



— *the*
2026

New Year Guide

Social Trends & Insights to Drive
Strategic and Successful Campaigns



Contents.

* Introduction	3
* Top Social Trends for 2026	4
* Our Omnichannel Approach	8
* Conclusion	10

Introduction.

As consumers step into 2026, practicality and financial mindfulness continue to shape how they shop, scroll, and spend. Economic uncertainty has encouraged a smarter approach to everyday purchases—one that balances value with authenticity.

According to NIQ's Consumer Outlook: Guide to 2026, 73% of consumers who feel "worse off" attribute their situation to rising costs of living, with discretionary spending continuing to decline in categories like dining out and entertainment. Yet, this careful mindset doesn't mean consumers aren't spending—it means they're spending intentionally.

For brands, this is the moment to meet audiences where they are: financially savvy, socially conscious, and looking for brands and creators who reflect their values. The new year isn't about reinvention; it's about resilience—making thoughtful choices that feel both practical and aspirational.

Top Social Trends for 2026

Savvy Shopping: Price-First, Platform-Fluid

In 2026, consumers are redefining value by comparing prices, mixing national brands with private label, and seeking smart swaps that stretch their budgets. With both categories growing at nearly identical rates year over year, loyalty now hinges on proof of worth—not name recognition. For Gen Z and young millennials, affordability is empowerment, and social content that shows how to shop smarter will continue to win.

ACTIVATION THOUGHT STARTERS

Shop This Recipe for Less | Recipe & Food

Content that compares private label and national brands while showing cost savings in real time. Creators can develop short-form recipe videos that feature full ingredient swaps under a set budget, showcasing both affordability and flavor.

Bundle Builds | Household, Family & Food

Highlight value per use, such as multi-purpose cleaning kits or pantry staples that stretch across multiple meals. This works well for grocery, household, and family-focused brands looking to highlight long-term value and cross-category storytelling.

Invest in Wellness | Wellness & Lifestyle

Content showing how small investments: budget-friendly products, affordable self-care routines, or at-home workout tools, can make a meaningful difference in daily health. This emphasizes realistic well-being rather than luxury wellness trends.

DIY on a Budget | Home & Lifestyle

Series that reinforces practicality through everyday household projects: like reorganizing a pantry, creating a cleaning caddy, or decorating small spaces using trusted items at home.

Creator Spotlight



Alison Epp

@alisonapp — 10K Followers

KNOWN FOR:

- * Trendy Style on a Budget
- * Beauty

Alison's storytelling blends effortless style with authenticity, inspiring audiences to invest in versatile pieces and thoughtful choices that last beyond the season.

[See More from Alison](#)

Underconsumption: *Do More with Less*

The underconsumption trend—born on TikTok and now backed by behavioral data—signals a cultural shift toward buying less but buying better. Shoppers are embracing thrift, reuse, and durable swaps, creating space for brands to position products as investment-worthy through longevity, quality, and multi-use formats. Creators who model this in everyday content are proving that “less” can still feel aspirational.

ACTIVATION THOUGHT STARTERS

Shop Your Closet | Fashion & Lifestyle

Content that compares private label and national styling series where creators repurpose pieces from their closets into new looks, incorporating timeless basics from partner brands. This content promotes sustainability while reinforcing value through versatility.

Refill & Reuse | Beauty, Home & Lifestyle

Routines that show how multi-use products or refill systems extend product life. This is ideal for beauty, cleaning, or personal care brands emphasizing sustainable value.

Intentional Living | Lifestyle & Family

Featuring creators sharing how they simplify daily routines—like reducing digital clutter, minimizing purchases, or meal-prepping smarter. Authentic and aspirational storytelling for audiences seeking balance.

Pantry-to-Plate | Recipe, Food & Family

Recipe challenges where creators transform common leftovers or pantry staples into new meals. This reinforces waste-conscious cooking and celebrates resourcefulness without sacrificing creativity.

Authenticity Over Aesthetic: *Relatable > Perfect*

Audiences are gravitating toward creators who feel genuine, transparent, and relatable as overly polished content starts to feel distant. Creators who show their process, discuss pricing, and share honest reviews consistently outperform aesthetic-only feeds. For brands, this opens the door to content that mirrors real-life experiences and balances professionalism with personality.

ACTIVATION THOUGHT STARTERS

What I'd Buy Again | Beauty & Household

Mini-series where creators reflect on products they've used for months, highlighting what truly adds value to their lives. This format builds trust and authenticity while emphasizing quality over quantity.

