



Adobe Stock

Seasonal Insights Guide

Spring/Summer 2023

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A creative's Visual Toolkit

Introduction

03 Vibrant trends spring to life

Trend Insights

04 Every body is powerful

08 Slowing down the journey

11 Growing a better world

14 The family you choose

17 A fresh take on food and fashion

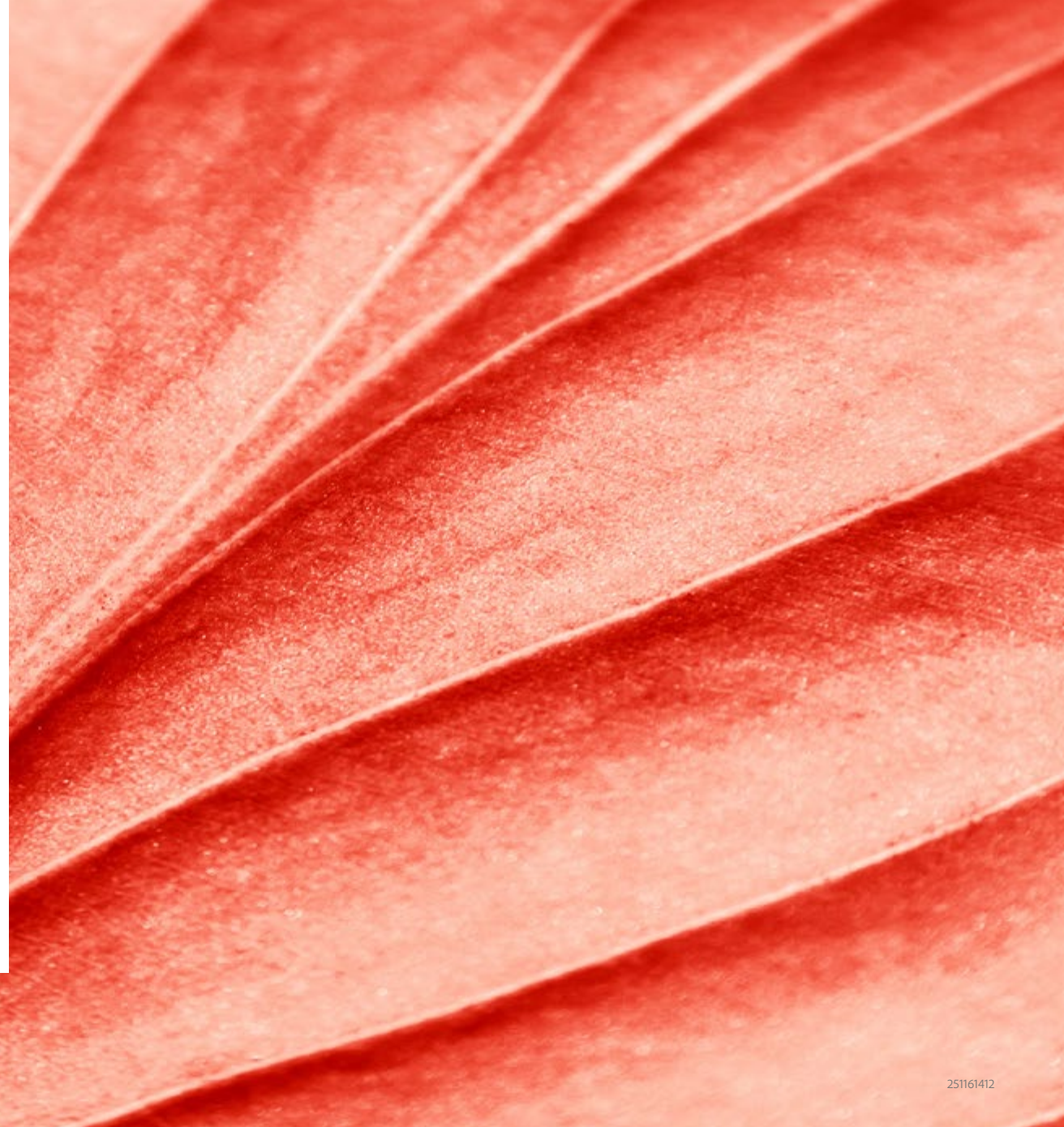
Curated Collections

20 Spring

22 Summer

Design Resources

25 Seasonal colour palettes



Vibrant trends spring to life.

Explore a new Spring/Summer Insights Guide.

Warmer weather on the horizon means the return of our ultimate seasonal toolkit – the Spring/Summer Insights Guide. To bring it to life, Adobe Stock taps into the power of the Creative Cloud global network to provide you insights into the trends that will flourish in spring and summer 2023. Packed with energetic colour palettes, thought-provoking data points and more, this guide provides insights to dream up impressive campaigns and to stay ahead of the rapidly changing cultural and consumer landscape.

