

2021

THE TOPICS AND
TRENDS REPORT



FACEBOOK IQ

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Introduction

With major world events spurring changes in people's day-to-day lives, 2020 has been a monumental year. In *The 2021 Topics and Trends Report From Facebook IQ*, we analyze four regions—Asia Pacific, Europe, Latin America and North America—and eight countries within them, exploring how COVID-19 is affecting individuals and communities. Spanning borders, the pandemic has created common experiences that touch on local cultures in different ways. In many instances, it is accelerating cultural developments that were already underway.

Over the past three years, the annual *Topics and Trends Report From Facebook IQ* has explored conversation topics that gained momentum on Facebook, assessing the habits and interests they reflect. Now we've added topics from Instagram in order to broaden the range of insights. We hope marketers will use these to understand the people they serve and to connect meaningfully in the future.

In this time, people are prioritizing what matters most, be it community or time spent outdoors. They're caring for themselves and each other more intentionally and getting crafty with limited resources. Digital mediums are helping people connect in new ways, accelerating the adoption of nascent technologies in new markets.

While the pandemic will eventually pass, many of these trends may prove to be fundamental shifts as people discover new and more authentic ways of being.

Methodology

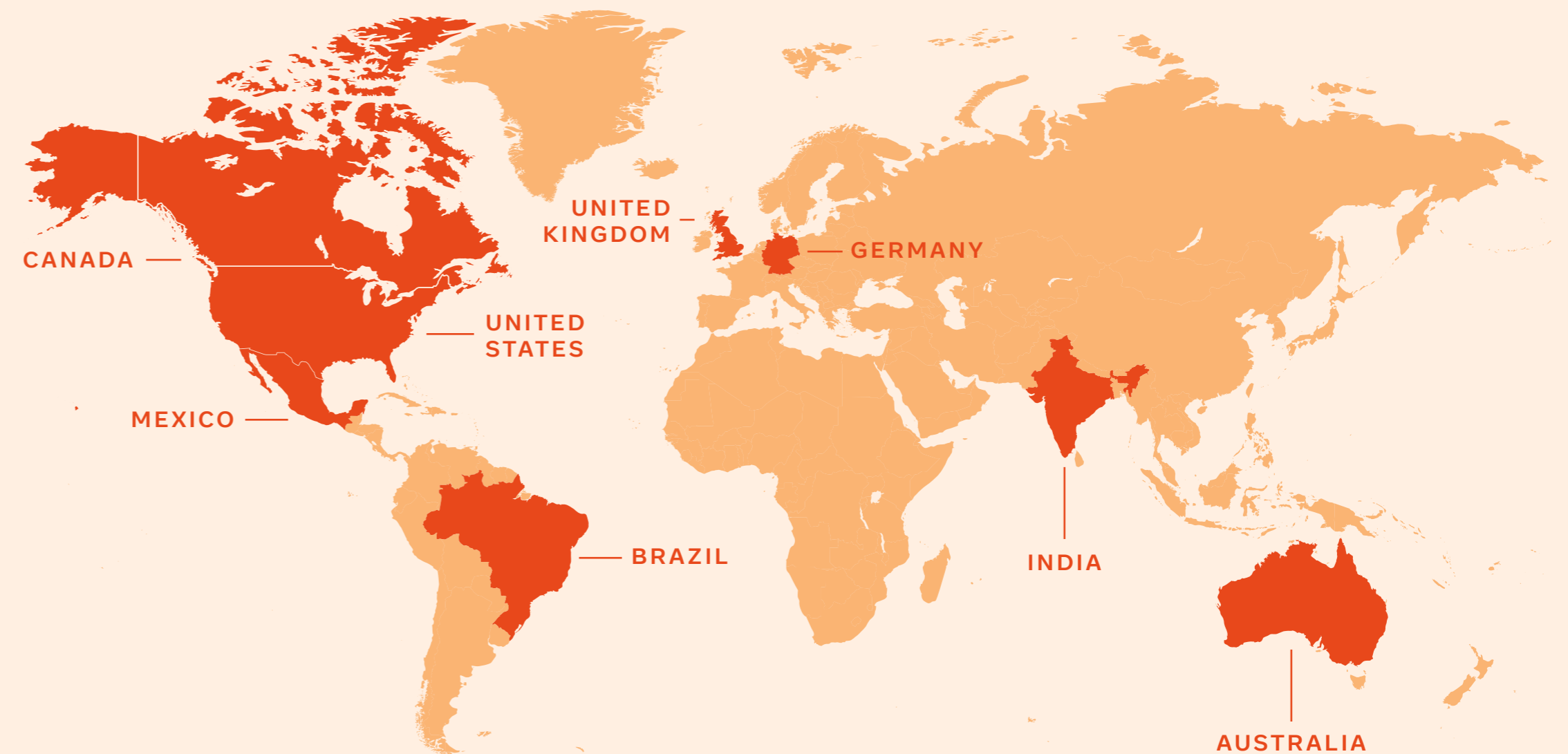
The 2021 Topics and Trends Report From Facebook IQ is a culmination of more than a year's worth of research and insights.

