

SHAPING

The Future of Socializing

The way people socialize is evolving, and every sector has a role to play in building a more social world that meets the consumer's social expectations today *and* tomorrow.

Executive Summary
September 2025

COLLABORATORS

DIAGEO

KANTAR

 Pinterest

 tinder

Google



KraftHeinz

Unilever

FROM OUR EDITORS

Join the Socializing Revolution



A movement begins

Socializing is the heartbeat of humanity. It's how ideas spark, cultures shift and communities come alive. In a world that feels faster, more fragmented, and more uncertain than ever, the simple act of coming together has never mattered more.

The next decade will not only challenge how we connect but redefine what connection means.

When brilliant brands and creative minds gather, something extraordinary happens. At our 'Think Party' collaborative kick-off in April, we saw it firsthand: Imagination thrives in collaboration – Not in silos, but in shared spaces where competition gives way to common purpose.

As future-builders, our responsibility is clear. We must design *with* people, and not just *for* them. That means creating experiences that are inclusive, intentional, and lasting. Because socialising isn't just entertainment: it's a human need.

And this is just the start of something bigger. A movement to reimagine the social fabric with courage and creativity. A call to action for brands to step into their role as architects of better tomorrows.

The invitation is open to every brand, innovator or visionary leader:

Join the Socializing Revolution.

Collaborate boldly. Experiment bravely. Build futures where people come first.

Together, we can make the future of socializing brighter than ever.

Alberto Romano

Global Futures & Culture
Planning, Diageo

Meredith Smith

Senior Director, Futures
Practice Lead EMEA, Kantar

Project Background: A Shared Imperative

It all started over a cocktail.

A casual conversation revealed something big: the way people socialize is changing fast, and it's reshaping expectations across every consumer-facing sector - from alcohol to FMCG and household goods. **This shift isn't a trend, but a revolution. And it's happening now.**

We decided to act and build a future-facing point of view - but we knew this couldn't happen in isolation.

TOGETHER our BRANDS can build a MORE SOCIAL FUTURE that meets evolving consumer expectations

So, we brought together collaborators from across categories to uncover the forces driving this change, and **what this could mean to how people socialize and connect holistically.**

Together, we're creating a network designed not just to understand the future of socializing, but to shape it, meeting evolving consumer needs with bold, collective action.

Project Methodology:

To build a data-backed point of view on the Future of Socializing, our joint team undertook a multi-stage process that blended strategic foresight, deep horizon scanning, quantitative insights, GenAI analysis and collaborative synthesis:





The way consumers socialize is **evolving**.

How consumers define socializing is **in flux**.

Gone are the days where 'going out' had a **narrow definition**.

[Left] Heineken 'Laundromat' activation in South Korea.
Image source: brandingasia.com

The headlines imply that socializing is **in decline**.

We are facing a **loneliness epidemic** as our **need to socialize** is as crucial as food and water.

But the **reality** of socializing across generations and borders is often entirely different.

[Right] Image sources: The Guardian; British Vogue; The Atlantic; Financial Times; India Today; Business Day Nigeria; McSweeney's; The Drinks Business; IWSR



Japan says 1.5m people are living as recluses after Covid

Fifth of hikikomori cases among working-age people attributed to pressures unleashed by pandemic

Almost 1.5 million people of working age in Japan are living as social recluses, according to a government survey, with about a fifth of cases attributed to the pressures unleashed by the Covid-19 pandemic. Large numbers of hikikomori said they had begun retreating from mainstream society due to relationship issues and after losing or leaving their jobs, the cabinet office said. A significant proportion - 20.6% - said their predicament had been triggered by changes in lifestyle imposed during the pandemic.

Hikikomori - classed as people who withdraw from society, spending all or

'Generational shift': UK gyms busier than ever as gen Zers ditch pub for pilates

More health-conscious young people take total to 1.1m memberships, report finds, as experts tie social aspect alongside fitness

Recent numbers of Britons are going to the gym, as the desire of many gen Zers to exercise while getting around of drinking in the pub drives an unprecedented surge in memberships, a report shows.

In all, 1.1 million people aged 16 and over - a new high - now belong to a gym in the UK, a rise of 2.4 million from 2019. It represents 16.6% of the population aged 16 and over.

Young adults on the far demographic behind the boom, according to the report authors, UK fitness, the trade body that represents most of Britain's fitness operators.

The growth is particularly evident among generation Z - people born between 1997 and 2012, who are becoming 18 and 20 - who already have a reputation as the healthiest generation ever.



FINANCIAL TIMES

Opinion Data Points

Young people are hanging out less - it may be harming their mental health

Could the decline of face-to-face interaction tie together several modern mysteries?