With it, you'll discover:

- How brands are making outdoor activities accessible to all
- The joys of slow-paced living and traveling
- The multifaceted benefits of nature – from the micro to the macro level
- Cultivating kinship: The evolution of family structures
- A food and fashion refresh: High-energy designs and indulgent products



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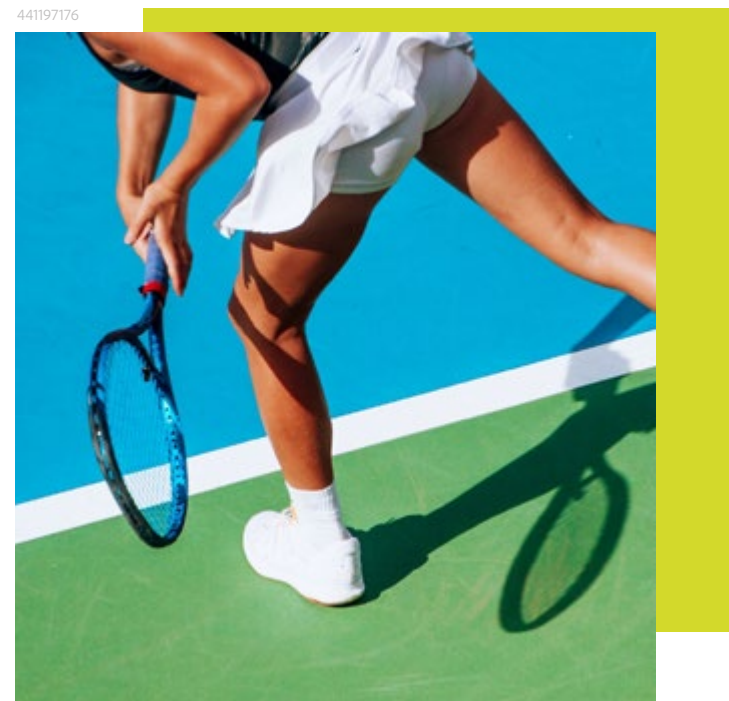
TREND INSIGHTS

Every body is powerful.

With the outdoor boom that followed the pandemic, comes a more diverse range of people discovering and enjoying sports, outdoor activities and pursuing a sense of adventure. Brands are answering the call with the creation of campaigns and products that help get people from all backgrounds outside to enjoy the warm weather, empowering them to reach their full potential.



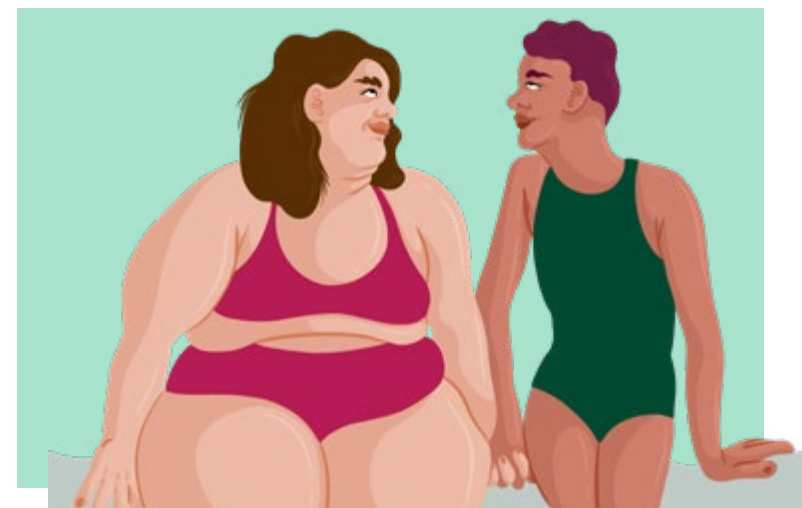
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Step into someone else's shoes.



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No shoes required.

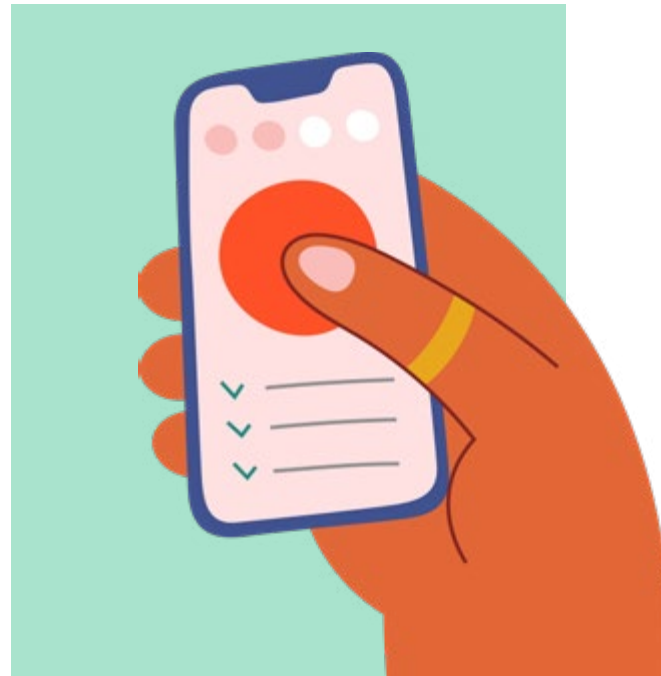
An event called "A Great Day in the Stoke"⁵ is one of the largest gatherings of Black surfers in history, sponsored by Patagonia, Black Girl Sunscreen and Katavat Swimwear, and features a surf competition, beach yoga and surfing lessons.