Community Choice | Recipe, Food & Family

Where creators poll their followers to choose between two product options or challenge them to replicate a creator's favorite hack. Encourages engagement and participatory authenticity through shared experience.

Reality Check Routines | Wellness & Lifestyle

That spotlight realistic morning, work-from-home, or post-gym habits, featuring products that truly fit into busy lives. This positions brands as authentic essentials, not aspirational extras.

Behind-the-Budget | Family, Grocery

Routines that show how multi-use products or lifestyle vlogs showing the real costs of family life, like meal prepping, grocery shopping, or weekend plans, while featuring affordable, practical products. Relatable storytelling that aligns with today's realistic mindset.

Creator Spotlight



Sarah Heitkemper

@etcbysarah — 70K Followers

KNOWN FOR:

- * Sustainable Lifestyle
- * Coffee Recipes

Sarah brings a practical, value-driven approach to everyday living—creating content that highlights mindful consumption and simple routines that resonate with audiences seeking calm and clarity in the new year.

[See More from Sarah](#)

Creator Spotlight



Joy Harris

@_thelifeconnoisseur — 10K Followers

KNOWN FOR:

- * Hosting & Food
- * Local Experiences

Joy's approachable yet refined content celebrates getting together over food, whether through hosting, recipe, or local Atlanta recommendations.

[See More from Joy](#)

Our Omnichannel *Approach*

Maximize your creative investment by turning high-quality content into a full-funnel campaign. Our in-house creative team can help you customize visuals for social, digital, and retailer specific placements to keep messaging consistent and impactful everywhere your customers scroll, click, or shop.

OUR CAPABILITIES

- * Social Media
- * Display
- * CTV
- * Video
- * DOOH
- * Retailer Onsite & In-Store

