



360 Futurecasting

A quali-quant framework to predict category growth and de-risk innovation illustrated through an anti-ageing face care study

May 2026

**With the speed of
disruption in all
categories there is a
need to tap deeper
into the cultural
zeitgeist**



Qualitative

Exploration,
understanding,
discovery, hypothesis
setting

Quantitative

Confirmatory, validatory,
clear direction on
potential future direction
and size of opportunity



**Let's not throw
the baby out with
the bathwater**





A case study in anti-aging skincare



Insight challenge

Get ahead of future trends in the anti-ageing skin care category





Content creators

To uncover and review trends to supercharge ideation



Prediction market

To validate the sizing, timing and impact of trends





Why content creators?

Content creators and influencers are a **powerful resource** when it comes to **predicting trend movement** and **future consumer needs**.

Not only do they have the **clearest foresight and understanding of what's to come**, but they are also directly involved in **shaping consumer behavior, trends and decisions** in your category.





Predictive Intelligence

Leverages a **validation prediction algorithm** combined with a **gamified** user interface, within a proprietary platform **HUUNU®**

The **prediction market** takes advantage of the collective **wisdom of crowds** of a targeted audience by challenging participants to bet **virtual currency** on how a targeted audience will react to ideas and events (not limited to their personal preferences) to **predict preference** and **trends**.