Slide into running shoes.

In July 2022, Nike Training Club app launched workout routines for pregnancy and postpartum,¹ tailored to different stages.

- **50%** of 161 pregnant and postpartum women surveyed between the ages of 18 and 45 reported feelings of body dissatisfaction.²

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Strap on hiking boots.

All over Maine, communities, land trusts and parks are working to make their trails and outdoor programmes more inclusive³ for people with disabilities. It's part of the growing national movement called "Outdoors for All".

- **Only 34%** of the outdoor park project proposals⁴ in 2018 mentioned accessibility in the project or as an emphasis area.

TREND INSIGHTS

Step into someone else's shoes.

Pickleball for all.

Pickleball participation jumped by 21%⁶ since 2019 and is set to become a £181 million market.⁷ It is more inclusive as a sport than even tennis because of its smaller court, its accessibility to all abilities and its relaxed environment.

- **Almost 5 million people** play pickleball in the U.S. alone.⁸



VISUAL STORYTELLING SHORTCUTS

Explore a candid collection.

As expectations for diverse and authentic images become mainstream, the demand for real, unvarnished moments, experiences and realities soars. The Real is Radical collection answers the call, embracing candid scenes, not curated ones. It features people of all races, genders, ages, abilities and sizes experiencing emotional, goofy or purely authentic moments.

Explore the Real is Radical collection here →

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TREND INSIGHTS

Slowing down the journey.

For a growing number of people, daily living and vacation plans are not so much about the destination, instead about enjoying the moments along the way. It's about bathing in nature, finding a balance and sense of peace between work and life, and learning to see the beauty in living life in the slow lane.

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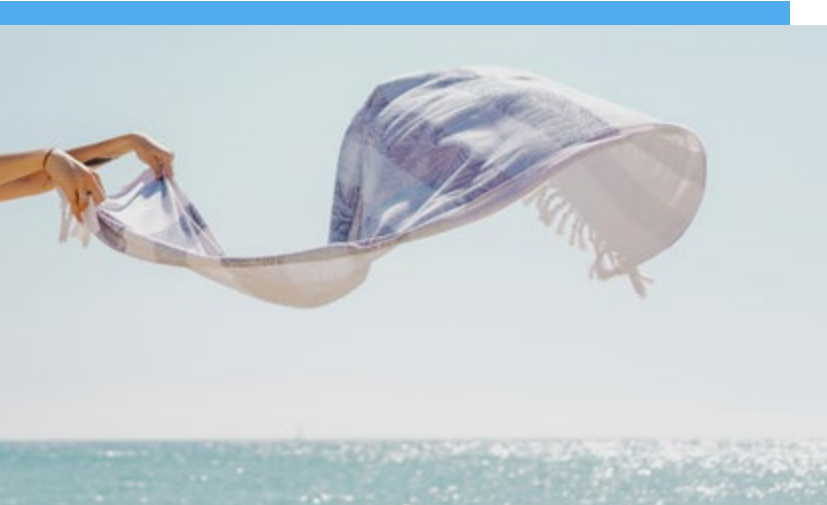
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Travel through what led to this movement.

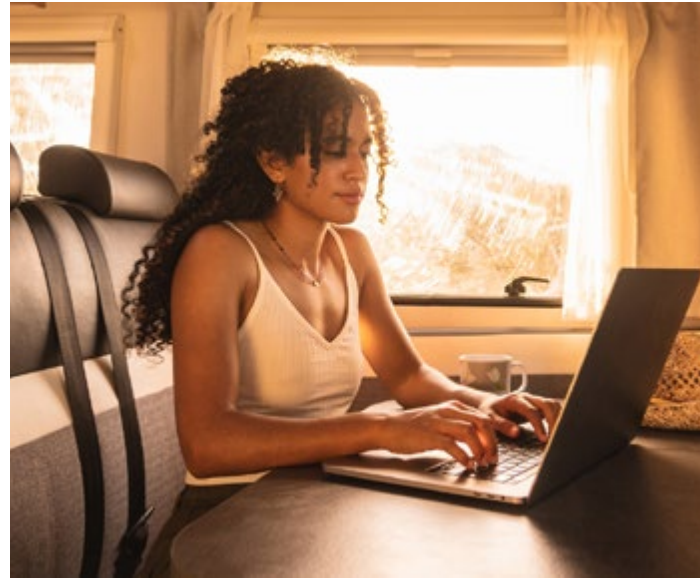
FIRST STOP: Slow living.

