

FORECAST

15

The 15 most
important
trends for
Switzerland

The MOSKEETO trend report 2026

Introduction: Between Turmoil and Transformation

When you turn on the news our world seems in turmoil. Yet, individually we seem to be strangely resilient. A look at major global psychological surveys, say, from Eurobarometer or WPP reveals an odd dichotomy.

On the one hand, 48 percent of respondents globally worry about the cost of living – in other words: about their personal life situation and their personal future. On the other hand, the existential threats of the polycrisis – war, climate change, violence – are mentioned far less frequently than in 2024.

Have we simply gotten used to permanent crisis? Or have we found a way to shield ourselves from it? The evidence points to the latter. 45 percent of respondents say they're prioritizing mental health more than a few years ago. 41 percent are sleeping more. 38 percent are spending more time in nature. We're investing in resilience – whether through retreats that fortify body and mind or through mindful living. The objective: to become less vulnerable to daily stress.

So, on the one hand we are becoming increasingly resilient. On the other we are feeling more and more helpless. Two-thirds of people say they struggle to find meaning in everyday life. 86% perceive our society as increasingly selfish and fragmented. And the flood of AI-generated content, aptly called "AI-slop", makes it harder and harder to distinguish truth from lies. Thus, an increasing number of people worry about Fake News.

This dilemma between pessimism and optimism is particularly striking in Switzerland. In 2020, the Swiss ranked third in the UN World Happiness Report. By 2025, the country had dropped to No. 13. This is remarkable for a nation synonymous with stability and prosperity. And yet – or perhaps because of it – Swiss solidarity is growing. Volunteering is up 45 percent and donations have increased by 65 percent in the same period. When individual certainties fade the sense of Community seems to grow.

This dichotomy between disorientation and new community, between technological overload and creative breakthrough, between exhaustion and the hunger for authentic experience is the backdrop for the 15 trends in this presentation.

These trends demonstrate how we're dealing with decay by turning it into aesthetics. How we're creating new connections to people, to ideas, to technology. How we're redefining luxury, unleashing creativity, and redistributing responsibility. How we're learning to let loose without destroying ourselves. And how we're attempting to integrate artificial intelligence into our lives without letting it strip away our humanity.

The following trends are forecasts, not certainties. They're based on what's visible today and what might emerge from it. Some will intensify, others will fade, and a few will collide or cancel each other out entirely.

Yet however these trends might play out in the years to come – one thing is "for sure," as Emmanuel Macron so eloquently put it.

Only if you *understand* the changes in culture, technology and consumer behavior will you be able to *define* how to steer your brand successfully.

With this in mind I hope you'll enjoy this report.

