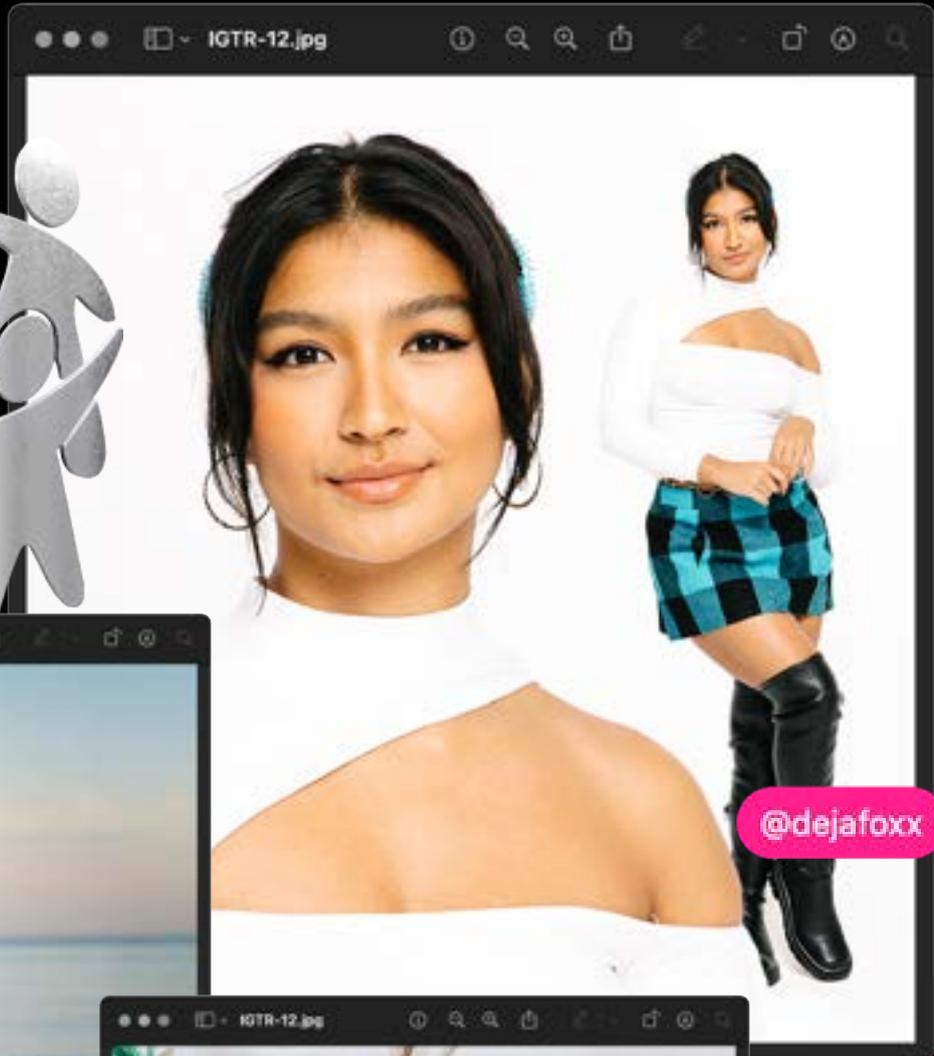
# Creator Trends: Community & Participation

**In-person experiences will drive community between creators & Gen Z fans.**

Gen Z social media users are excited about realizing their digital relationships. Nearly a third of Gen Z users look forward to in-person experiences—like creator conventions and meet and greets—with their favorite influencers.

**In 2023, mixed media will rule content creation.**

The next gen expects their favorite influencers to branch into new forms of media. For example, over 40% of Gen Z followers want to hear podcasts from their favorite social media creators in 2023.