Slow living⁹ is being embraced by many on TikTok. In one viral “how to practice slow living¹⁰” video on TikTok, one creator told those interested in the movement to “spend more time in nature,” “unplug” and “read more books.”



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- **#Slowliving has 359 million** views of videos using the hashtag on TikTok.



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NEXT UP: A mobile, connected workplace.

Kift combines co-working with the #vanlife¹¹ movement. Founded in 2019, US-based Kift offers remote workers the flexibility of living both on the road and off. The company operates under a membership model, where community members can buy a company campervan to work across the country and access different community houses along the way.

- **77%** of men and women equally believe the widespread adoption of remote work has created more opportunities for career advancement across gender lines, according to the 2022 Modern Workplace Report.¹²

LAST STOP: Cars made for adventure.

There has been a focus on automobile designs to include features that make dinner al fresco and enjoying moments during trips possible. The 2022 Ford Bronco¹³ was unveiled to have an awning, tailgate table, portable mini fridge, roof-mounted light bar and carriers for a bike and kayak.



506784307

Add a soundtrack to your travel vlogs.

Music plays a key role in creating a mood in your video projects – but finding the right soundtrack can be challenging. With Adobe Stock audio, you can search by mood or genre directly in Premiere Pro to get music from award-winning artists that matches your video's vibe. Use audio loops in Premiere Pro for uninterrupted background sounds during videos, podcasts and audio watermarks.

Preview the Adobe Stock music tracks with the Timeline Sync feature together with video, dialogue and other audio in your timeline. Then, cut segments quickly with the Remix feature.

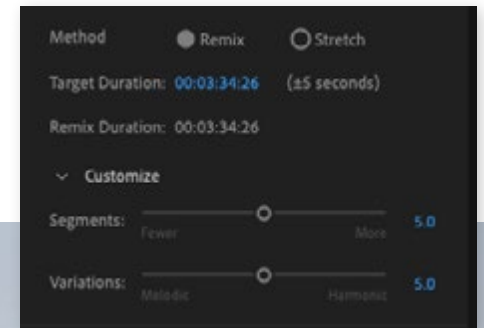
[Discover music now →](#)



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TREND INSIGHTS

Growing a better world.

As gardening boomed throughout the pandemic as a form of stress relief and in response to concerns for food supplies, people's appreciation of sustainable living has grown. Brands are listening and implementing sustainable business practices on a macro level, investing in large-scale regenerative commitments, triggering consumer loyalty. HP, for example, partnered with Dr. Jane Goodall's foundation to ensure every HP purchase contributes to planting trees to restore forests.¹⁴



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Plant the seeds of change, watch it grow.

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IT STARTS SMALL: Home gardening.

According to Statista,¹⁵ the global gardening market value surpassed £83 billion in 2020 and is projected to reach a sales value of £108 billion in 2024.

- **17%** of mothers with young children reported their children weren't eating enough food because they couldn't afford it during the pandemic, according to a study done by the Brookings Institution in April 2020.

IT GROWS BIGGER: Green retail experiences.

Retailers and hospitality brands are looking to emulate this verdant, comforting experience and offer sustainable options.¹⁶

- **65%** of German and UK customers¹⁷ now say that they will buy more high-quality items that last longer.



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IT GOES GLOBAL: Eco-social activism.

Gardening has also become a tool for eco-social radical activism,¹⁸ by spreading awareness around preservation of native plants and the wildlife they harbour, but also by making healthy foods more accessible to those in need.

Collaborate better on summertime videos with Frame.io.

Warmer weather calls for a rollout of fresh video content. Frame.io makes it all faster by streamlining Adobe Stock approvals and feedback rounds for all your video projects. It securely centralises assets, conversations and decisions about your project – all integrated in Premiere Pro.

[Check out Frame.io →](#)



TIPS

Ready to make your video workflow more efficient?

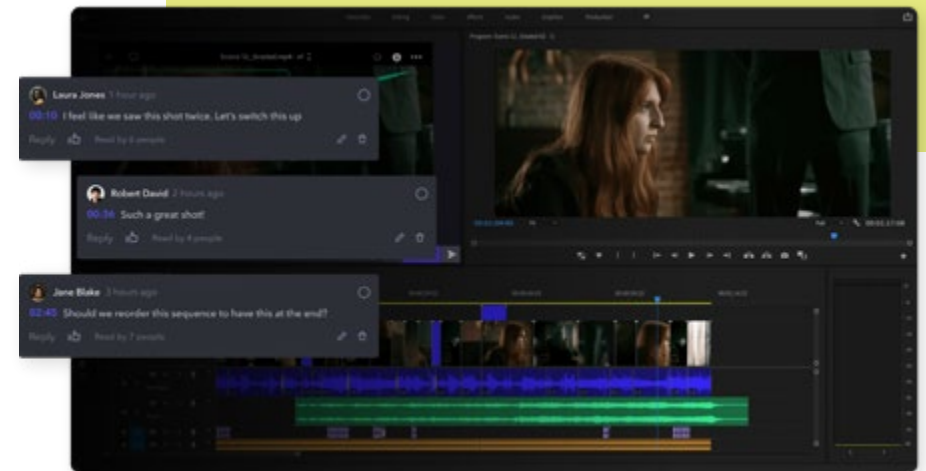
To do this, just:

1. Open the Frame-io panel in Premiere Pro and log in to your account.
2. Select upload, then Active Sequence and give your clip a name, and click upload.
3. Once the clip has been added to Frame.io, click share for review in the Frame.io panel.
4. Watch the feedback roll in.

378873416



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TREND INSIGHTS

The family you choose.

According to the U.S. Census Bureau's American Community 2019 survey⁹, the vast majority of Americans are now part of "non-traditional" family structures – including blended families, same-sex couples, divorced couples and more. But during the pandemic, people began to reach out to those beyond their biological families. Supportive neighbours, friends and colleagues stepped in providing kinship, fetching groceries and emotional support. This bond continues, further strengthening the importance of all chosen families.



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See how people are redefining what a family is.

A family has people who support you.

"Family is a feeling. I think anyone can be our family" says Martin Magner from the South African family in the 2022 H&M global campaign film²⁰ featuring chosen families from countries around the world.



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A family doesn't always have kids.

In a study of Americans aged 18-49, 44% of those without children said it's unlikely they will ever have kids.²¹ This number is up 7% from 2018.



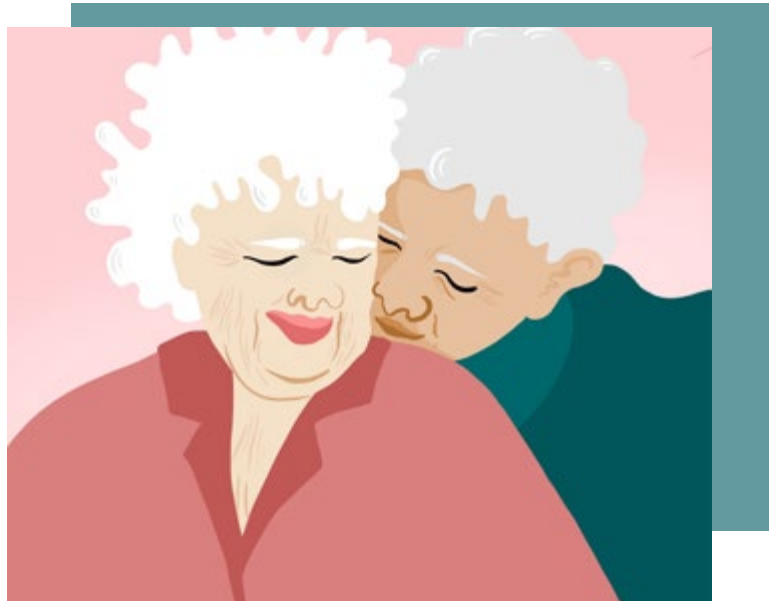
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Families have pets and plants.

According to recent polls, six in 10 young adults²² in the US believe "pets are the new kids and plants are the new pets". Brands like MiracleGro are tapping into this with a playful line of Pot-ty Covers for consumers' plant babies.



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Go local: Support imagery from local artists.

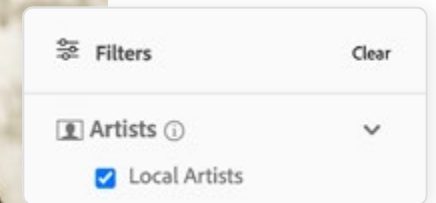
Local artists are passionate about creating visuals that are honest, impactful and served through their regional lens. That's why when you choose an image from a local Adobe Stock artist, you're not only getting unique work, but you're also helping to cultivate a sense of community. No matter what type of imagery you're looking for, you can use filters in order to seek out ones created by local artists.

Discover images of families created by local artists simply by going to the filters panel and selecting "Local Artists" to find families or the content of your choosing created by artists from your country.

[Explore local artists on the search panel →](#)



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TREND INSIGHTS

A fresh take on food and fashion.

Summer food and dressing is all about going all out. From punchy fuchsia outfits that embrace the power of femininity, to elaborate dinners, there's a consumer desire to look your best and indulge in great food. Brands are responding by offering high-energy designs and indulgent products like Instagram-friendly olive oil.²³



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TREND INSIGHTS

See how people are taking food and fashion to new heights:

Full-on festival looks.