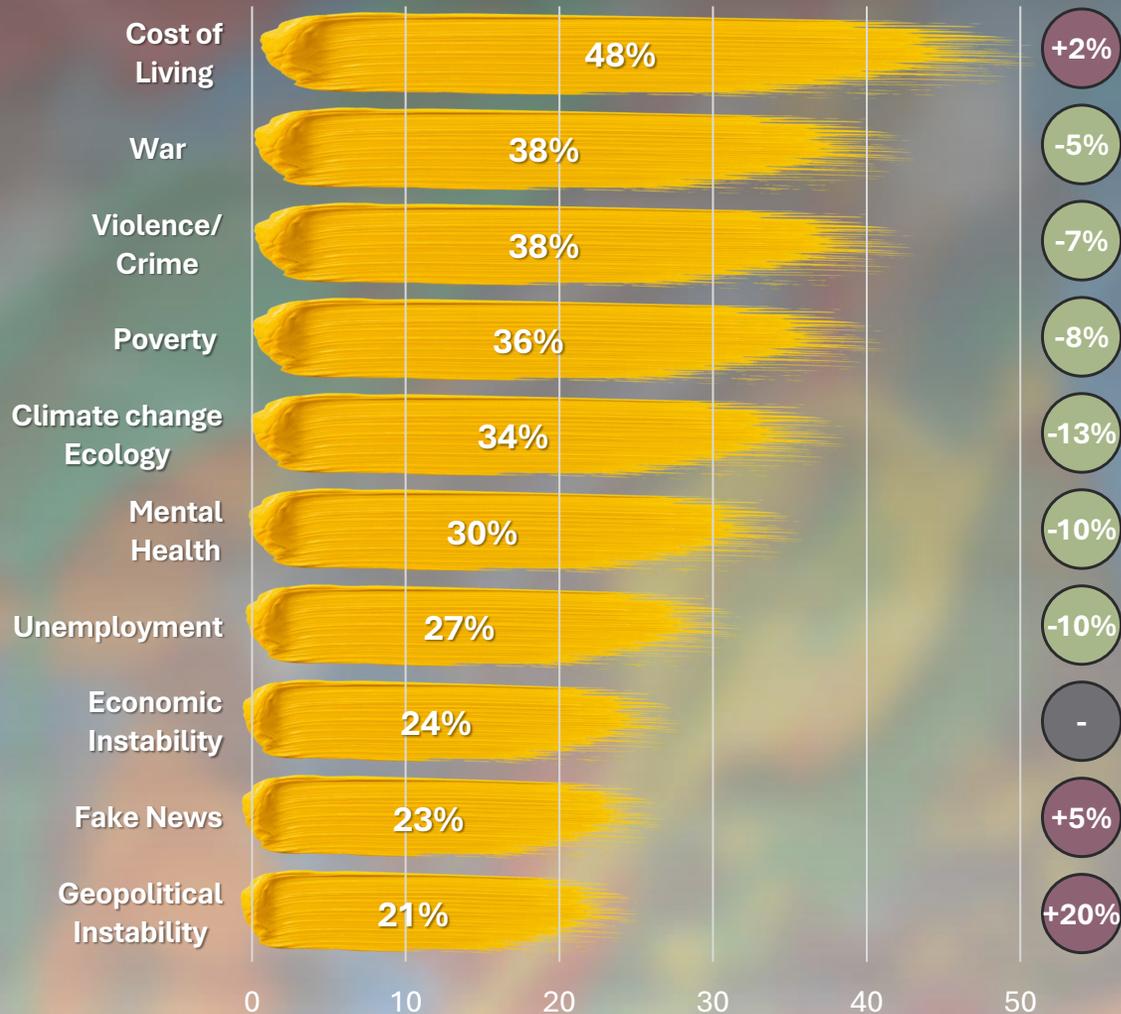


Peter Petermann

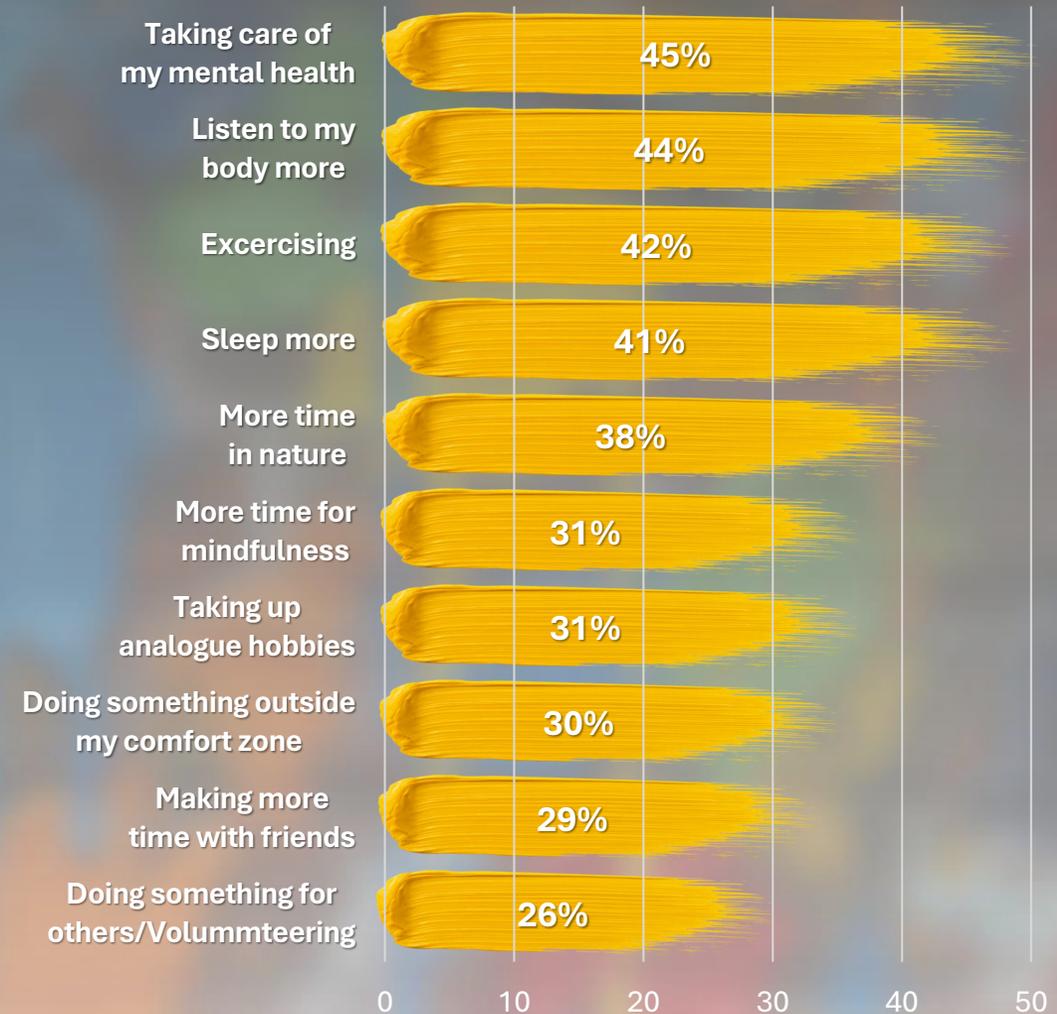
The numbers behind the trends

Facing the polycrisis we are getting increasingly resilient ...

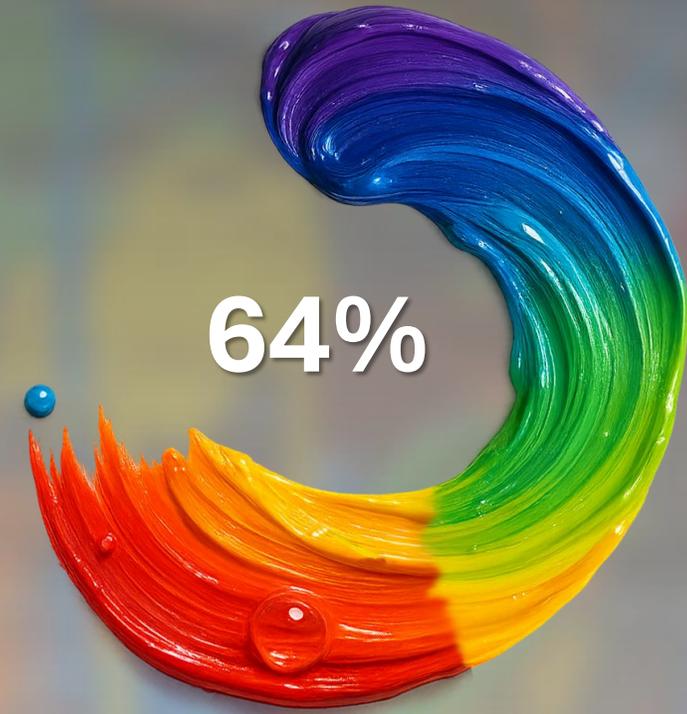
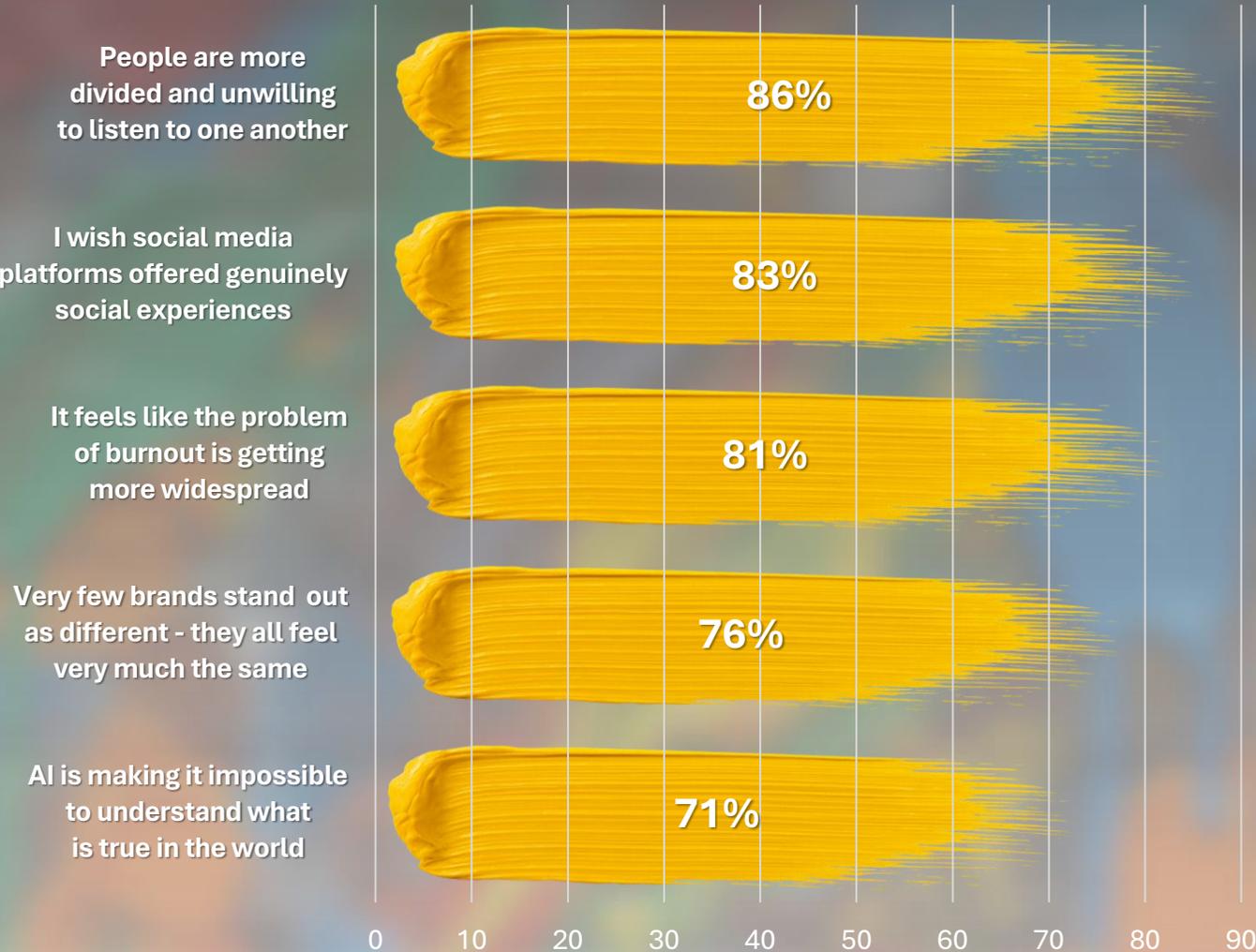
Biggest problems facing society today



What we are doing to become more resilient



... but also more and more helpless.