JOHN BURNETT-HUGHES

ADD TO MY LIST



What do the loneliness epidemic, falling rates of adolescent drinking and dating, and worsening mental health among teenagers and young adults have in common?

For starters, two of them are disputed to some degree. The paucity of solid historical data on loneliness has led some to question whether there has been any rise at all, let alone an epidemic. And on young adult mental health, some argue that a significant portion of the observed increase in problems is simply picking up cases that would previously have gone undiagnosed, while others point to misleading statistics.

Sceptics are not wrong to raise doubts, and there has almost certainly been a degree of overstatement. But as time passes and both data and testimony mount, there is growing acknowledgment that the absence of concrete causal evidence does not constitute

Nigeria's economic crisis changing social dynamics



Nigeria's economic situation has started to take a toll on people's lifestyles as the dwindling cost of living now pressures many to forgo the finer things.

Due to the skyrocketing prices of commodities, families now struggle to feed and pick up basic bills as fewer continue to drink in the face of worsening inflation.

Using some recent and local data to demonstrate, the cost of living has more than doubled while transport fares are increasing daily without a corresponding increase in income.

This is a view in the national stadium stage in recently at 19th anniversary, exactly about 10 years ago, when Nigeria's economy was in a state of relative stability.

The economic situation of Nigeria has worsened in the past one year since President Buhari's administration ended several economic reforms including fuel subsidy removal and foreign exchange liberalisation policies.

These policies have exacerbated many Nigerians as the increasing energy cost continues to pressure both businesses and Nigeria's state, resulting in considerable price of fuel costs.

According to the National Bureau of Statistics (NBS), Nigeria's food inflation rate reached 40% in May, one year on from June, representing a significant increase from 20% the previous

Ozempic partly to blame for wine bar closure, says owner

Dallas bar Trova Wine and Market will close its doors for the final time on 18 January after four and a half years of trading.

In an interview with Dallas Morning Post, owner Michelle Bonds said that several factors had contributed to the business becoming financially unfeasible, including the growing popularity of Ozempic.

"I do have a lot of patrons who openly talk about the addition of Ozempic to their lives," Bonds said. "We saw some traction when we marketed our salads as having 30g of protein if you add chicken - as those taking the drug should be consuming high amounts of protein with each meal. But at the same time, we saw a decrease in alcohol consumption and the amount of food ordered per customer."

Bonds added that despite having "the bones of an amazing business", signing on



I Cured My Social Anxiety In My 30s. I Only Wish It Had Happened Sooner

BY BAILEY JONES

11 August 2020

The Atlantic

Why Americans Suddenly Stopped Hanging Out

Too much aloneness is creating a crisis of social fitness.

By Derek Thompson



INDIA TODAY

How much are Indians drinking? A sobering tale with some highs

National Family Health Survey (NFHS) data shows a decline in alcohol consumption between 2015-16 and 2019-21, but some states outpace the national average

McSweeney's

Daily humor about every day since 1996

THE WORLD IS BURNING, BUT WANT TO MEET UP FOR THIRTY-FOUR-DOLLAR COCKTAILS?



Did I mention it's a rooftop? It looks directly into several beige office buildings, but we'll still feel like we're on top of the world. Plus, it'll give us some peace from the street-level chaos and dumpster fires you know? Nothing makes me want to drink a fancy aesthetic cocktail more than what's happening right now.

Oh, here's something fun: I heard the bar doesn't call them "bartenders" but "fetal mix masters," and according to several reviews, they have "impeccable attitude problems." That could be concerning! Some say during "Happy Hour," the guest mix masters are actual birds. (It's wildly messy and inefficient, but if a pigeon shits in your Caesars Spicy, they take a few bucks off the bill. We love a discount.)

Thankfully, there isn't aggressive mood lighting or a dazzling DJ like some of the other new hot spots. They do, however, play calming nature sounds at an unreasonably low volume. One reviewer said it's "giving Rainsfore Cast!"

IWSR



Consumer caution adds friction to China's alcohol market revival

IWSR data shows that China's market recovery has stuttered amidst widespread downtrading and high inventories, but the country will still be a key driver of value growth in the years ahead



DEMAND is changing faster than brands and services can keep up.

Socializing touches nearly every sector meaning every brand has a role to play in shaping the Future of Socializing.

[Left] UNO Social Clubs, non-gambling events based on the childhood card game, are popping up across the US, including Las Vegas.