# Return of The Rave & Rise of Global Beats

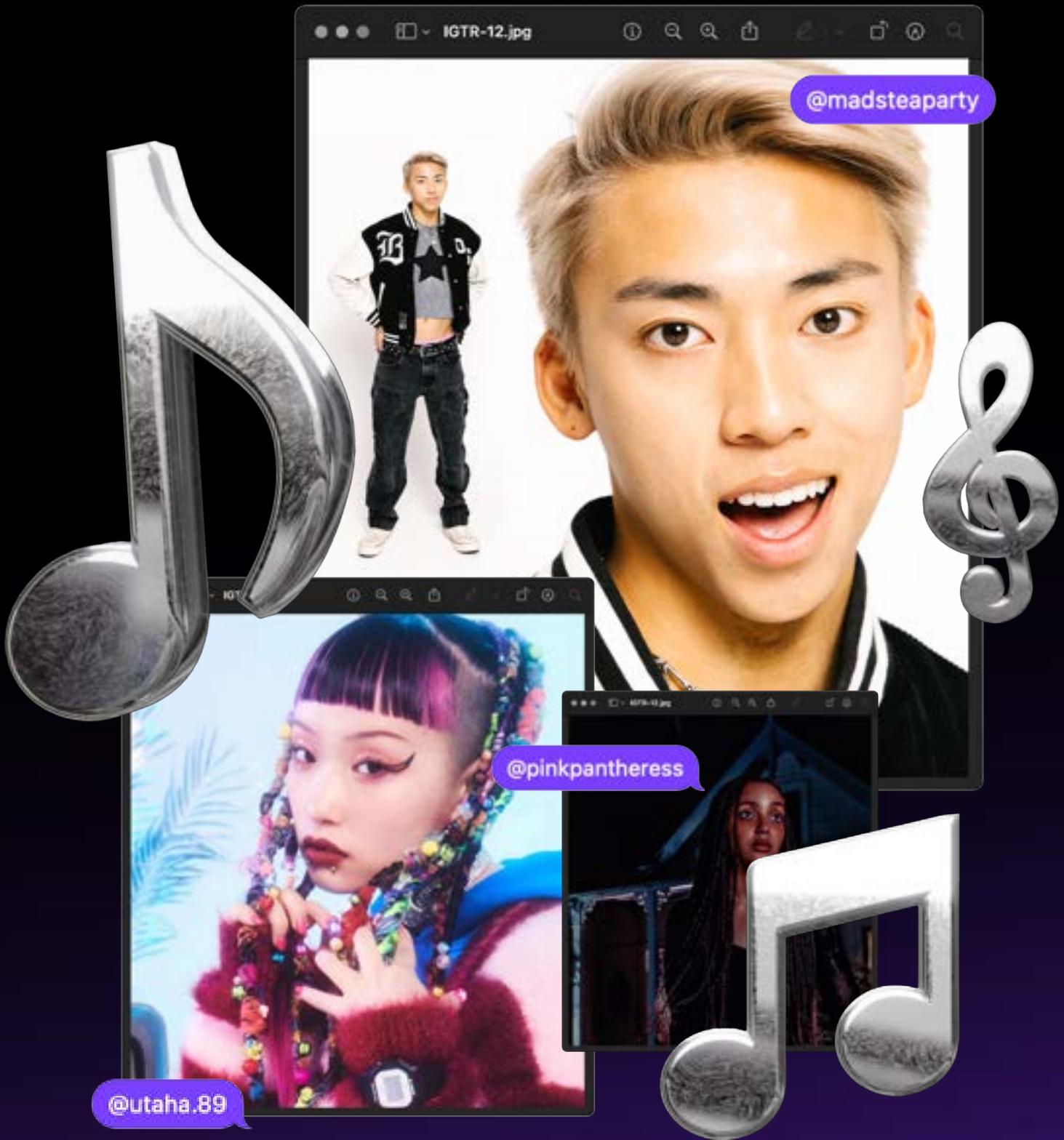


## **2023 is all about the rave.**

Raves are about being in the moment, reconnecting, and letting go, and Gen Z is ready to rave in 2023. Music events like raves are beloved outlets for Gen Z to let out steam: 68% of Gen Z social media users plan to attend or want to attend a rave in 2023.

## **Music offers a unifying way for Gen Z listeners to express themselves.**

The next gen is embracing global music and an expansive view of world sounds. In our study, more than half of Gen Z respondents said they plan to listen to non-English-speaking artists in 2023. Genres like KPOP and Latinx music continue to drive culture on Instagram.





# Your 2023 Dating Profile



## **It's all in the DMs.**

Gen Z breaks the ice online. More than half of Gen Z social media users feel more comfortable being vulnerable online and over text than in person. On Instagram, DMs and messaging continue to drive connection and conversation between friends and love interests.

## **IG is the new dating app.**

Gone are the days of endless swiping on dating apps. In 2023, Gen Z plans to use platforms like IG for dating and connections. No need to swipe left or right, DMs and messaging offer more transparent, honest and direct communication.

## **Making moves with memes.**

Nearly half of Gen Z social media users answered “yes” when asked if they’d ever send a meme as a first message to a match in a dating app. However, 39% of respondents said that having bad taste in memes makes their crush less attractive.

## **Stars aligned.**

Star-crossed lovers, Gen Z is highly engaged with astrology and horoscopes. Almost half of Gen Z social media users answered “No” when asked if they would date someone with an incompatible astrology chart.