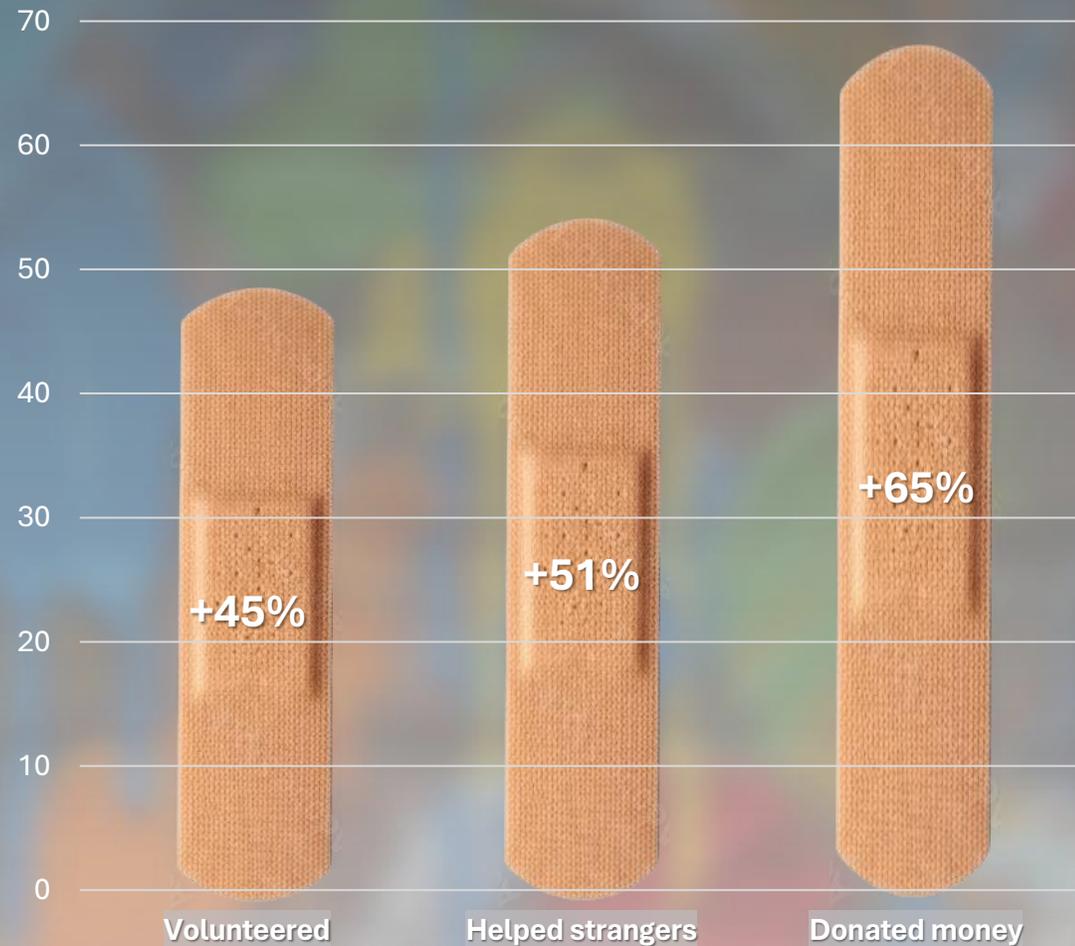
64%

I sometimes struggle to find meaning in the day-to-day

Switzerland is dropping in happiness – but becoming more helpful towards others.

Country	Happiness-Rank 2025	Happiness-Rank 2020	
 Finland	1	1	-
 Denmark	2	2	-
 Iceland	3	4	↑
 Sweden	4	7	↑
 Netherlands	5	5	-
 Costa Rica	6	16	↑
 Norway	7	6	↓
 Israel	8	12	↑
 Luxemburg	9	8	↓
 Mexico	10	36	↑
 Australia	11	11	-
 New Zealand	12	9	↓
 Switzerland	13	3	↓
 Belgium	14	20	↑
 Ireland	15	15	-

Changes vs. 2020 in % (Swiss data)



What we expect from brands.

Brands should ...



Brands should make more of an effort to speak to people like me.

74%

79%

84%

I want to buy brands that reflect my values.

Brands have a responsibility to take care of the planet and its people.

3 Mega-Trends 2026



**New
Sensibility**



**Generative
Reality**



**Embracing
the Crisis**



Resilience Lifestyle

Resilience as a status symbol:
strengthening your mental and
emotional health is becoming a
lifestyle product.

Chenot Palace in Weggis



Resilience Lifestyle

Resilience as a status symbol: strengthening your mental and emotional health is becoming a lifestyle product.

Status used to be worn on the wrist and have a name like Rolex or IWC. Today, you can show it off on your ring finger. The Oura Ring is an elegant smart ring that tracks your body vitals and can display your resilience score in real-time. It is an example of a growing industry of lifestyle products and services that help you to build psychological strength and your overall resilience. And as always: where there is a new lifestyle, there are new status symbols.

"Resilience Lifestyle" is the commercialization of inner strength. And it's big business. Britain's Estelle Manor offers a four-day resilience retreat across 85 hectares and a 3,000-square-meter spa – at luxury prices, naturally. At the Scorpions resort in Bodrum, Turkey, the "Aegean Awakening" promises resilience-building effects down to the cellular level – starting at CHF 10,000 per person.

Once famous as the "Sanatorium of Europe," Switzerland has also joined the party. Chenot Palace in Weggis trains cellular resilience through cryotherapy and altitude simulation. Waldhotel Bürgenstock creates stress hormone profiles for guests under medical supervision. And if you'd rather stay at home you can book courses for breathing techniques and cold plunging from biohackers such as Rolf Duda (aka "Peakwolf"). Longevity apps and longevity dining experiences promise to extend your life. Neuro-cosmetic brands such as Swisssline and Valmont deploy active ingredients designed to improve communication between skin and nervous system, fortifying your face against environmental stress.

Why this matters: To be sure, "Resilience Lifestyle" is a luxury trend right now. But it is a manifestation of our need to become more resilient in the face of the polycrisis. And it is only a matter of time before it hits the mainstream. Whether through products or content marketing: brands that help people become more resilient will strike a nerve.

Links

[Therapy at Chenot Palace: prevention and longevity for 7,000 Francs](#)

[The Oura Ring: an elegant wearable with your personal resilience-score](#)

["Longevity Kitchen": cooking classes at Hilti Zürich](#)

48%
**of GenZ want to
invest more into
their mental health.**

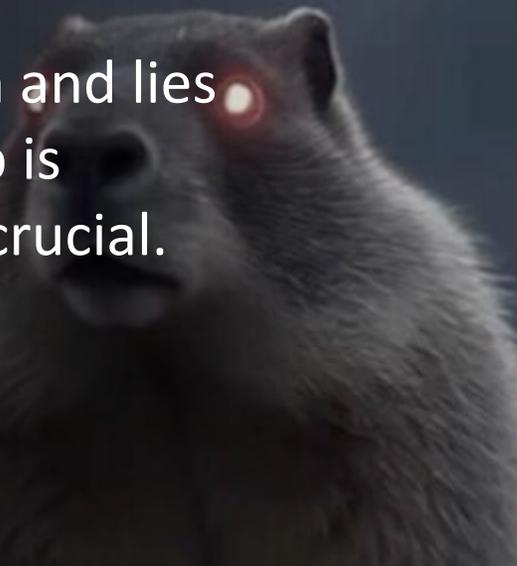


Ice Plunging with "Peakwolf" Rolf Duda



Truth Literacy

The ability to spot truth and lies in a world full of AI-slop is becoming increasingly crucial.



SWITZERLAND
IS FAKE

Satirical short video by artist Patrick Karpiczenko



Truth Literacy

The ability to spot truth and lies in a world full of AI-slop is becoming increasingly crucial.

Links

Switzerland doesn't exist. At least that's what a video claimed when it went viral last May. It even quoted Donald Trump attempting to buy Switzerland (greetings to Greenland). The reveal: it was a work by artist Patrick Karpiczenko, created for the reopening of the Winterthur Photo Museum.

Obviously, the video "Switzerland is fake" is satire. But it hits a nerve. More and more people simply don't know what to believe anymore. Globally, 70% of internet users say artificial intelligence makes it impossible to distinguish truth from lies, according to Statista. And 58% of Swiss respondents tell the Federal Statistical Office they've encountered content online they believe was false or at least questionable.

Tools like Meta's Vibe or OpenAI's Sora 2 generate videos, images, and text at a quality that can fool even trained eyes. The internet is flooded with synthetic faces, invented events, and perfectly faked moments. The lie has never been more convincing.