Image source: Mattel

FINDINGS SUMMARY

Drivers of Change

We have never been more **connected**, yet more **disconnected**

We have become **poorer** in every sense of the word

Lifestyles have become increasingly **fragmented**

Increased focus on **health**, **wellbeing** and the **self**

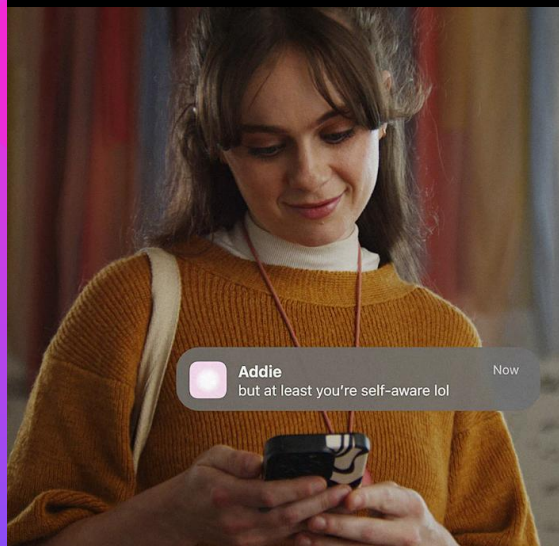
Building Blocks of a More Social World



DRIVERS OF CHANGE

The major macro forces shaping our evolving socializing landscape:

We have never been more **connected**, yet more **disconnected**



Friend (device) and AI companions like Replika, and Xiaoice helping build social skills. Image: Friend

79%

of people say that it is their goal to be able to interact with people more in the real world

The Harris Poll, 2024

We have become **poorer** in every sense of the word



Consumers feeling the financial pinch are foregoing life's luxuries like travel. Image: Instagram



Employees are so worried and stressed about world affairs, nearly **70%** say it's hurting productivity at work

meQ via Forbes, 2025

Lifestyles have become increasingly **fragmented**



Individual dining – and hospitality spaces designed for single diners – is on the rise. Image: E-lyn Tham

46%

of global consumers say they work from home once a month or more

Kantar Global MONITOR, 2024

Increased focus on **health, wellbeing** and the **self**



Consumers are prioritizing preserving their 'social battery'. Image: Atelier Eumori

84%

of consumers plan to buy products or services that will enhance their emotional wellbeing in the next 12 months

Kantar Global MONITOR, 2025

BUILDING
BLOCKSBUILDING
BLOCKS TO
A MORE SOCIAL
WORLD

The consumer's landscape
of socializing is expanding.

To understand and capitalize
on this expansion together, we
need to unpack major changes
shaping the future of socializing
through the **lens of 'Six Ws'...**



WHO

The composition and
dynamics of social
groups are undergoing a
profound transformation

EMERGING SHIFTS

- Smaller, Better
- Finding My People
- Keeping Up With Culture
- Gen X & Boomers:
Adulting Differently



WHAT + HOW

The nature of social
events, occasions and
activities and how these
come to life is diversifying

EMERGING SHIFTS

- Big Prep Energy
- Tech Enhanced
Belonging
- Smart Partying
- Creative Connects



WHEN + WHERE

The rhythms and places for
socializing are becoming
fluid, adapting to modern,
non-linear lifestyles

EMERGING SHIFTS

- Home Retains Hub
Status
- New Wave Hospitality
- Third Spaces Revived
- Meta-Meets



WHY

The value of
socializing and why
we do it is being
redefined

EMERGING SHIFTS

- Micro Milestones
- New Moderation Era
- Loud Living

The composition and dynamics of social groups are undergoing a profound transformation

Traditional structures, from nuclear families and broad friendship circles to workplace acquaintances and chance encounters, **are giving way to more fluid, intentional forms of connection.**

In a world where genuine social connection can feel increasingly difficult, people will continue to seek more **meaningful relationships through new ways**, whether through shared values, niche interests or digital communities.

*[Right] Gaia Music Collective community choir in NYC.
Image: Gaia Music Collective*



WHO

The future 'company we keep' will be dictated by these emerging shifts:

Smaller, Better



Rummikubers Club in Williamsburg, NYC [USA].
Image: The New York Times

Friendship circles are shrinking as people prioritise fewer, deeper connections.

#1 Gen Z globally socialize most frequently with small, tight-knit groups of people known in their lives.

Kantar Quantitative Fieldwork July 2025, N = 2,502 [US, UK, Brazil, China, Nigeria]

Finding My People



Tinder's 'It starts with a swipe' campaign [Global].
Image: Tinder

The way we meet new people is evolving - less about where we are but about who we align with.

2 in 5 consumers are willing to pay extra for an event focused on community building

Eventbrite Trends Report, 2025

Keeping Up With Culture



Pitbull's 2025 world tour fans dressing in a suit and bald cap to attend shows [Global]. Image: AP News

Global fandoms and cultural flashpoints are becoming powerful drivers of connection.