Coachella's latest fashion²⁵ trend can be described as: The bolder the better. There was an eagerness to dress for social media at the festival, with comfort and practicality taking a back seat to statement looks with high impact.

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Dinner party experts.

Compared with other generations, Millennials are investing more of their money, time and energy into at-home dinner parties and celebrations: **45%²⁶ of Millennials** in the US say they **entertain more at home in 2022 compared to 2021.**

Going Barbiecore.

Barbiecore is more than embracing a colour, it's an aesthetic crusade urging people to embrace femininity and find joy in its playfulness.

- On TikTok, #barbiecore has gained over **15.4 million views**, and the platform Clearpay has reported an increase of **44%** in sales of clothing in fuschia and neon colours.²⁴

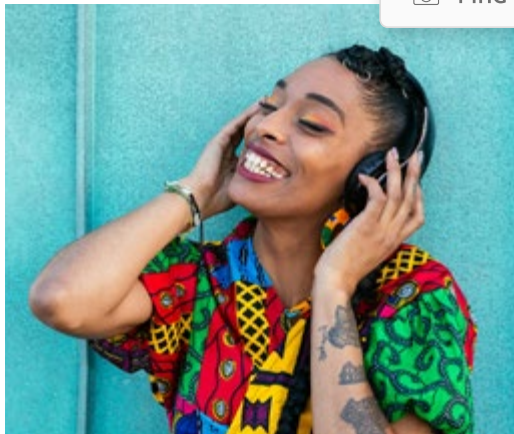
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Stand out from the crowd with smart search.

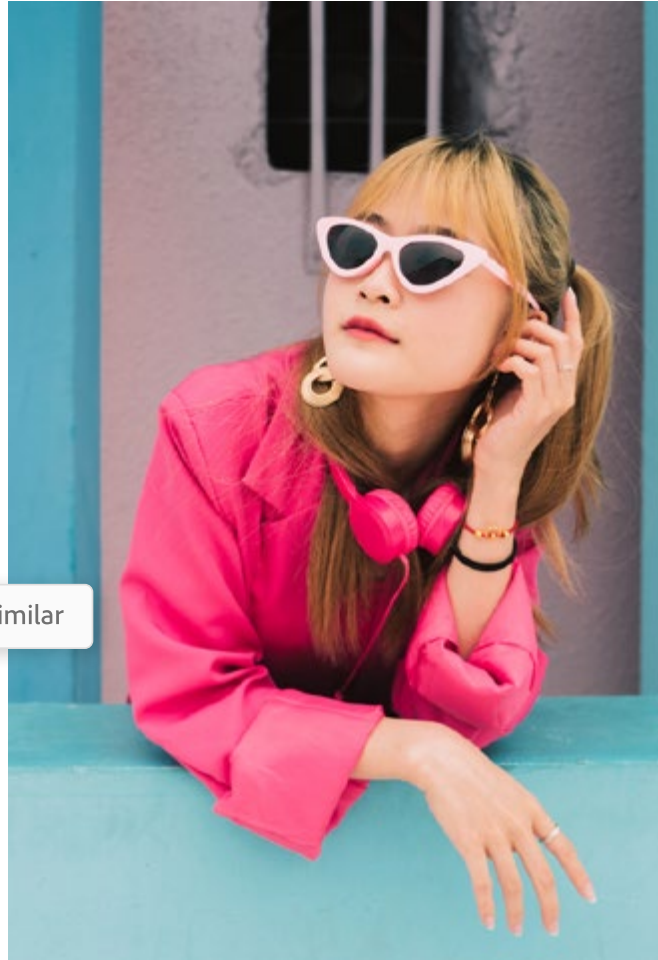
The Find Similar feature.

If you have an image that you love (whether it's because of the colour, style or composition) and wish you could find something like it fast, the Find Similar feature uses Adobe Sensei AI technology to discover comparable assets in a snap. Simply click the camera icon in the search bar and upload your image or, if you want to find something similar to an Adobe Stock asset, just hover over it and click on Find Similar.

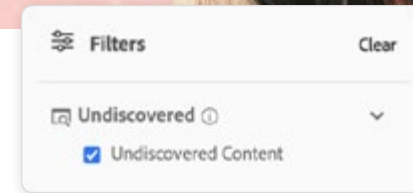


 Find Similar

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The Undiscovered Content filter.

Perfect for trendsetters, the Undiscovered Content search filter lets you narrow down your search to get unique imagery, videos and more that have not been downloaded frequently.

Start a smart search →

CURATED COLLECTIONS

Spring

Click collection hyperlinks below to explore galleries.

Input the search terms below on Adobe Stock to find similar assets to those within this collection.