But resistance is forming. There's technology: Adobe, Microsoft, BBC, Google, OpenAI, and Meta have formed the Coalition for Content Provenance and Authenticity (C2PA). They are developing an open standard that tags digital content with proof of origin. Think of it as a nutrition label for media.

And at universities such as Cambridge and ETH Zurich's Media Technology Center, researchers are developing psychological methods to "inoculate" people against fake content and build stronger media literacy.

Why this matters: In a world where real and fake are increasingly indistinguishable, verifiable authenticity creates the most valuable asset of all: trust. Especially in Switzerland, where credibility is part of the brand DNA. Transparency of origin becomes a strategic advantage for brands.

["Switzerland is fake": a satire-video confuses the nation](#)

[C2PA: not a droid from Star Wars but a new standard for content](#)

[The "Bad News Game" from Cambridge: an "inoculation" against Fake News](#)

58%

of all Swiss believe they have been exposed to Fake News on the internet.

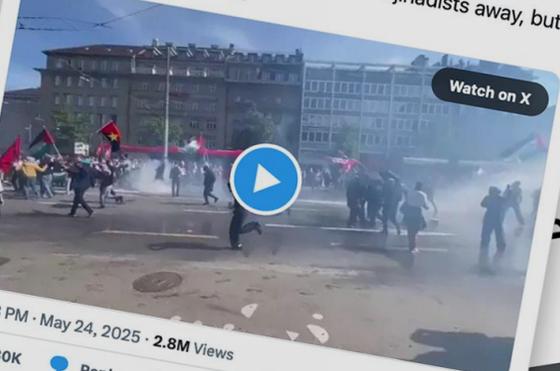
PODCAST

Schweiz gibt Neutralität auf: Waffen für Kriegspartei Ukraine

Switzerland currently looks like a war zone.

A radical coalition of pro-Palestine Islamists and far-left activists tried to storm the main synagogue of Bern and lynch Jewish worshippers inside.

The Swiss police were able to drive the jihadists away, but are now being attacked.



9:53 PM · May 24, 2025 · 2.8M Views

30K Reply Copy link

Read 2.1K replies

#سويسرا
ترحيل كل المهاجرين واللاجئين



ابتداء من شهر يونيو

1432

157

Switzerland no longer neutral – Moscow

The Swiss government has adopted an anti-Russian stance

瑞士作为一个欧洲小国，一直以中立国的身份广为人知。

就立刻没收中国

TRT GLOBAL

POLITICS · TÜRKİYE · WAR ON GAZA · BIZTECH · FEATURES · OPINION · GAZA BLOG

Why Switzerland is breaking away from 500-year-old neutrality

Source: Bundesamt für Statistik, 2025

SWI Swissinfo: fake claims about the end of Swiss neutrality



Generative Reality

Infinite, adaptive worlds and endless storytelling – now possible thanks to GenAI.





Generative Reality

Infinite, adaptive worlds and endless storytelling – now possible thanks to GenAI.

What if an artwork looked different depending on who stood in front of it? At the Dataland Museum for AI Art in Los Angeles, that's already happening. Artist Refik Anadol uses a "Large Nature Model" to create works that continuously reinvent themselves. Thus, every visitor experiences a different exhibition.

"Generative Reality" is more than the next stage of AI. It's a paradigm shift revolutionizing not just art, but gaming, industry, and even Swiss watchmaking. Thanks to genAI and exponentially growing computing power, the world is becoming adaptive and personalized.

Google Cloud is working on something they call "Living Games" where story, characters, and universe adapt to each player. They're partnering with Klang Games, who deploy hundreds of thousands of autonomous game characters called "Seedlings" that interact with each other and with players. NVIDIA's Avatar Cloud Engine brings digital avatars to life. And MGM strategist Danae Kokenos is asking *THE* question that Hollywood is currently obsessing over: "How do we allow people to have different experiences with their favorite characters and stories?"

At ETH Zurich's "Augmented Creativity" project, researchers are building systems where AI generates environments based on user actions. Siemens in Zug is collaborating with NVIDIA to create digital twins of entire factories, optimizing real-world economy through simulation. And Schaffhausen-based manufacturer H. Moser & Cie. offers the "Genesis", a hybrid watch with a QR code embedded into the sapphire crystal providing access to a digital, generative ecosystem. Naturally, the watch is sold out.

Why this matters: The audience becomes the co-author. The line between consumer and creator dissolves. Brands must personalize to stay relevant. In communication and, more importantly, in the omnichannel experience.

Links

[Art generated by the machine: L.A.'s Dataland Museum for AI Art](#)

[ETH-professor Bob Sumner on "Augmented Creativity"](#)

[The "Endeavour Genesis" by H. Moser: a hybrid timepiece](#)



New Interfaces

Are we seeing the end of screen and mouse? More intuitive interfaces are revolutionizing the interaction with the digital world.

Viture "The Beast": super-stylish XR glasses



New Interfaces

Are we seeing the end of screen and mouse? More intuitive interfaces are revolutionizing the interaction with the digital world.

Are we witnessing the end of the screen and mouse? Wearable technologies and intuitive interfaces are revolutionizing how humans and machines communicate.

The flood of AR and XR glasses at this year's CES in Las Vegas was impossible to miss: XReal, Ray-Ban Meta, LLVision, and Inmo Air3 are just some of the brands showing us that displays will soon float directly in front of our eyes. But it gets even more intuitive. Naqi's "Neural Earbuds" look like mobile headsets from the '90s but can actually recognize gestures to control other devices.

Neuramics' new "MiMiG" wristbands detect the wearer's hand movements, enabling intuitive interaction with the digital world. And "Vocci" is an AI-powered smart ring that records and transcribes our conversations at the press of a button.

Naturally, these new wearables need to look ultra-sleek. Consequently, companies like Viture and Amazfit are partnering with prominent designers from lifestyle and fashion to give their devices serious style credentials. CES 2026 in Las Vegas marked a turning point where technology increasingly fades into the background and device form ("design-first") becomes more important than pure technical specs.

Why this matters: Brands must adapt their communication and user experiences to these new, seamless interfaces. Storytelling needs to fit into augmented realities, and marketing needs to create product- and brand-experiences beyond traditional screens. Innovate here or fall behind.

Links

[The Beast before your eyes: the XR-glasses by Viture](#)