42% of people say that their fandom feels as significant or essential as their closest personal relationships

Canvas8, The Power of Fandom, 2024

Gen X & Boomers: Adulthood Differently



Lipton Hard Iced Tea, 'Don't Retire The Party' campaign [USA]. Image: Lipton Hard Iced Tea

Ageing consumers are reinventing what later life socializing looks like and setting the bar for others.

17% of the global population will be aged 65 and above in 2050, vs. 10% in 2022

United Nations, 2022

WHO

The desire for **connection**, **shared joy** and to be **part of a moment**, whether IRL or online, manifests in different ways



- **Nanoships and pebbling**
- **IRL communities of strangers**
- **The power of fandoms**
- **Culture as social currency**
- **Memefying connections**

Clockwise from top left: Lipton Hard Iced Tea, 'Don't Retire The Party' campaign [USA]. Image: Lipton Hard Iced Tea; Heineken 'Laundromatch' activation in South Korea. Image: brandinginasia.com; Can I Bring A Friend? friend only invite gatherings [CA]. Image: blogTO; Adam Grant X post on pebbling; Timeleft app connects five strangers for dinner in person at 7pm every Wednesday in cities across the world [Global]. Image: Timeleft

WHO

WHAT COULD THIS MEAN FOR BRANDS?

IF THIS...

Friendship groups are shrinking and people are investing in fewer but better connections...

The way we form and maintain relationships is shifting – from proximity-based to interest-based tribes...

Cultural moments and fandoms are becoming the new gathering grounds for belonging...



THEN...

... How can brands design experiences and products that foster intimacy, trust and emotional resonance?

... How can brands create brand-led ecosystems that enable people to find 'their people'?

... How can brands tap into these moments with agility, offering low-barrier/high-reward ways for people to participate and feel part of something bigger?

The nature of social events, occasions and activities and how these come to life is diversifying

Modern life is reshaping how we socialise, both in what we do and how we do it. In an always-on culture, **spontaneity is giving way to structure**, with people seeking intentional, low-risk interactions that deliver emotional and social value.

Looking ahead, **social occasions will be expected to do more**: not just entertain, but align with personal goals like wellness, identity, and growth. Influenced by social media, **the pressure to curate the “perfect vibe” will continue to rise**, driving demand for experiences that are meaningful, expressive, and shareable

[Right] Home cafes, like this one hosted by Ryan Nordheimer, have become popular as a way of gathering friends together.

Image: The New York Times

An Evolving **WHAT + HOW**



WHAT + HOW

What we do when we get together & how we plan it can be understood through:

Big Prep Energy



Rise of tablescaping and hosting dinner parties. Image: Pinterest

Socializing is entering a hyper-curated era. Every gathering will be a canvas for self-expression, storytelling, and spectacle.

\$1,279 The average amount each Eras Tour attendee spent on the event including \$234 for outfits

The Washington Post, 2023

Tech-Enhanced Belonging



Tinder x Runna Run Club brings swiping and app connections into the real world. Image: Tinder

Digital platforms are no longer just stand-ins for real-life connection: they're becoming essential to deepening it.

65% of app users globally report that dedicated community or interest-based apps have improved their ability to find and engage with like-minded groups

App Annie, 2024

Smart Partying



PrePear 'Ditch the Hangover' tonic drink inspired by Korean traditions. Image: PrePear

The definition of a "good time" is shifting, with wellness, balance, and intentionality now shaping how we socialise.

88% of Gen Z consumers say they are very or somewhat interested in doing a workout, exercise or sport for social purposes over the next year

[Kantar Quantitative Fieldwork July 2025, N = 2,502 (US, UK, Brazil, China, Nigeria)]

Creative Connects



Pinot + Picasso reflect increasing popularity of Sip N Paint events [UK]: Image: Pinot + Picasso