We explored thousands of topics that grew on Facebook and—for the first time in this report series—on Instagram. In our 2020 edition of *The Topics and Trends Report*, we looked at data from January 2018 through June 2019; for our 2021 edition, we shifted our date range by three months (April 2019 through September 2020) to capture some of the major changes in people's lives during the pandemic. Where patterns emerged, we looked to third-party research and credible media sources to both inform and validate our overall findings.

This report covers eight markets across four regions: Australia, Brazil, Canada, Germany, India, Mexico, UK and US. For each topic of conversation, we relied on aggregated, anonymized, country-specific data for people ages 18 and older who use Facebook or Instagram.

The topics are presented in the original language as they appeared in our data set. We have included a translation next to some terms to clarify their meaning.

Our analysis covers trends across five categories: Education and Action, Lifestyle, Technology and Leisure.





Education and Action

Learning is changing as people seek out information in new formats and venues, from the screen to the street. As they apply their new knowledge, people are forming new connections to the world around them.

Education and Action

United States

**AWARENESS
BECOMES ACTION**

7



Australia

THE JOY OF READING

9

Brazil

**BEYOND THE
TEXTBOOK**

11



UNITED STATES

Awareness Becomes Action

Racial inequality in the United States has been top of mind, and many Americans are leveraging their voices, votes and wallets to support the Black Lives Matter movement in their local communities.

Protests demanding racial equity have grown in over 2,000 cities and towns in all 50 states,¹ and on social media, people are sharing social justice slideshows to educate their followers on systemic racism and allyship.² Shared instructions for calling elected officials underscore a renewed investment in **local government**, and people are advocating for policies that will benefit their cities, towns and neighborhoods.

People are shifting their time and money toward **advocacy**; many are taking care to support Black-owned businesses with their orders of books and other materials,³ and people are also donating to racial justice causes, raising nearly \$50M on Facebook and Instagram between late May and July 2020.⁴ The year also saw an unprecedented embrace of Juneteenth, a holiday celebrating the liberation of the last enslaved Americans.

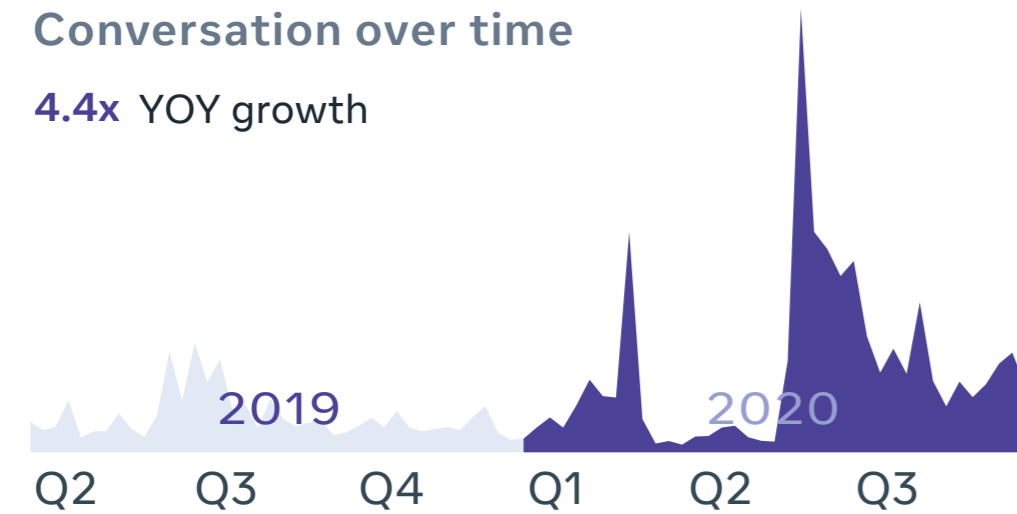
In the face of adversity, action is on the rise.