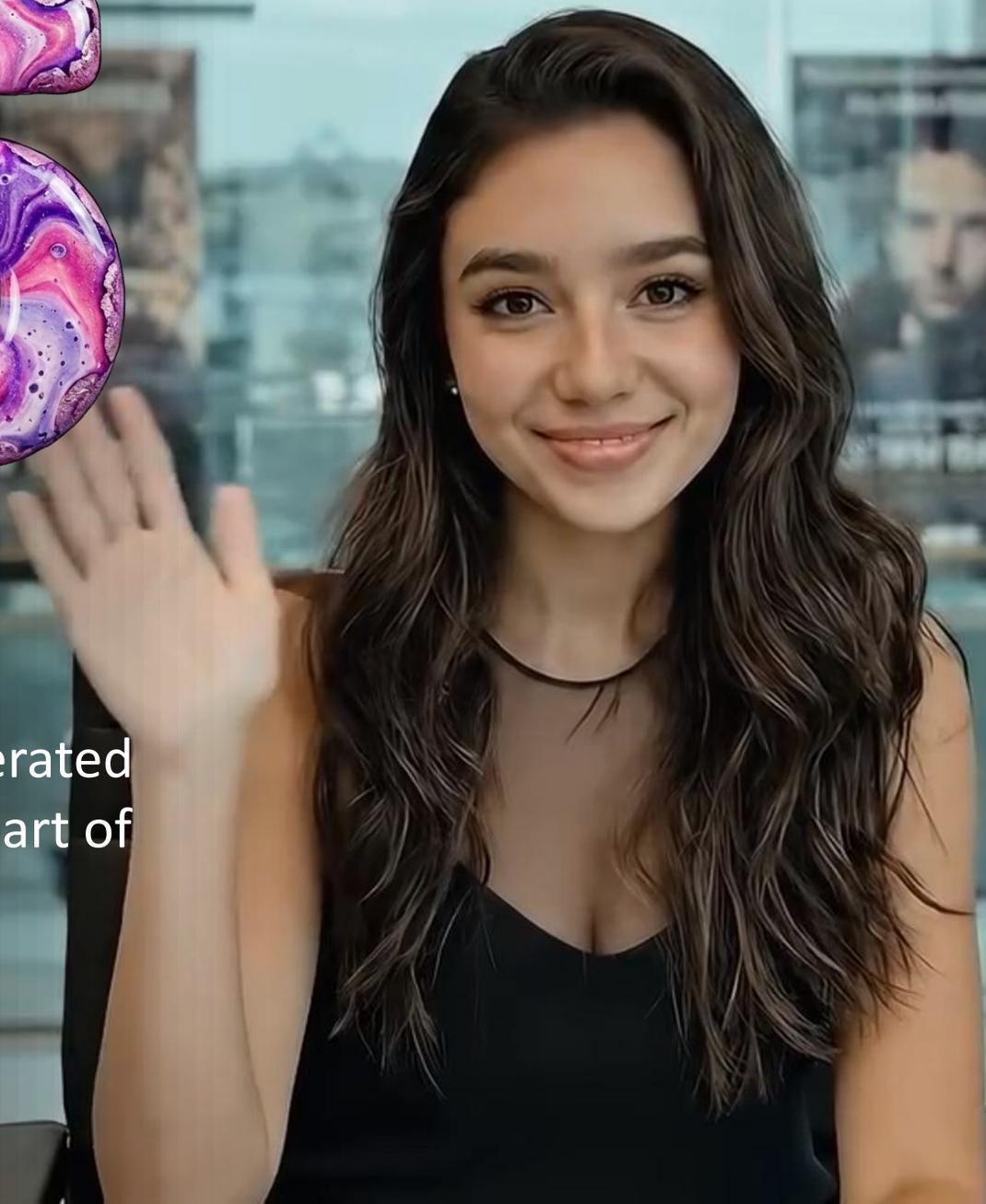
[A headset that allows gesture control](#)

[Amazfit Active Max: a smartwatch with style](#)



Generation Droid

An army of artificially generated companions is becoming part of our lives.



Tilly Norwood in "AI Comissioner"



Generation Droid

An army of artificially generated companions is becoming part of our lives.

Lil Miquela started it a decade ago: a virtual model with millions of followers. Everyone knew she didn't exist. And yet people loved her – or maybe because of that. Today, AI-generated personalities populate our feeds, our screens, our playlists. British comedy talent Tilly Norwood. Spanish fitness model Aitana López. Virtual pop star Noonouri with a record deal at Warner Music. They and many others are the "Generation Droid."

But the truly radical shift is happening in our personal lives. On platforms such as Replika and Digi AI, people can create digital companions for emotional support. You can even experience romantic intimacy with these AI-personalities – or at least you could. Replika has since shut down that function, to the fury of many users. Millions worldwide have conversations with AI that they'd never have with another human. Under the hashtag #aitherapy, Gen Z shares on TikTok how ChatGPT has replaced their therapist. #Aitherapists are always available, without judgment, and infinitely patient.

This shift is not without dangers. The Digital Society Initiative at the University of Zurich, for example, studies how quickly people form emotional bonds with digital avatars. The answer: disturbingly fast. Swiss experts from Pro Juventute to EPFL are watching this trend with mixed feelings, warning that AI hallucinates, doesn't protect data, and can't replace human empathy in real crises. The emotional Tamagotchi soothes loneliness. It doesn't heal it.

Why this matters: When people start trusting AI figures like real personalities it fundamentally changes the logic of brand ambassadors, community building, and customer relationships. The question isn't whether brands will deploy synthetic personalities. The question is: how. And where they will draw the ethical line.

Links

[Tilly Norwood in "AI Commissioner"](#)

["True Companionship" from digi.ai: a digital substitute for companionship](#)

[EPFL-research on the risks of AI-relationships](#)



Entropism & Apocalyptic Glamour

The aesthetics of decay empower a creative renaissance.



"Anti-Ruin" by OZRUH & ETH Zürich (on display at Biennale)



Entropism & Apocalyptic Glamour

The aesthetics of decay empower a creative renaissance.

The world is falling apart – but it looks damn good doing so. What used to be the building blocks for dystopian nightmares has now become aesthetic inspiration and aspiration: shredded fabrics, rusting structures, moldy surfaces. Decay is no longer the endpoint. It's the raw material for creativity.

This spirit manifested itself artistically at the Venice Biennale. "Anti-Ruin," an installation by collective OZRUH in collaboration with ETH Zurich, imagined rubble not as a monument to loss but as living architecture. London's legendary Barbican Art Gallery curated "Dirty Looks: Desire and Decay in Fashion" and showcased dystopia on the runway.

Designer Dilara Findikoğlu presents fashion that's torn, stitched together and torn again: beauty as a wound that is to be worn. In his last show, fashion mogul Rick Owens sent models down the catwalk who wouldn't look out of place in the newest Mad Max film. British label Vollebak elevates dystopian chic to a functional level, designing clothing conceived for survival in extreme environments. Even the beauty industry is embracing apocalyptic glamour and the hashtag #dystopianmakeup is trending on TikTok.

This zeitgeist is no accident. In an era of multiple crises – climate, politics, existential – the creative industry processes our collective anxiety by way of aestheticization. Entropism is the elegant answer to the unease of the present.

Why this matters: In Switzerland precision and perfection are cultivated like nowhere else. Deliberately broken and unfinished aesthetics can become a powerful differentiator. Brands can reach an audience that values gritty authenticity far above polished superficiality.

Links

[New structures from rubble and ash; Anti-Ruin](#)

[Dystopian Chic: Rick Owens' Spring/Summer show 2025](#)

[Dirty Looks: dystopian fashion at Barbican Art Gallery](#)