Anti-ageing skincare



Creator trend discovery and exploration



Creator trend foresight survey



Consumer prediction market



Anti-ageing skincare



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Consumer prediction market



Macro learnings across content creators



Anti-ageing skincare



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Consumer prediction market

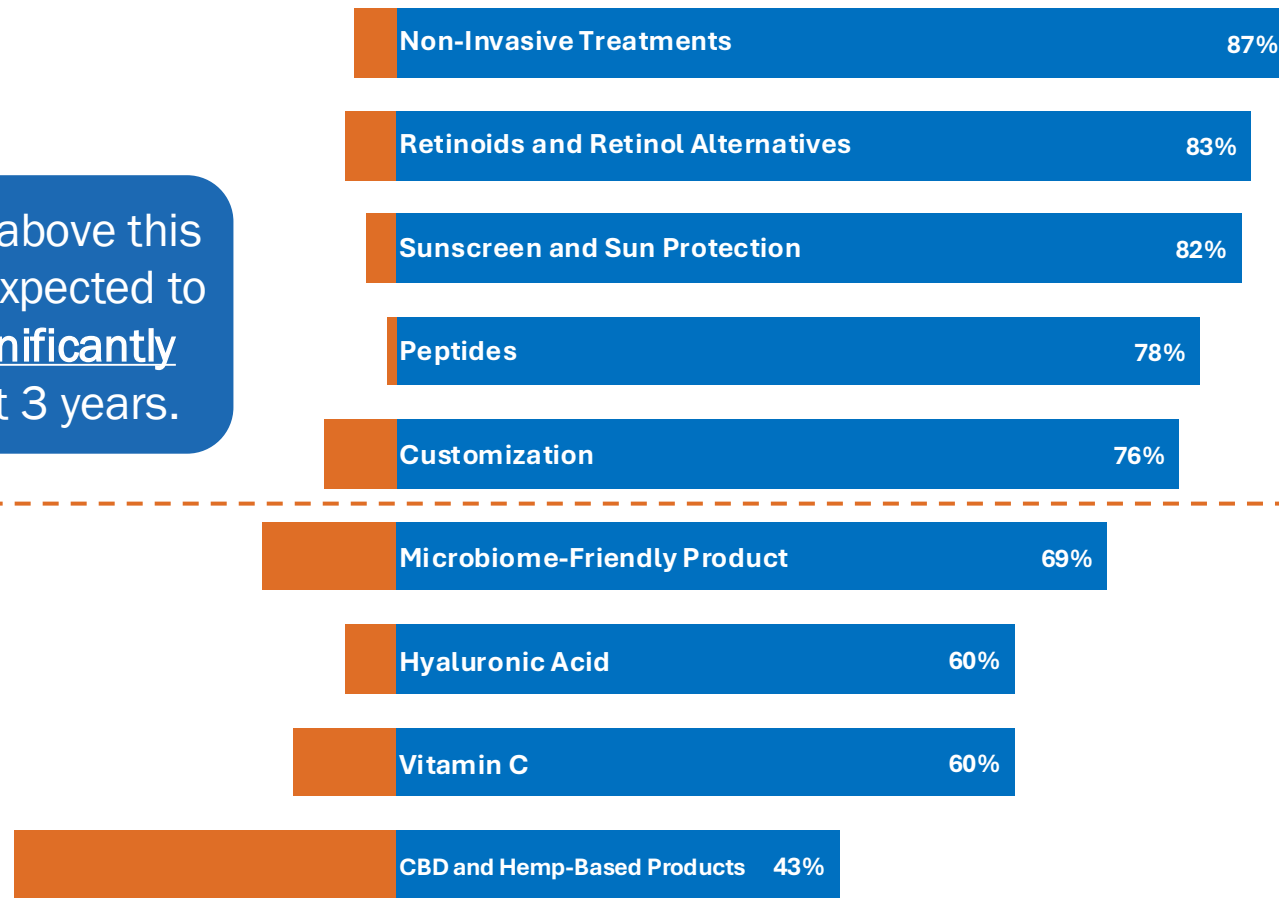


Trend popularity (Top/Bottom 2 box) among Creators

Trend Popularity in 3 Years, Among Influencers



The 5 trends above this line were all expected to increase significantly over the next 3 years.



■ Likelihood to Decrease (B2B) ■ Likelihood to Increase (T2B)

Q: How will the popularity of the anti-aging skin care trend below change over the next 3 years?



Anti-ageing skincare



Creator trend discovery and exploration



Creator trend foresight survey



Consumer prediction market



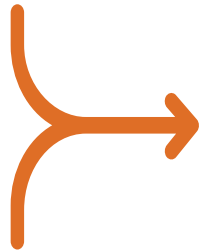
Futurecasting prediction market

Understand the popularity of the 20 anti-ageing trends over the following 3 years

9
AI-generated
trends

+

11
Creators-
identified
trends



HUUNU®

~1,000 consumers

were asked to make predictions on
the trends to **validate:**

- **future consumer category needs**
- **white space for product development and innovation**



How does a prediction market work?

Combines wisdom of crowds, behavioral science and a market game to deliver accurate results and an engaging respondent experience



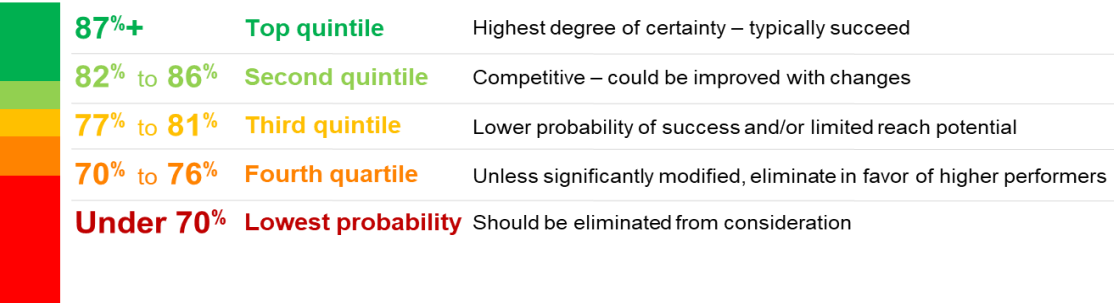
What will a prediction market tell us?

PREDICTION LIKELIHOOD INDEX (PLI)

83%

Probability metric indicating the likelihood of a concept or product's success based on token allocation and yes/no responses.

Reported against validated quintiles to indicate market potential



What will a prediction market tell us?