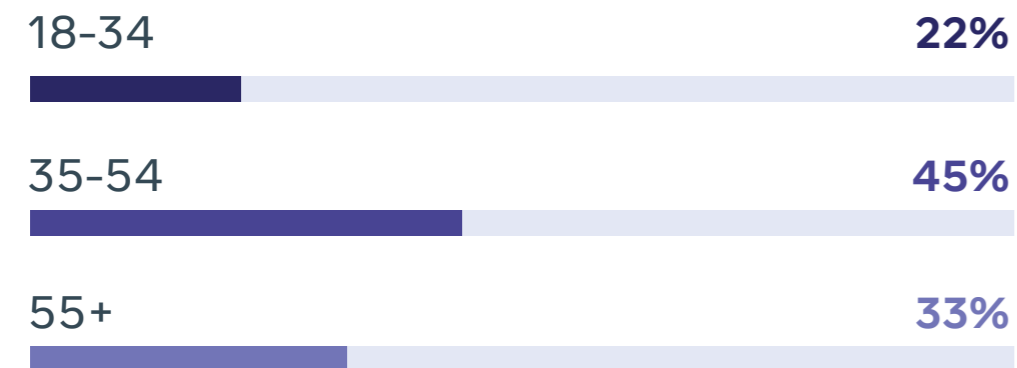
f RACIAL INEQUALITY IN THE UNITED STATES