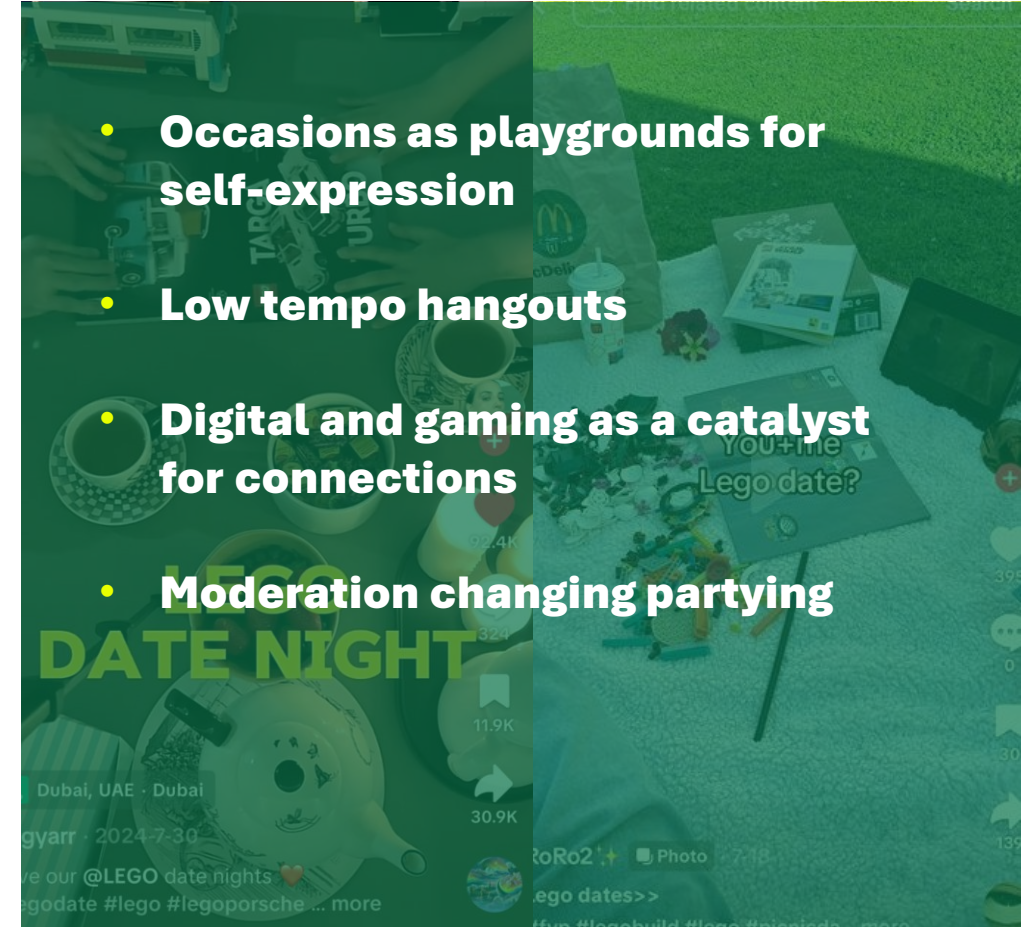
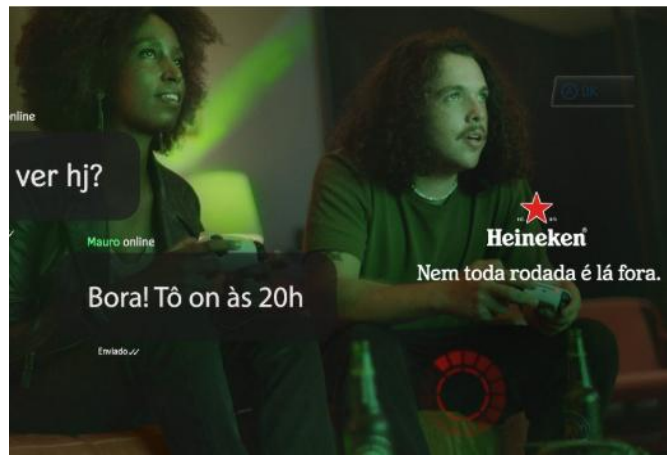
As social confidence declines, people are turning to shared activities, like creative workshops and run clubs, to connect more meaningfully.

+668% increase in 'Lego date couple';
+499% increase in 'picnic date activities';
+44% increase in 'pottery date'

Pinterest, 2025

WHAT + HOW

The nature of occasions, **activities** and **how they are being planned** manifesting across markets



Clockwise from Top Left: Apartment cafés trend [USA] Image: Ryan Nordheimer on TikTok; Saunas as a social activity. Image: Social Sauna Club [UK] via Dazed; Lego dates on the rise as people seek an activity to bond over. Image: LEGO dates via TikTok user neygyarr, TikTok user RoRo2; Heineken x Le Pub Not All Nights Out Are Out campaign [Brazil]; Green Tiles Mahjong Club [NYC] reflects rise of competitive socializing. Image: Thrillist

WHAT + HOW

WHAT COULD THIS MEAN FOR BRANDS?

IF THIS...

Social confidence is declining and consumers are seeking purpose-driven ways to connect...

Consumers are micro-dosing social time and seeking dual-purpose experiences...

Traditional social crutches are losing relevance...



THEN...