Accessible Outdoors

Mixed asset gallery →

Similar Search Terms: Spring + diversity + outdoors, disabilities + hiking, pregnant woman/older people outdoor adventure, spring outdoors



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New Family Structures

Mixed asset gallery →

Similar Search Terms: Chosen/LGBTQ/gay/bisexual/nonbinary/transgender/diverse + family/couple/parents/home + spring, single parent



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Slow and Streamlined Living

Mixed asset gallery →

Similar Search Terms: Minimalist + home + interior, calm space + interior, monochromatic room, slow living + spring, simple interior + spring, clean living + spring



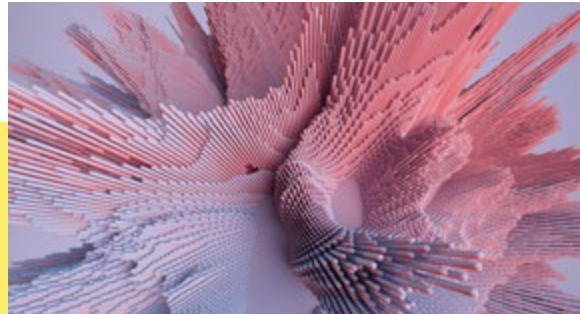
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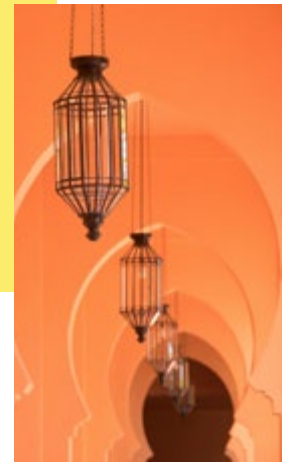


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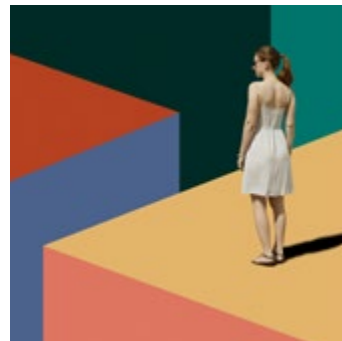
Spring Tones and Textures

Mixed asset gallery →

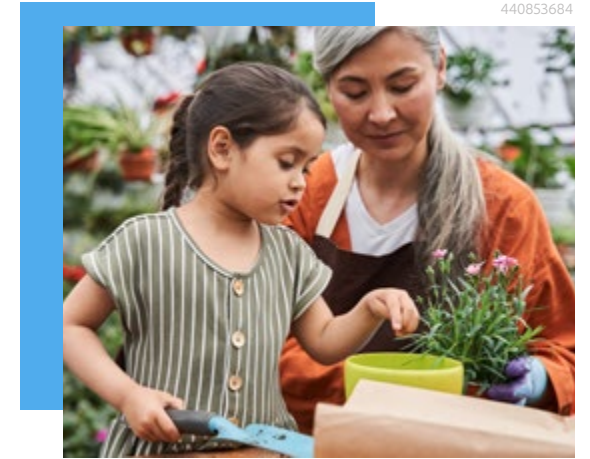
Similar Search Terms: pastel/bright blue, pink, green, yellow; (colour) + texture, (colour) + abstract, (colour) + gradient, pattern, spring colours



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In the Garden

Mixed asset gallery →

Similar Search Terms: Spring planting, urban garden, farming, industrial + agriculture, family gardening

CURATED COLLECTIONS

Summer

Click collection hyperlinks below to explore galleries.

Input the search terms below on Adobe Stock to find similar assets to those within this collection.

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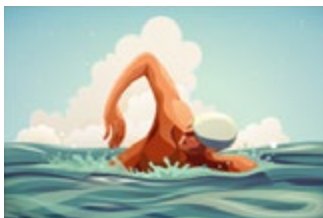
Full Spectrum Living

Mixed asset gallery →

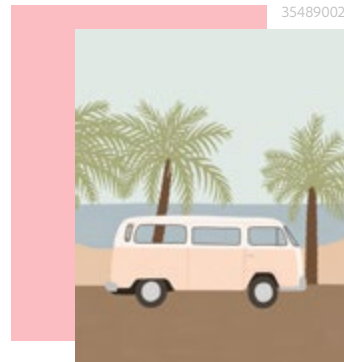
Similar Search Terms: Summer + swim + diverse, multigenerational + picnic, body positive +pool, Summer + relax+ lake, summer + relax + vacation



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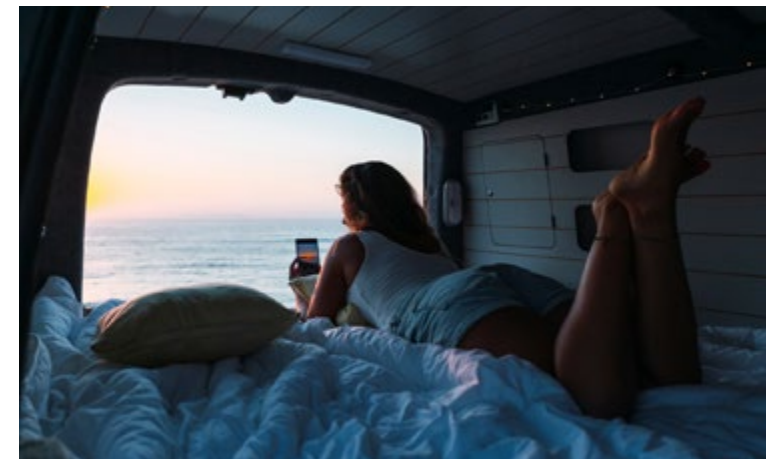


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Road Trip

Mixed asset gallery →

Similar Search Terms: Summer + biking, diversity + camping, vanlife, bleisure, nomad



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490395674

Refresh!

