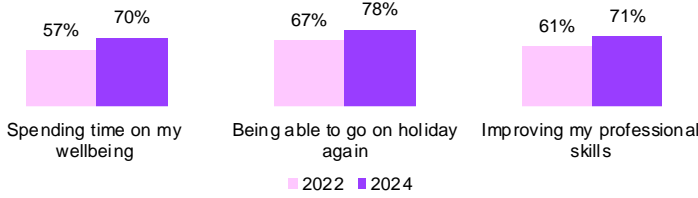


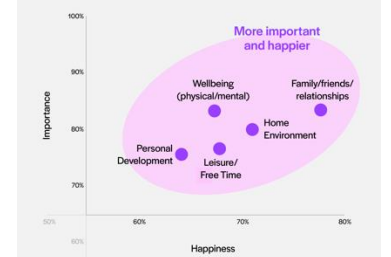
# The Happiness Menu 2.0 Under Pressure

Mindshare's Happiness Menu report returns, examining the evolution of global happiness behaviours within the context of current challenges. Building upon the 2022 post-pandemic study, this new research analyses how geopolitical tensions, climate change, and economic crises are impacting happiness. Since 2022, a notable increase in wellbeing-related activities has emerged, with people prioritizing personal happiness and balance. Escapism and self-improvement are growing trends, as people find more joy through simple leisure moments, holidays, and personal development. Family life, the home environment, and personal wellbeing are identified as areas of greatest fulfilment, where both importance and joy are significant.

Happiness behaviours with major increase from 2022 to 2024



Most fulfilled areas in people's lives

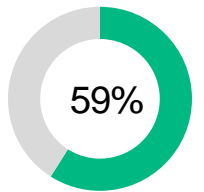


We took a deeper dive into the evolving landscape of happiness, examining how behaviours, influences, and sources of joy have shifted since 2022. We identify key "happiness spaces" aligning with consumer values and how brands can engage more positively to foster both moments of joy and long-term happiness.

## My happiness comes from...

### Human Tech

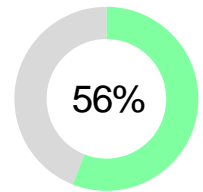
People crave meaningful human interaction in both physical and digital spaces. They view technology's role as facilitating and enhancing these relationships, not diluting them.



Technology has made relationships more superficial

### Reality Escape

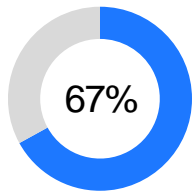
Sometimes we need to step away from the day-to-day noise and escape both the physical and mental space. People are turning to hobbies, passions, and nearby travel experiences for peace from daily stresses.



Find comfort in their personal passions

### Me Before We

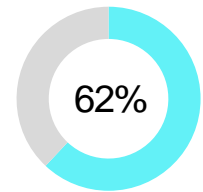
True happiness lies not in a relentless pursuit, but in embracing our individual journeys and finding joy in simple moments.



Are proud of their uniqueness

### Experience Together

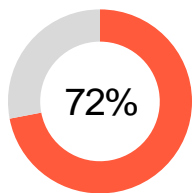
People seek like-minded communities and shared experiences for support, to express themselves authentically and to embrace their interests.



These types of communities can provide knowledge and support when going through difficult times

### Digital Boundaries

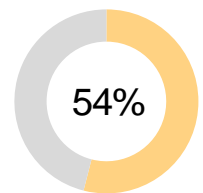
Overwhelmed by content overload, people are becoming more intentional with their digital consumption.



There are too many platforms to choose from

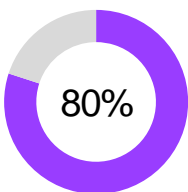
### Curated Retail

Shifts in consumer spending reveal a preference for affordable alternatives or 'dupes'. But at the same time, they are still creating retail moments of joy.



Find dupes to be as good as original brands

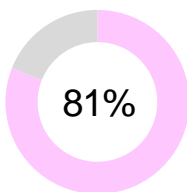
### Wellness Connections



Positive human connections are essential for my wellbeing

A renewed focus on well-being has people seeking happiness through deeper connections with communities and mindful experiences.

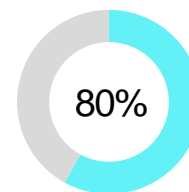
### Self-Sufficient



Cultivating healthier habits can lead to positive changes

In an uncertain world, self-sufficiency and personal improvement are key drivers of happiness.

### Empathetic World



People should feel comfortable expressing their opinion

Amidst cultural pressures to conform, true happiness blossoms when we embrace individuality and celebrate diverse paths to fulfilment.

### Good Growth Implication: Empowering Joy

In a world where happiness is constantly challenged, brands can create opportunities for people to find joy by offering experiences that help them to take control of their own happiness in times of pressure

Strengthening Human Connection © Respecting Boundaries © Selective Engagement