How can brands create shared experiences that make socializing more meaningful, fostering natural connections and personal growth?

... How can brands create brand-led ecosystems that enable people to find 'their people'?

... How can brands deliver value-packed moments where connection, creativity and self-improvement intersect?

The rhythms and places for socializing are becoming fluid, adapting to modern, non-linear lifestyles.

As traditional routines dissolve, the idea of a “night out” or “social event” is expanding, with **connection now happening across time zones, throughout the day, and in unexpected places.**

Homes are evolving into multifunctional hubs, hospitality venues are rethinking their roles, and hybrid third spaces are emerging to support everything from casual hangs to all-day gatherings. In the future, socializing will be less about fixed times and places, and more about **flexibility, accessibility, and lifestyle alignment.**

[Right] Yhangry private chef hire for at home hosting occasions. Image: YHangry

An Evolving **WHERE + WHEN**



WHERE + WHEN

We socialize is shifting rapidly, redefining on and off trade experiences

Home Retains Hub Status



At home gaming nights will continue to be a key place to socialize. Image: XXX

The home is no longer just where we live: it's where we connect, create, and express ourselves.

64% Of UK consumers say they party more at home or in the homes of their friends, rather than in clubs or large-scale events

Havas, 2023

New Wave Hospitality



Morning coffee raves in Indian coffee shops as daytime raving becomes popular. Image: Mokai India

Bars, cafés, and restaurants are evolving into cultural stages that are sensorial, story-worthy and emotionally rewarding.

The rise of experiential dining: Why consumers want more than just a meal

Coffee Raves brew a new morning culture in Indian cities

Third Spaces Revived



1Rebel Ride DJ Nights blend a night out with a spinning class. Image: 1Rebel

Third spaces are more essential than ever, but their form and function are rapidly evolving.

42% of consumers are interested in visiting or talking about "Alternative Social Spaces"

Diageo Distilled 2025

Meta Meets



VR headsets and virtual worlds provide a way for people to connect in virtual spaces: Image: VoicebotAi

As technology advances, social connection is becoming more layered and immersive.

67% Of Gen Z like the idea of escaping to a different "reality" using technology

VML, 2023

WHERE + WHEN

In home, out-of-home and virtual spaces are adapting to fulfil new needs from occasions



Clockwise from top left: Ready Player Me avatar creation platform for virtual environments [Global] Image: VoicebotAi; The Daily Tumble laundryette with on-site café and a donation-based kid's library [SG]. Image: The Daily Tumble; At home themed cocktail nights [Global]. Image: Kate Hudson, TikTok; Starbucks free-of-charge study rooms [CN]. Image: Dao Insights; Yicai; Netflix Bites restaurant [US]; Image: Netflix

WHERE + WHEN

WHAT COULD THIS MEAN FOR BRANDS?

IF THIS...

The home is becoming the new social HQ...

Going out to traditional spaces is rarer, and more meaningful...

Third Spaces are being reimagined...



THEN...

... How can brands help people turn domestic spaces into stages for connection?



... How can brands support experiences so that they are more intentional, immersive and story-worthy?



... How can brands design products and experiences for fluidity – across time, mood and purpose?



The value of socializing and why we do it is being redefined

For younger generations, the decision to connect now hinges on a new equation: Is this worth my time, energy, and money...and why?

Looking ahead, motivations will continue to evolve, driven by shifting life paths, new milestones, and a growing emphasis on wellbeing, authenticity, and self-expression.

Socializing is no longer just about celebration; it's about alignment with personal values and lifestyle goals. Technology, increasingly seamless and ambient, will continue to shape how and why we connect (often without us even realising it).

[Right] Match Adults Wanted campaign hoping to attract emotionally mature adults to dating with authenticity and fun at the heart. Image: Match



An Evolving
WHY

WHY

We socialize has a broadening range of motivations and needs:

Micro Milestones



Dog Pawties packages at Brewdog reflect new occasions being celebrated [UK]. Image: Brewdog

Celebration is becoming more personal and fluid as people find new reasons to gather.

90% increase in searches for 'Monthly Milestone Ideas' between 2022-2024

Pinterest, 2025

New Moderation Era



Diplo's Run Club combines wellness and raving as consumers seek moderation. Image: Billboard

Health and wellbeing are now the primary force reshaping how we eat, drink, socialise, and recharge.