Unifying Channels Through Seamless Integration

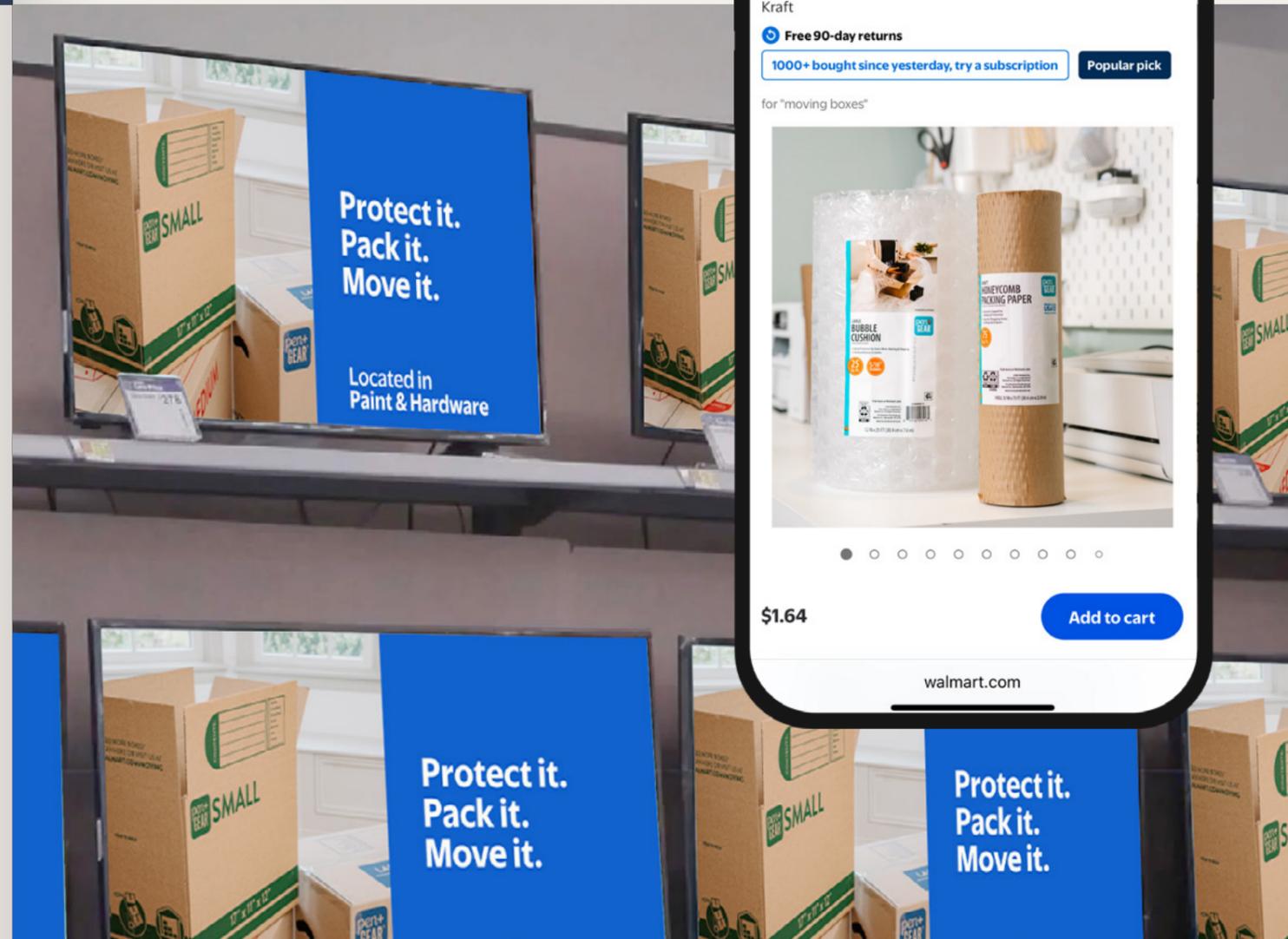
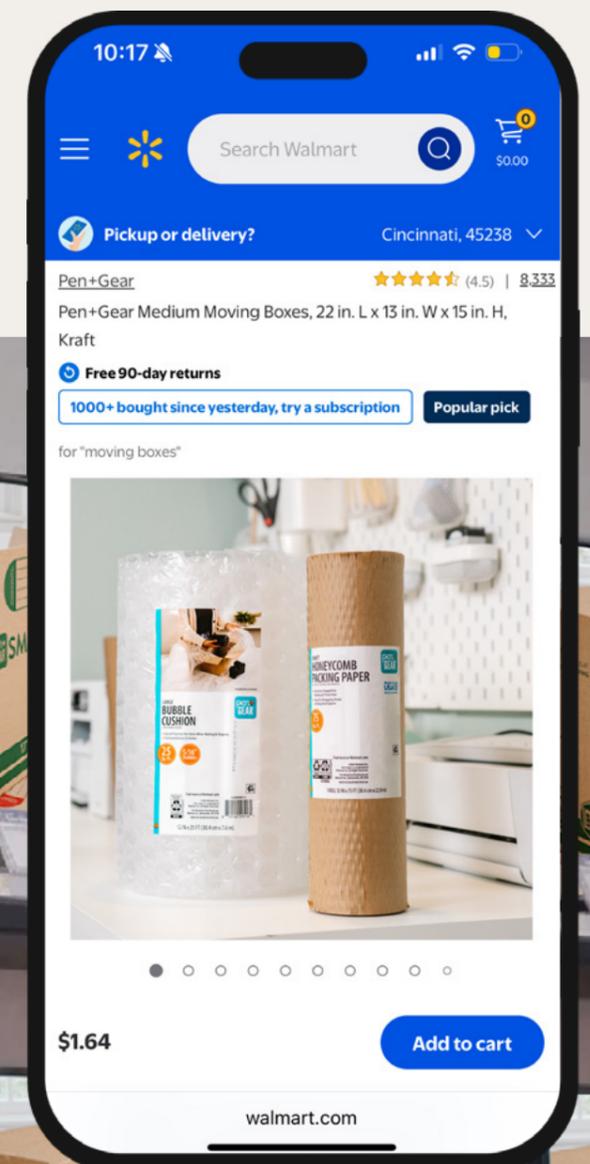


CAMPAIGN SPOTLIGHT

PRATT MOVING & STORAGE AT WALMART

We recently collaborated with Pratt moving and storage products at Walmart, where A2's thoughtful creative integration brought the campaign to life both online and in-store.

With our A2 Studio offering, we produced a suite of images and video ads that rolled out seamlessly across Walmart's PDP pages, TV walls, display placements, and social channels—creating a cohesive, modern omnichannel experience.





Let's work together!

2026 will reward brands that embrace social strategy with purpose: campaigns that combine authenticity, financial empathy, and creative efficiency.

At A2 Influence, we help brands meet consumers where they are—strategically, seamlessly, and successfully. Whether through creator storytelling, omnichannel activations, or shoppable social, we're here to help your campaigns make an impact that lasts all year long.

For partnership inquiries, contact moreinfo@a2influence.com.