PREDICTION LIKELIHOOD INDEX (PLI)

83%

Probability metric indicating the likelihood of a concept or product's success based on token allocation and yes/no responses.

Reported against validated quintiles to indicate market potential

87%+	Top quintile	Highest degree of certainty – typically succeed
82% to 86%	Second quintile	Competitive – could be improved with changes
77% to 81%	Third quintile	Lower probability of success and/or limited reach potential
70% to 76%	Fourth quintile	Unless significantly modified, eliminate in favor of higher performers
Under 70%	Lowest probability	Should be eliminated from consideration

SEGMENT BREAKOUT

PLI score by segments of interest



QUALITATIVE GUIDANCE

Verbatim captured for every question



% OF PEOPLE

Response Mix – the percentage of people who bet on each outcome



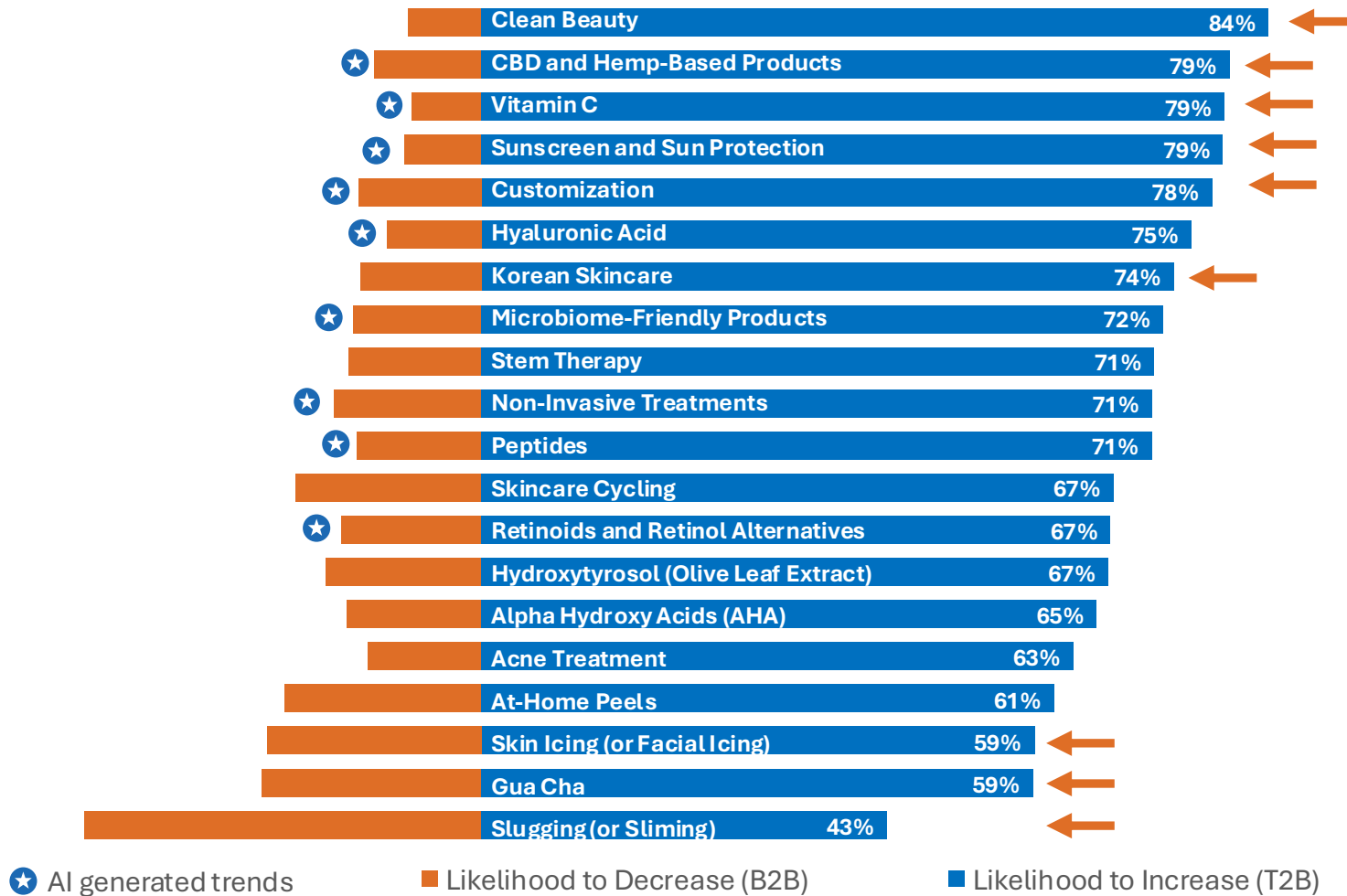
BETTING SPREAD

Token Allocation – the percentage of tokens that were bet on each outcome



Trend popularity (Top/Bottom 2 box PLI, in total)

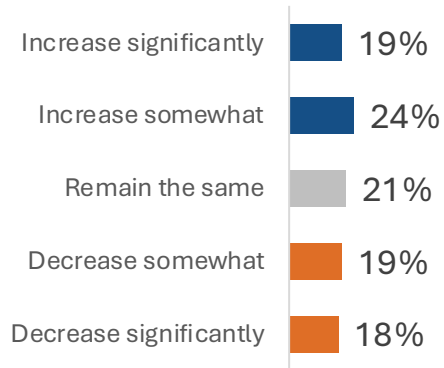
Trend Popularity in 3 Years



Q: How will the popularity of the anti-aging skin care trend below change over the next 3 years?

Influencers vs Consumers for CBD & Hemp-based product

Influencer Predictions



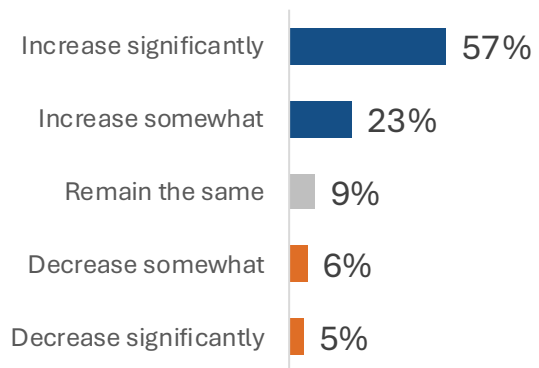
Consumer verbatim comments

“CBD and marijuana derivative products have been on the rise recently and new research with the recent legalization will only allow more opportunities for infused products”