88% of American Gen Z & Millennials say they feel overwhelmed by their social life

Talker Research, Califia Farms, 2025

Loud Living



Pride Parade in Sao Paulo [BR]. Image: Getty Images via Traveler Marriott Blog

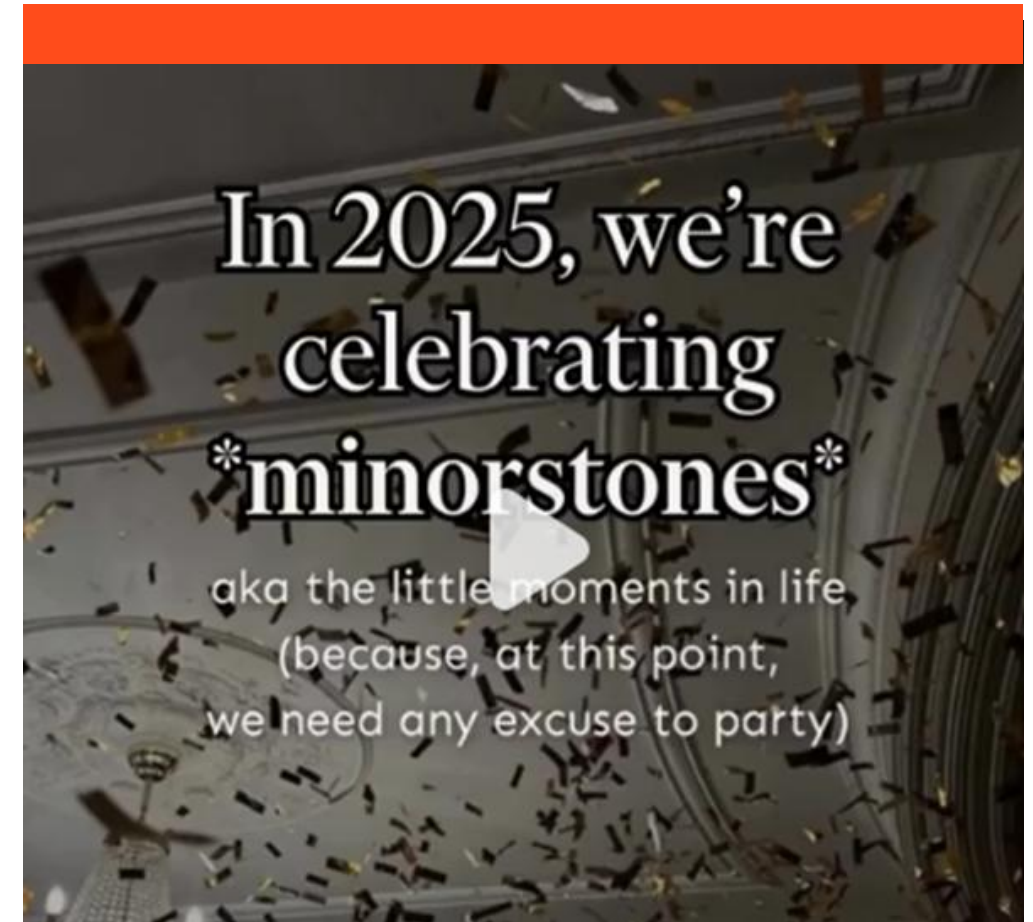
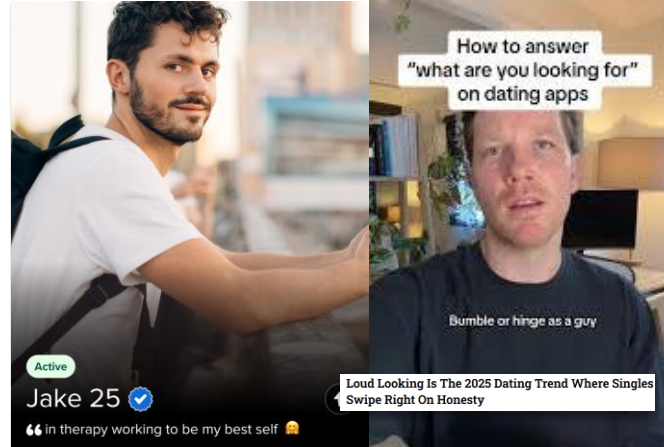
Gen Z and Millennials are rewriting the rules and living unapologetically.

#1 "Looking for..." was Tinder's top bio mention in 2024 showing users are becoming more vocal with their dating needs

Tinder's Year in Swipe Report, 2024

WHY

Some global manifestations of the reasons behind why our definitions of socializing will continue to broaden



Clockwise from top left: TikTok users adapting their social lives to GLP-1. Images: TikTok, NYT; Therapy Speak & Looking For... prompts on Tinder. Image: Tinder, Dude Hack TikTok; Rise of minorstone and inchstone celebrations. Image: Evite Instagram; Resignation parties [CN], Image: CNN, Duolingo streak celebration party kits [Global]. Image: Duolingo

WHY

WHAT COULD THIS MEAN FOR BRANDS?