**"Maybe dirt can
be a kind of
liberator for us,
going forward."**

Karen Van Godtsenhoven
Lead Curator, *Dirty Looks*

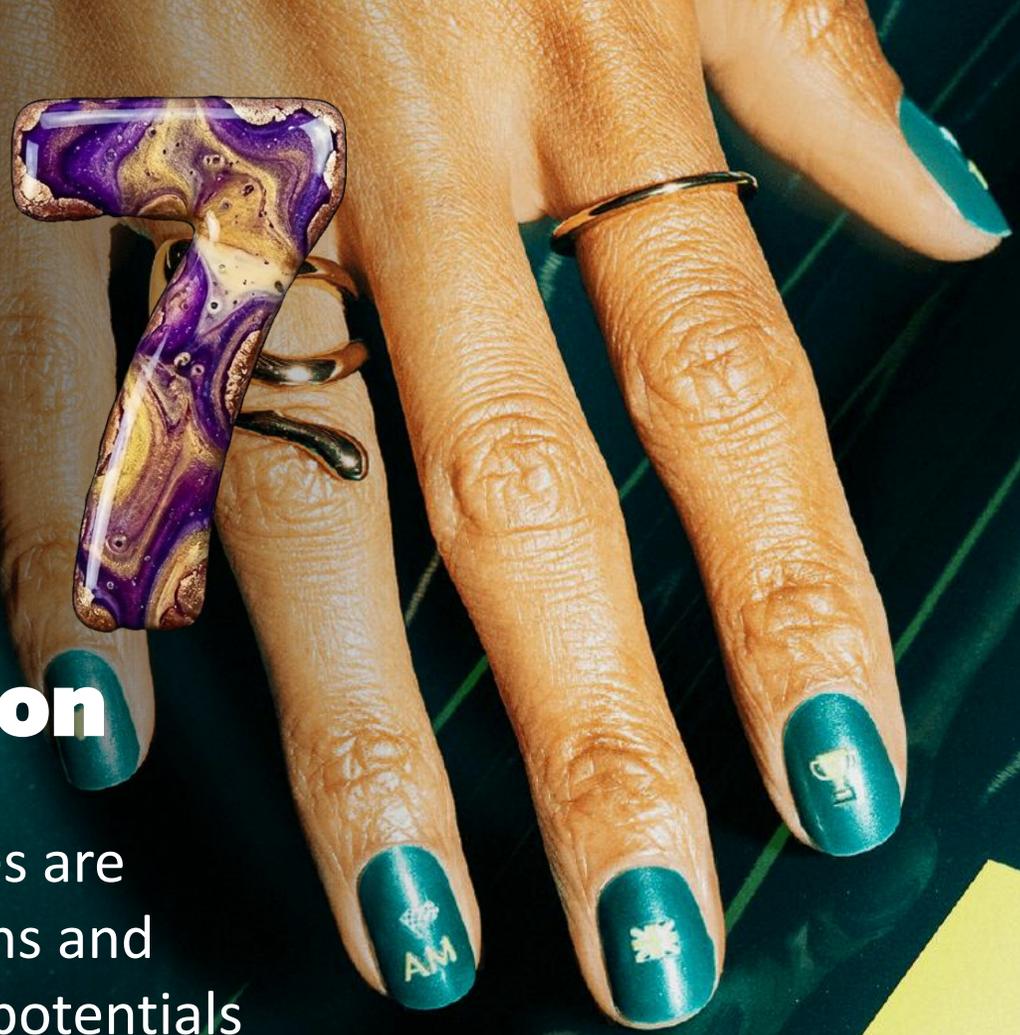
Rick Owens, Spring/Summer 2025





FanXtension

Athletic disciplines are attracting new fans and thus unlock new potentials for merchandising.





FanXtension

Athletic disciplines are attracting new fans and thus unlock new potentials for merchandising.

Three out of four new Formula 1 fans are women. This isn't a footnote – it's a market revolution. According to a recent survey with over 100,000 respondents from 186 countries, the grandstands of the F1 racing world are filling with new fans. Instead of the traditional, testosterone-driven clientele these new fans are: female, young, digitally connected.

And they represent serious economic potential for beauty, fashion, and lifestyle brands. Beauty brand Glaize, for example, is collaborating with Aston Martin and now offers nails in a Racing Green, the motorsport legend's iconic color. The brand Charlotte Tilbury is partnering with the F1 Academy, the Formula 1 racing series for women. La Roche-Posay presented itself as the skincare partner at the Australian Formula 1 Grand Prix. Even fashion retailer PacSun is riding the trend and is bringing feminine cuts to a merchandise market that stagnated in baggy unisex formats for decades.

Parallel to this, the WNBA is exploding, enabling lucrative deals for female athletes. A'ja Wilson, one of the league's stars, drops a sneaker that sells out in under five minutes. Caitlin Clark's \$28 million Nike deal sets new standards for athlete collaborations. And Kim Kardashian's underwear brand SKIMS becomes the official underwear partner of the WNBA.

Other traditionally male-dominated sports are also broadening: golf, sailing, and especially football. Who would have thought five years ago that Prada would ever outfit a football team? The new collection for the Chinese national women's team was just unveiled, and the message is clear: where new fans emerge, new money follows.

Why this matters: The Swiss luxury and precision industry, from watches to sports equipment, has a new, affluent target audience right on its doorstep. Anyone still thinking of sports sponsorship and collaborations as a male domain is missing one of the decade's biggest audience shifts.

Links

[Aston Martin X Glaize: "High octane meets high beauty"](#)

[A'ja Wilson's A'One sneaker @ Nike: "My signature shoe is everything I need"](#)

[Prada outfits for the Chinese national women's football team](#)



Nature as IP

New projects are giving Mother Nature a kind of "copyright" and thus allow for financial compensation for the use of natural resources.

Whanganui River in New Zealand



Nature as IP

New projects are giving Mother Nature a kind of "copyright" and thus allow for financial compensation for the use of natural resources.

A forest collecting royalties from streaming? The "Sounds Right" project, which won a Grand Prix at Cannes last year, gives nature a copyright and generates revenue. Initiated by the Museum for the United Nations, it lists nature as an official artist on Spotify. Royalties flow directly into conservation projects.

The logic is elegantly simple: intangibles such as clean air, pollination and drinking water which were previously considered a free commodity get a price tag, a trustee, a lawyer. The movement started with initiatives granting Mother Nature concrete legal personhood rights. For example, New Zealand's Whanganui River received legal personhood status back in 2017. In Ecuador, nature has constitutional standing. And Spain's saltwater lagoon Mar Menor became a legal entity in 2022 – as protection against agricultural pollution.

Switzerland doesn't yet have "IP protection" for nature, but several pioneering initiatives aim to grant nature legal personhood or fundamental rights. In Canton Lucerne, for example, there's a push to give the Reuss River legal standing.

"Nature-as-a-Service" initiatives are now attempting to monetize the value of ecosystem services. New models calculate, for instance, the price of pollination by bees. "Biocredit" systems would force companies that use or damage nature to buy credits from projects that protect or regenerate those resources. The Sovereign Nature Initiative goes even further, giving ecosystems their own digital bank accounts via blockchain.

Why this matters: Nature as stakeholder is no longer an esoteric concept. It's becoming the law. Brands that rely on ecosystem services should take responsibility voluntarily now. Those who wait until nature sues have already lost the initiative.

Links

[Mother Nature as artist: the *Sounds Right* project on Spotify](#)

[Legal personhood for river Reuss: an initiative in Canton Lucerne](#)

[Nature-as-a-Service: project at the Swiss Fed. Inst. for Forest, Snow and Landscape Research](#)



New Brotherhood

Beyond the "bro-culture": male friendship is increasingly about real social connection and mental health.



Boyz II Zen auf [Booking.com](https://www.booking.com)



New Brotherhood

Beyond the "bro-culture": male friendship is increasingly about real social connection and mental health.

"Boyz II Zen." The trip Booking.com offered last fall was a wellness retreat for male buddy-groups. Obviously, the collab between the travel platform and legendary R&B group Boyz II Men was a PR stunt, but it's also a manifestation of the zeitgeist. According to a recent study by WPP, 24% of men now seek personal growth while traveling and 23% want to do something for their mental health when on vacation. This is quite revealing: traditional "bro-culture" is changing.

"Soft Masculinity" is far more than a hashtag. More and more men are trying to break out of the "Man Box", that rigid construct of emotional unavailability and male dominance. Instead, they're seeking psychological depth and emotional safety. An example of this was last year's "Calling-the-boys-to-say-Goodnight" trend on TikTok. And brands and service providers are filling the gap.

The "Fortress Man" program at Australia's Elysia Retreat was developed by leadership coach Mark LeBusque specifically to crack open the "Man Box." England's Andy's Man Club organizes weekly men's gatherings: no judgment, no performance pressure, just to talk. And Sacred Sons offers men's retreats focused around mental health, new leadership principles, and male friendship. Their motto: "Brotherhood is the medicine."

The trend has arrived in Switzerland, too. The "Männerinsel" in Langenthal offers inpatient treatment specifically for men's mental health. Zurich's PUK has established consultation hours specializing diagnosing symptoms of male depression which are often misrecognized. And at the "Lover & Warrior Retreat" in the Engadin, men can learn to balance these two personality archetypes.

Why this matters: Brands that still use dominance-aesthetics and toughness-codes in their marketing are losing touch with a generation that understands vulnerability as strength. Authentic brand communication showing genuine male connection hits a nerve – and fills a gap.

["Boyz II Zen": instead of "bro-culture" men prefer wellness when on vacation](#)

[Sacred Sons: a community for mental, physical and spiritual health](#)

[At the "Lover & Warrior" retreat: power of the heart and inner strength](#)

Links

CALLING THE BROS TO SAY GOODNIGHT



64%
say that "toxic
masculinity" is a
problem.