“CBD is more popular than ever right now. With more and more research people are testing out the benefits of CBD and liking the results.”

“I think the CBD industry will boom once cannabis is legalized nationwide because it has a lot of benefits like anti-inflammatory and relaxing etc.”

Consumer Predictions



Consumer Confidence

7.0

0.7

0.7

“It feels kind of gimmicky to me and I'm not sure of any actual benefits associated.”

“People prefer CBD as something to inject rather than a skincare product.”

“I'm just hoping people stop using CBD for everything.”

“The fact that this is part of a "Drug" is the reason it may not grow.”

*Consumer Confidence normalizes the trading behavior on a 10-point scale to assess the overall market's confidence in a prediction.







360 Futurecasting

Where Creators & Influencers and Consumers come together to define **category growth** and **de-risk the innovation pipeline**



 **Customization**
Personalized solutions, empowered choices

 **Sunscreen & Sun Protection**
Universal skin health, easy daily habit

 **Peptides**
Science-backed, visible anti-aging results

Shared belief in growth potential = low-cost, gentle, impactful anti-aging categories



So what



1.

Tapping into the zeitgeist through content creators to surface future focused trends

2.

Leveraging prediction markets to provide more accurate forecast for disruptive and further-out innovations

3.

Providing the what and the why to shape positioning and communication



Thank you

For more information, please contact our team



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