IF THIS...

Identity is now the starting point for connection...

Wellbeing is shaping how people socialise, from what they consume to how they recharge...

Technology has made connection constant, borderless, and more intentional...



THEN...

... How can brands create spaces - online and offline - that reflect and celebrate individuality, making people feel seen, safe, and inspired to show up as their full selves?



... How can brands design moments that balance energy and ease, offering both stimulation and sanctuary in a way that respects people's emotional bandwidth?



... How can brands harness emerging tools (from AI to virtual spaces) to create emotionally resonant experiences that feel personal, purposeful, and worth people's time?

We now **KNOW** the
emerging shifts
shaping the Future
of Socializing

but **HOW** do
we build it
TOGETHER?

TOOLKIT PREVIEW

Building the Future of Socializing **TOGETHER**

We've built a **TOOLKIT** to help you bring together

- Emerging Shifts...
- Future-fit WHO, WHAT + HOW, WHERE+ WHEN and WHYS of socializing...
- YOUR brand PLUS other non-competitor sectors and brands...

To build communications, activations and innovations that will give consumers the more social future they expect.

The **TOOLKIT** has four simple steps →



Preview: Here is a short preview of what to expect. Get in touch to find out how this could help you and your team!

YOUR TOOLKIT: Ideation Template

Section 1: The Future of Socializing

It's time to **BUILD** the socializing future the consumer is asking for. Use your stimulus cards and the template below to flesh-out emerging shifts, consumer expectation states and cross-sector collaborators to ideate.

1. Choose up to four key emerging shifts to fuel creative exploration.

Emerging Shift here

2. Select a one consumer occasion, card each of the WHO, WHAT + HOW, WHEN + WHERE and WHY.

Consider:

- Which 'WHO' consumer could accelerate your brand growth?
- Challenge your brand to new 'WHAT + HOW' and 'WHERE' + 'WHEN' scenarios.
- Choose an underlying 'WHY' that is often unmet or could be better supported.

3. Choose your collaborators! Pick your brand at right, then choose THREE non-competitor brands from entirely different sectors to push your emerging opportunities for growth.

4. BUILD your idea! Describe a future social occasion, and the role your brand – and your collaborators – have played to meet the consumer's socializing expectations. Reach out to your collaborators to take action!

5. Want to ENHANCE your idea? Feed the prompt into your Future of Socializing AI Agent. We'll have your idea by 2025!

Use the provided **template** to drive Future of Socializing discussion and ideation.

Use it on Powerpoint, a Miro board, print it – whatever helps your team 'think beyond' to find new opportunities.

1.

Choose up to four key **emerging shifts** to fuel your creative exploration. Choose as many or few as you need to drive ideation...



2.

Select a **WHO, WHAT + HOW, WHEN + WHERE** and **WHY** card. You don't need all four, so choose enough to spark fresh thinking!



3.

Choose your **collaborators!** Choose non-competitor brands from different sectors to push opportunities for growth...



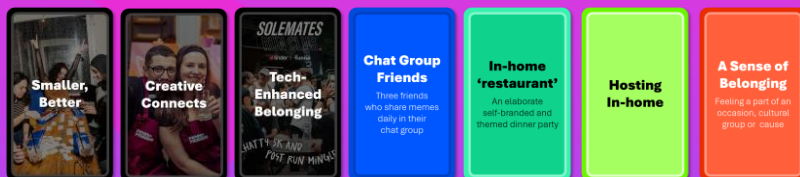
4.

Build your idea! Use your chosen stimulus to describe a future social occasion where **YOUR** brand can play a pivotal role in socializing!

SPECULATIVE FUTURE EXAMPLE

‘Home Away From Home’ Private Dinner

We’ve used our research and expert views to build an example Future of Socializing occasion in 2030+ to inspire and get your team ideating:



IMAGINE A WORLD WHERE...

In a world where consumers often prioritize smaller, more intimate gatherings when catching up with their closest friends, a collection of six friends *finally* agrees to a plan from the group chat.

To get more space, they rent a bookable professional kitchen, and with the guidance of online chef tutorials, they have fun making their best attempt at preparing a Michelin-star meal as a ‘team’.

This ‘home away from home’ dinner party helps this group of close friends spend less time in the WhatsApp chat to come together. They get to learn new skills, make deep memories, truly ‘catch up’ and check-in on one another, and express their culinary creativity.



Get in touch if you want support ideating products, services, tools and experiences to prepare your team and brand for the Future of Socializing!



JOIN US

The Socializing Revolution

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September 2025

COLLABORATORS

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Unilever