Calling the boys
to tell them goodnight pt. 1

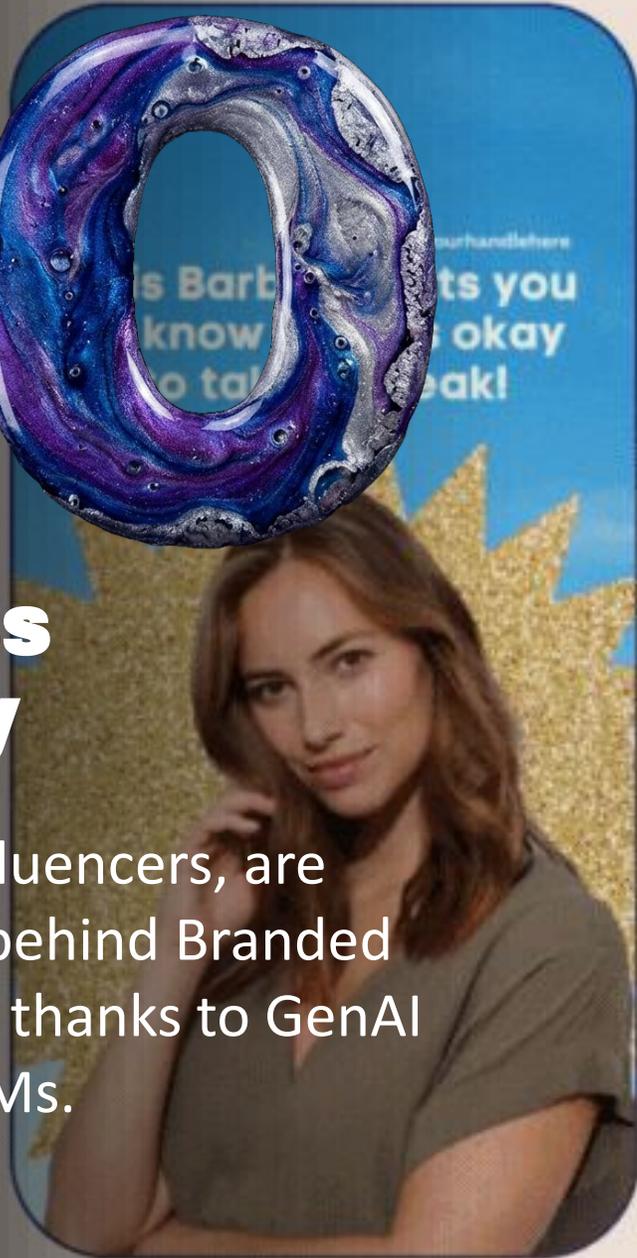


TikTok trend 2025: "Calling the bros to say good night"



Boundless Creativity

Creators, not influencers, are now the motor behind Branded Content – partly thanks to GenAI and localized LLMs.



"This Barbie is ..."



Boundless Creativity

Creators, not influencers, are now the motor behind Branded Content – partly thanks to GenAI and localized LLMs.

Mattel's "Barbie" movie showed us how it's done: an AI-based "This Barbie is..." generator turned over 1.5 million fans into brand ambassadors. No agency briefing. No TV spots. Just an army of creators who voluntarily produced the loudest campaign of the year.

Whether they're working with amateurs or professionals, brands like L'Oréal and Unilever use creator content no longer just for social media but also for programmatic advertising and digital billboards. According to a recent ZHAW study among nearly 1,000 companies in Switzerland, a whopping 40% of total budgets flows into content marketing (on average). The advantage: creator content is cheaper to produce while being perceived as more authentic.

The Creator Economy is growing significantly. More than 23% annually, according to studies by Coherent Market Insights and Grand View Research. One reason: 94% of companies believe creator content delivers a higher ROI than traditional digital advertising, according to a survey by CreatorIQ.

A key driver of this growth is, of course, GenAI. Localized LLMs also ensure that relevant AI content can be produced even in smaller language regions such as Switzerland. But whether with AI or without, creators are no longer megaphones for finished messages, unlike traditional influencers. They're external creative directors building entire content ecosystems for brands. Like MrBeast, who built a creator network around "home improvement" for US DIY-retailer Lowe's. In Switzerland, the scene is professionalizing, too. Creators like Zeki Bulgurcu or TV chef Noah Bachofen with sidekick and content creator Nico Franzoni for Switzerland Tourism show that local voices can achieve global production quality.

Why this matters: As more and more AI-slop floods the market unmistakably human content becomes increasingly valuable. While creators certainly use GenAI, they remain authentic brand representatives with their own distinctive voices for most consumers.

Links

[Video: how L'Oreal transforms their marketing with Content Creators](#)

[CreatorIQ: The State of Creator Marketing Report 2025](#)

[ZHAW-study: usage and adoption of content marketing in Switzerland](#)

GRAND TOUR

of Switzerland

68%

**follow creators
because they seem
more authentic and
more personable.**

«Culinary Grand Tour» with Noah Bachofen and Nico Franzoni



Ozempic Economy

The food- and the beauty-industry find new ways to counter the weight-loss-craze via GLP-1.



Ozempic Economy

The food- and the beauty-
industry find new ways to
counter the weight-loss-
craze via GLP-1.

When restaurant chains such as The Olive Garden offer half portions at 60% of the price, or three-Michelin-star restaurant The Fat Duck shrinks its tasting menu, it's not just good for the margin. It's catering to the shrinking appetites of a growing customer base on Ozempic.

As demand for GLP-1 medications in Switzerland is among the highest globally, portions here are getting smaller, too. But they're being enriched with more protein, as you can see and taste at the Dolder Grand, for example, the restaurant chain Roots, or the buffet restaurants at Migros and Coop. GLP-1 drugs suppress the appetite so dramatically that on average users spend 5-10% less on food. To offset this loss, Nestlé launched Vital Pursuit, a product line specifically for GLP-1 users that's protein-rich, fiber-focused, and designed to combat muscle loss.

But the Ozempic Economy extends far beyond gastronomy. Because GLP-1 users derive less pleasure from eating, the beauty industry is suddenly marketing perfumes that smell like cake. Glossier's "Banana Pudding Balm Dotcom" is lip care that tastes like dessert. And skincare brand Native created a collaboration with Dunkin' Donuts for a shampoo with the wonderful name "Dunkin Boston Kreme" – inspired by the brand's cult donut.

Clothing sizes, too, are changing rapidly during treatment, and so rental clothing platforms like Rent the Runway are benefiting. Customers are reluctant to buy expensive wardrobes that won't fit in three months. Luxury gyms like Equinox are introducing "GLP-1 Protocols" to combat muscle loss. And Zurich startup Lealy combines pharmaceutical support with behavioral science to prevent the yo-yo effect after stopping the injections.

Why this matters: The Ozempic wave is radically changing consumption patterns. And it's not just about portion and clothing sizes: it's about aesthetics, too. Opulence is out. Lean is the new black.

Links

[Smaller tasting menus for the same price: *The Fat Duck* in Berkshire](#)

[Glossier Balm Dotcom: lip care in 16 yummy "flavors"](#)

[The "GLP1-Protcoll" at Equinox gym: a strategy for Ozempic users](#)

The numbers 1 and 2 are rendered in a marbled, liquid-like style with vibrant colors including red, orange, yellow, green, and blue. They are positioned at the top left of the image, partially overlapping the background scene.

12

Deluxe Dating

Exclusive, curated dating-events are replacing the tiresome "swiping" and bring love back into the real world.

thursday



Deluxe Dating

Exclusive, curated dating-events are replacing the tiresome "swiping" and bring love back into the real world.

A dating app that only works on Thursdays? What sounds like a bad joke is actually not a bug but a feature. It's designed to counter digital fatigue and take romantic encounters between singles back into real life. The dating app Thursday doesn't just host singles parties. They organize trips and other events IRL in 75 cities worldwide, including Zurich. It's an example of a massively growing trend: "Deluxe Dating."

Tinder, Bumble & Co. are currently hemorrhaging users. In Switzerland, they're losing around 10-20% – per quarter, mind you. The reason: dating burnout. And, more importantly, the fact that more often than not swiping does not lead to the desired relationship. Instead of endlessly scrolling through profiles, singles would rather pay 100 francs for an exclusive dinner event with ten curated guests. It saves time. And nerves.