Conversation over time

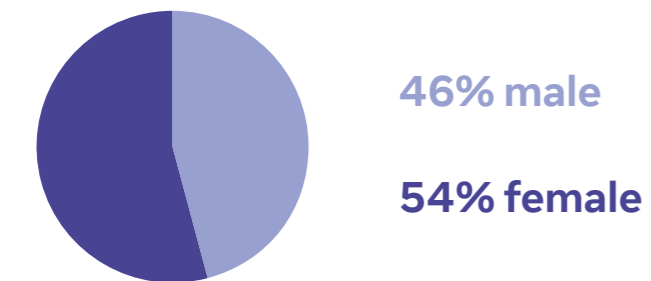
4.4x YOY growth



Age



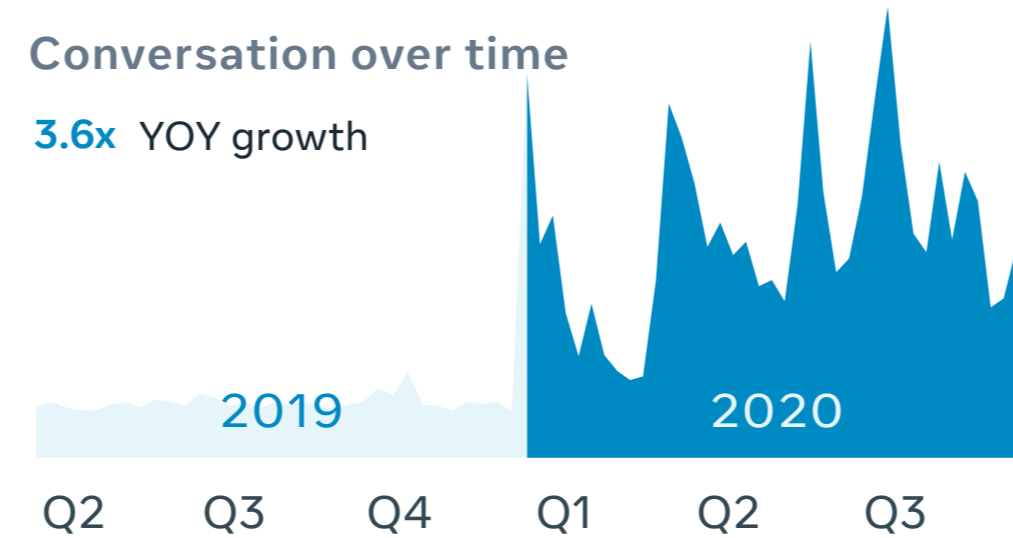
Gender



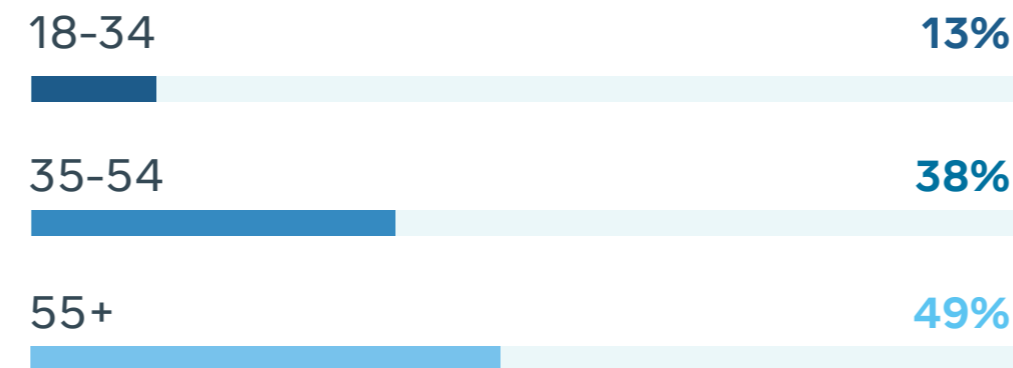
f LOCAL GOVERNMENT

Conversation over time

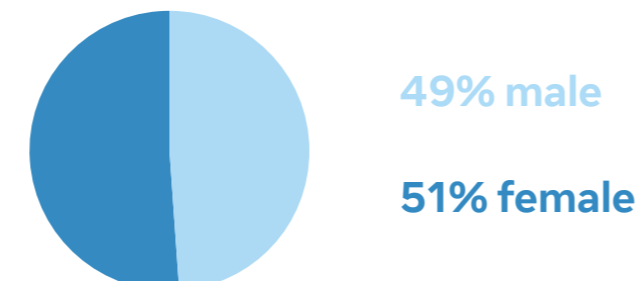
3.6x YOY growth



Age



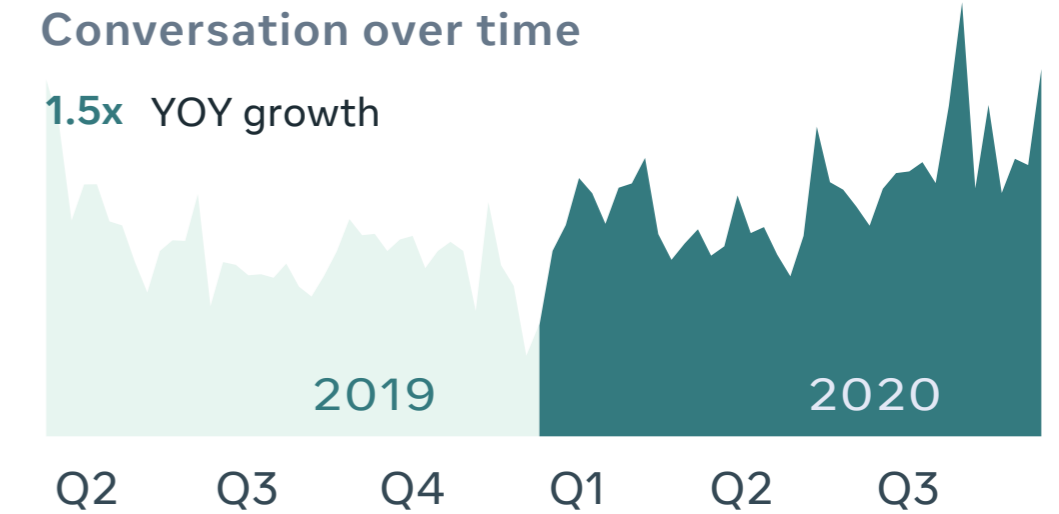
Gender



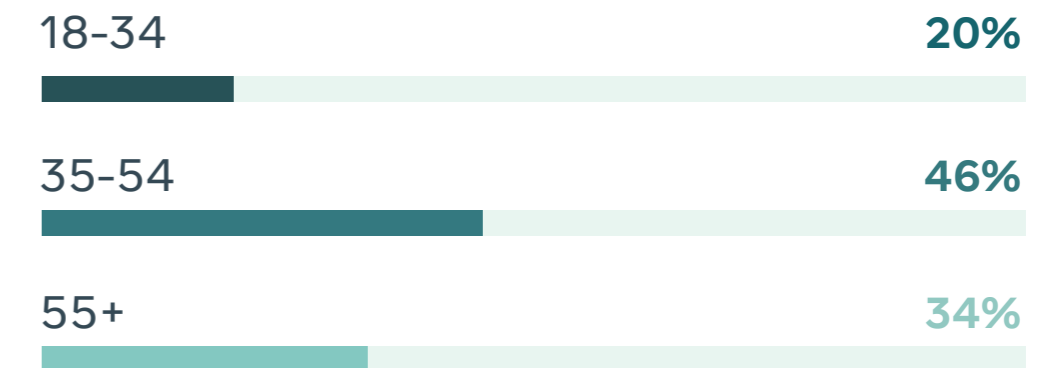
f ADVOCACY

Conversation over time

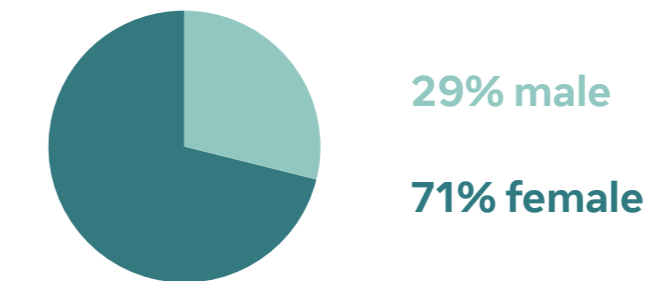
1.5x YOY growth



Age



Gender



Source unless otherwise stated: Facebook and Instagram data, people ages 18+, US, Apr 2019–Sep 2020. All topics chosen grew from Sep 2019 through Sep 2020. The topics are presented in the original language as they appeared in our data set. We have included a translation next to some terms to clarify their meaning. Growth rates compare the total volume of the last month to the total volume of the same month in the previous year (Sep 2019 over Sep 2020).

AUSTRALIA

The Joy of Reading

Almost three-quarters (72%) of all Australians read for pleasure in 2019.⁵

While sheltering in place, people are finding even more time and appreciation for all kinds of books.

Literature is providing a sense of escape through vivid landscapes, company in the form of fictional characters and community through book groups online,⁶ which are growing as people seek out places to share ideas and interests.

Australians are also learning about the world around them through nonfiction. Readers had already demonstrated an appetite for **history**, identity and social issues—titles by female and First Nations **authors**, for example, were topping the country's charts in 2018.⁷ In 2020, people are more interested than ever in books on race and representation as a global dialog opens up around racial inequity.⁸

Beyond the books themselves, small bookstores are reinforcing their presence in local communities,⁹ offering online lectures, discussion groups and kids' story times. Libraries have also taken an active community role, delivering books and calling to check on elderly people.¹⁰ As books become wider windows into the world, literary tradition is going from hobby to habit.



