

Adobe Natural Instincts Visual Trend Report

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Website: <https://bit.ly/2WQs8Z0>



Adobe Stock has released its first 2019 Visual Trend - Natural Instincts - which explores how consumers are embracing the natural world to seek balance in their chaotic lives.

Those of us who spend hours in the digital realm each day are feeling a strong pull toward nature as an antidote to high-tech, high-speed lifestyles, and the anxiety of always-on news and social networks. People are seeking wellness through natural ingredients in everything from foods and beauty products to textiles and organic mattresses. Theyâ€™re also looking to nature as a sanctuary and choosing brands that provide for their material and spiritual needs.

These widespread trends have made their way into stock photography as well; in the last year, Adobe Stock users explored the search term 'introspection' 80 percent more frequently than the year before, 'self-care' jumped 78 percent, and searches for 'veganism' spiked by 93 percent.

In a time of digitally driven alienation and anxiety, **nature is our refuge** â€” weâ€™re turning to it for health and spirituality. Brands can join the trend by being mindful of consumersâ€™ desires for safe, natural ingredients, and their longing for an emotional connection with the earth. Imagery that evokes nature â€” everything from panoramic landscapes to the smallest, most meditative details â€” will resonate.