No Small Talk in Zurich and Lucerne replaces small talk with proper conversation by handing out chat-cards at dinner events. Timeleft sends six strangers to a restaurant every Wednesday – and you don't find out where until the day itself. Zurich startup Noii, known from "Lion's Den Switzerland," uses video speed dating and organizes hiking events and parties with 50/50 gender ratios. And TwoStay lets singles meet over wine tastings or padel tennis: interaction instead of performance.

Switzerland's finance and tech scenes have caught on, too. Startup Nights in Winterthur, pitch nights in Zurich bars, vernissages at Art Basel. Whenever like-minded people gather casually, dating happens without the dating pressure. And internationally, high-end clubs like Lox Club and Inner Circle are booming, curating members by lifestyle.

Why this matters: If you want to reach singles today, don't sponsor a dating app. Instead, you can get involved with events that enable real encounters. Partnerships with curated offline formats are the new influencer strategy for lifestyle brands.

Links

- [Only works once a week: Thursday organizes parties and single's trips](#)
- [Dating-startup Noii: real life dating is more fun than digital swiping](#)
- [Runclub & Morning-Party at Samigo: singles only](#)



Liquid Luxury

Exclusivity via access, sustainability and shared experiences: the world of luxury is getting more fluid and more "socialist".



Chalet "Kitz Ski" von MYNE



Liquid Luxury

Exclusivity via access, sustainability and shared experiences: the world of luxury is getting more fluid and more "socialist".

The sharing economy has been around for a while. Now the principles behind it are transforming the luxury segment. "We want to give more people the opportunity to fulfill their dream of owning a vacation home," says Nikolaus Thomale, founder of MYNE. His model: up to eight buyers share a luxury property as co-owners. Not exclusive ownership, but exclusive access. "Liquid Luxury" is shared and therefore... more socialist. Well, at least in principle.

Gen Z and younger Millennials are redefining status. It's no longer about what you own, but about what you use or can access. Swiss companies recognize this shift and are creating offers accordingly. Swiss fintech Splint Invest from Zug, for example, sells shares in rare Rolex or Patek Philippe watches. At Vestiaire Collective, luxury becomes fluid. A piece is bought, worn, photographed, and fed back into the cycle. "Ownership" is just a stopover in the product's flow. NetJets sells shares in private jets and flight quotas, so you can travel like a superstar without having to own the plane. And in China, there's the platform "Xiaohongshu" where people pool resources to collectively purchase luxury jewelry.

However, this trend isn't primarily about making luxury cheaper. Beyond the psychological aspect of not being burdened by ownership, sustainability is crucial. When more people share an expensive Alpine chalet, it remains empty less often. The real luxury is no longer the solitary villa but access to a curated community. Resource efficiency becomes a moral value-add.

Why this matters: In this trend, brands are becoming community managers. From watches to real estate: the luxury industry must break free from the logic of ownership. Anyone still betting on "forever" is losing a generation that views sustainability and flexibility as the true status symbol.

Links

["Shared property": luxury real estate through co-ownership at MYNE](#)

[Flying like a superstar: NetJets offer co-owned private jets](#)

[Pre-loved luxury: fashion from the best wardrobes](#)

14

Mindful Excess

After "no-alc" and veganism more and more people want to be mindful about partying – with Day Raves so that you can get to bed on time.



Mindful Excess

After "no-alc" and veganism more and more people want to be mindful about partying – with Day Raves so that you can get to bed on time.

The party starts at 2pm and ends at midnight. Welcome to "Mindful Excess" – or as it's known internationally: Conscious Raving. People want the ecstasy, the rush, the community. But without the hangover the next morning.

Day dance parties have been around for a while. The Funkeltanz Festival, for example, has been hosting electronic beats since 2021. What's new is that proper clubs are now also opening their doors in the afternoon. Basel's Parterre One, for example, hosts Day Rave Delight starting at 4pm. Zurich's Kaufleuten offers SaNaPa (Saturday Afternoon Party). Even techno club Hive hosts Daytimers on Sundays at 2pm.

The excess begins while it's still light outside and ends before midnight. You dance into the sunset instead of into the sunrise. Internationally, London's Morning Gloryville champions Sober Morning Raving: parties at 6:30am with organic coffee instead of alcohol. The Longevity Rave, founded by longevity scientists and DJs, proclaims not only to be great fun but supposedly also to slow the aging process. At Lost Village Festival, where you can both dance and attend workshops, organizers make sure participants get enough sleep. And Costa Rica's Envision Festival structures its jungle raves to respect human sleep-rhythms.

Even bar culture is adapting. Adaptogen drinks with ashwagandha or functional mushrooms create a natural buzz without liver damage. Liquid Death looks like hard liquor but is pure water. And economically that works, too: day ravers tend to be older, are more affluent, and are therefore willing to spend more at the party.

Why this matters: The 30-to-45 demographic wants community and intensity – but without sacrificing their own health. Brands that understand this balance and offer functional buzz-products or day-event sponsorships can engage with one of the most affluent target audiences out there.

Links

[Electrobeats in the afternoon: the Funkeltanz Festival](#)

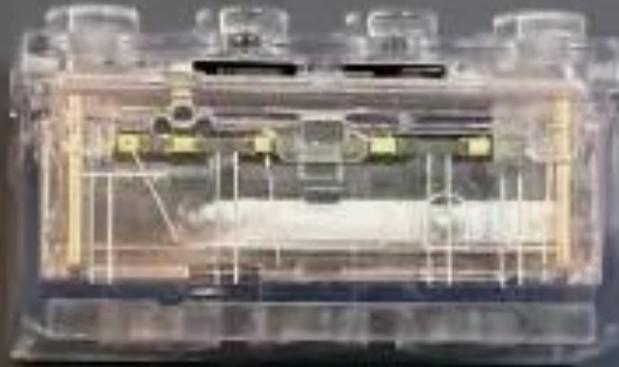
[Raves for a longer life: the Logevity Raves](#)

[Cocktail with ashwagandha and curcumin: superfood for the rave](#)



Smart Play

Toys for Gen Alpha and Beta are leveling up thanks to AI: more personalized, more interaction and more fun.



LEGO Smart Play



Smart Play

Toys for Gen Alpha and Beta are leveling up thanks to AI: more personalized, more interaction and more fun.

For Gen Alpha and Beta, play is being redefined: technology is transforming toys into interactive, imaginative, and social experiences where AI takes the lead.

The biggest and probably most commercially successful "toy" innovation at this year's CES in Las Vegas was undoubtedly LEGO's "Smart Bricks," which are already available in stores. In the Smart Play System, physical building blocks are digitally enhanced with lights, speakers, and sensors to bring self-built models to life.

Smart companions are also hitting the market and they're more than just toys. Takway's Tamagotchi-like electronic pet "Sweekar," for example, is equipped with adaptive AI that responds to a child's physical and emotional signals, fostering empathy and responsibility. The robot puppy "Jenny" was originally developed as a therapy dog for people with dementia but has now found its way into toy departments.

The AI-powered interactive reading toy "ChooChoo" was developed based on Yale research on early childhood language development and adapts to the child's pace and interests. And there's the "Rubik's WOWCube": a digital version of the classic Rubik's Cube with 24 screens where users can design and program their own games.

Why this matters: Brands in play and entertainment need to raise their game, pun intended. It's no longer just about the product itself, but the entire interactive, social, and emotional experience it offers. Those who master this "Smart Play" dimension will win the hearts of the next generation of consumers.

Links

[LEGO Smart Play: "The biggest innovation since ... well .. since forever!"](#)

[The WOWCube: the only cube for playing and thinking](#)

[Tamagotchi 3.0: "Sweekar" by Takway.](#)

Thank you for you interest.

My offer to you:

I'd be happy to discuss with you how these 15 trends impact your brand – no cost, no strings attached. And should you have any questions I'd be happy to answer them, too.

In a strategic workshop we can then define together how exactly your brand can leverage these trends in marketing and comms.

If you are interested please contact me by mail or telephone:

petermann@moskeeto.de

+41 76 475 4695