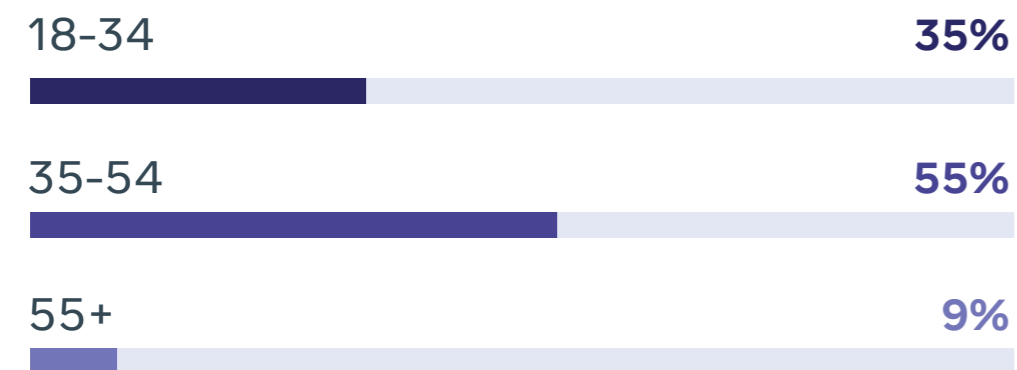
 **AUTHOR**

Conversation over time

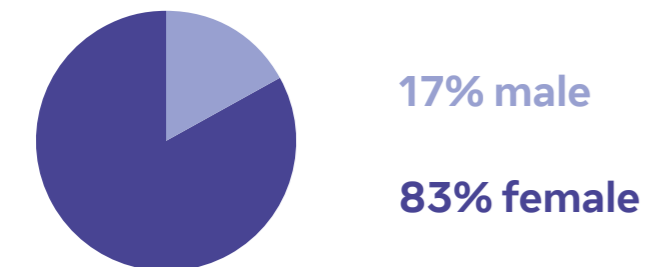
1.7x YOY growth



Age



Gender



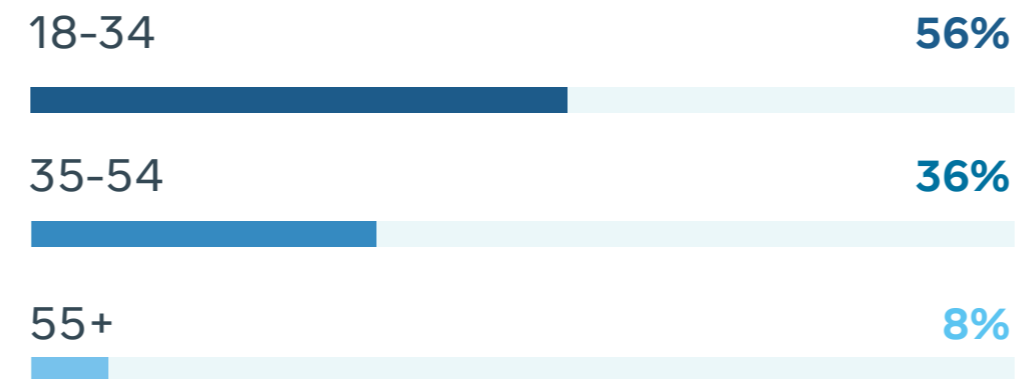
 **LITERATURE**

Conversation over time

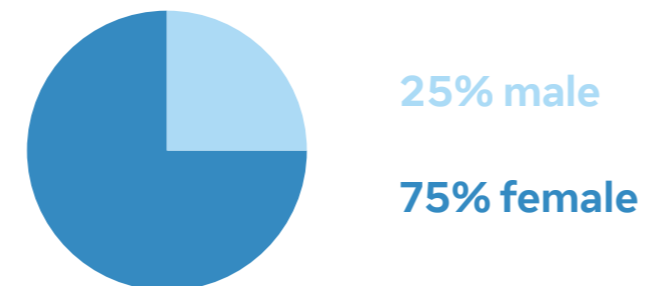
1.4x YOY growth



Age



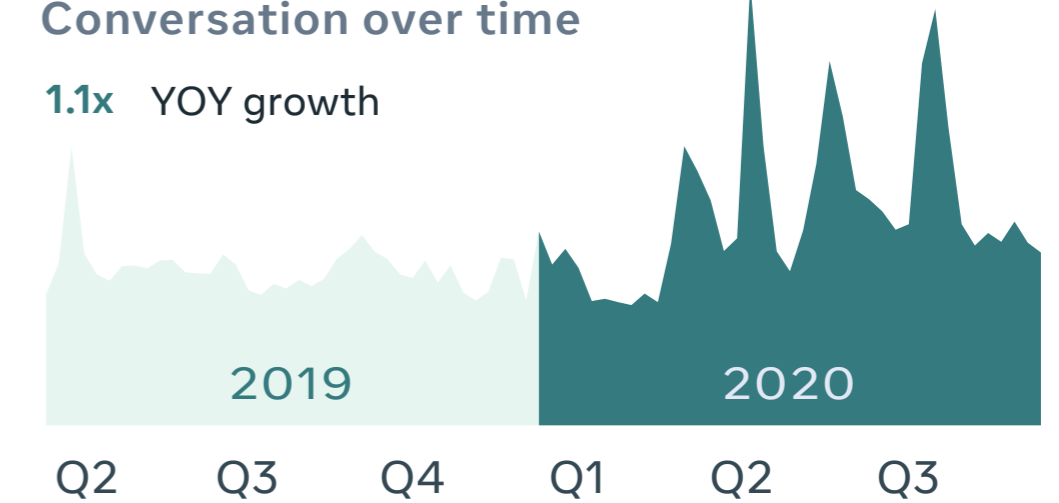
Gender



 **HISTORY**

Conversation over time

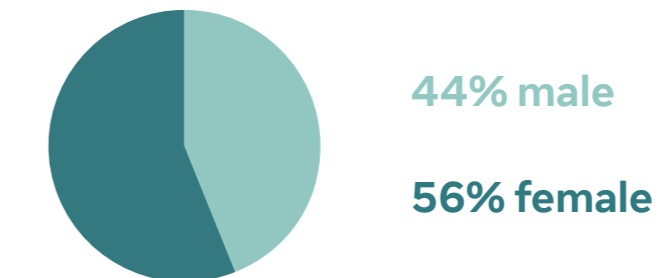
1.1x YOY growth



Age



Gender



BRAZIL

Beyond the Textbook

In recent years, awareness has been rising around the benefits of distance learning as a way to bring the classroom to students living in Brazil's remote areas.