Mixed asset gallery →

Similar Search Terms: Summer + food, popsicles, summer + fresh food, ice cream

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Your Serve

Mixed asset gallery →

Similar Search Terms: Pickleball, tennis + tennis, racquetball, net sport, court + group



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Festivals and Fantasy

Mixed asset gallery →

Similar Search Terms: Summer + fashion, summer festival, festival fashion, summer concert, outdoor dancing



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Colours and Textures

Mixed asset gallery →

Similar Search Terms: Bright colours, Fluorescent pink/blue/yellow/orange/green, (colour) + texture, (colour) + abstract, (colour) +gradient, (colour) +background, (colour) + pattern, summer background, summer pattern



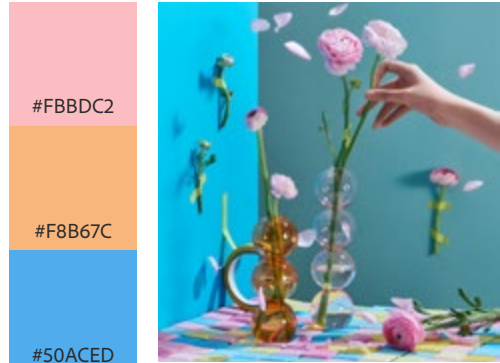
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Colour palettes

Use the Colour filter on Adobe Stock to quickly find assets that match these specific Spring/Summer HEX codes or your brand palette. To use, either pick a colour from the Colour filter or enter the hexadecimal (HEX) value of the colour to get colour-specific search results.



#FBBD2C

#F8B67C

#50ACED

#504475787

SPRING COLOUR PALETTE

#FBEC6B

#EF6893

Sorbet in Spring

Refresh your palette with tangy hues inspired by citrus fruits and pastel pinks.



111119181



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SPRING COLOUR PALETTE

Keep Growing

Deep emeralds and baby blues bring out the beauty of skies and lush valleys.



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#497AA6

#465902

#7C8C03

#D3D92B

#A9E3CD



#F21651

#D92B7C

#FD8709

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SUMMER COLOUR PALETTE

Beach Towel

Make a splash with rich boho beach colours that evoke California dreaming.



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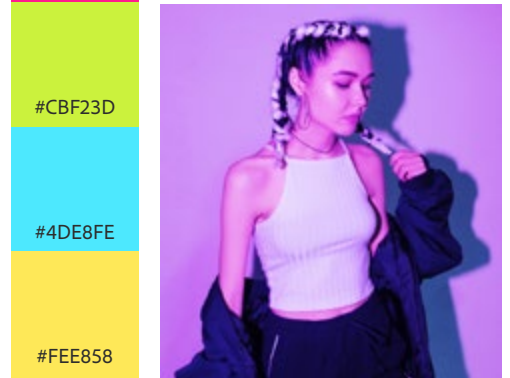


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SUMMER COLOUR PALETTE

Fluorescent Fantasy

Electric neons bring the energy and inspire movement in the warmer weather.



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DESIGN RESOURCES

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Pro Edition for teams

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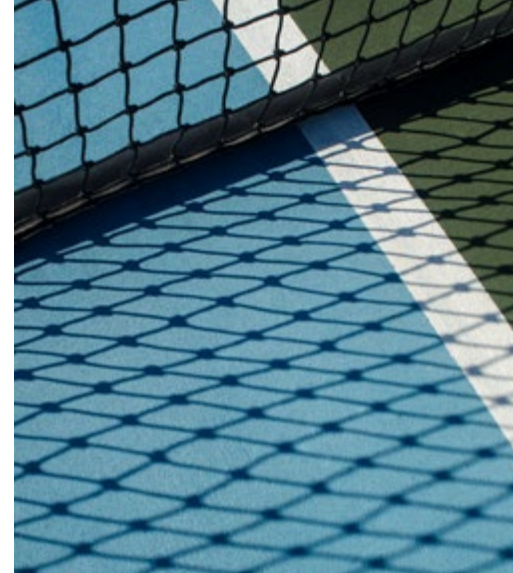
Pro Edition for enterprise

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www.adobe.com/uk/creativecloud/business/proedition.html



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