¹¹ With in-person education interrupted, major institutions are supporting the effort to bring more education online,¹² and teachers are looking beyond the textbook to find new ways to focus students' **full attention** through remote learning.

E-books, streaming videos, chat rooms and other multimedia resources are fueling distance learning, and some educators are even **podcasting** to distribute the Q&A sections of their lectures.¹³

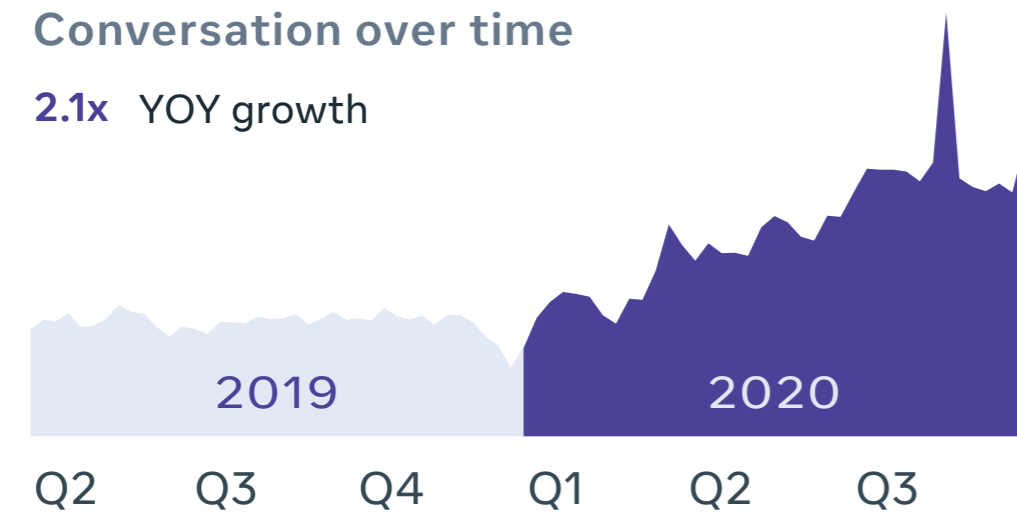
Meanwhile, microlearning—the use of small bites of digital content—is taking off with corporate educators looking to connect with Gen Z workers used to short-form media.¹⁴ As educators refine methods to keep students engaged from afar, they're fundamentally changing the shape of learning.



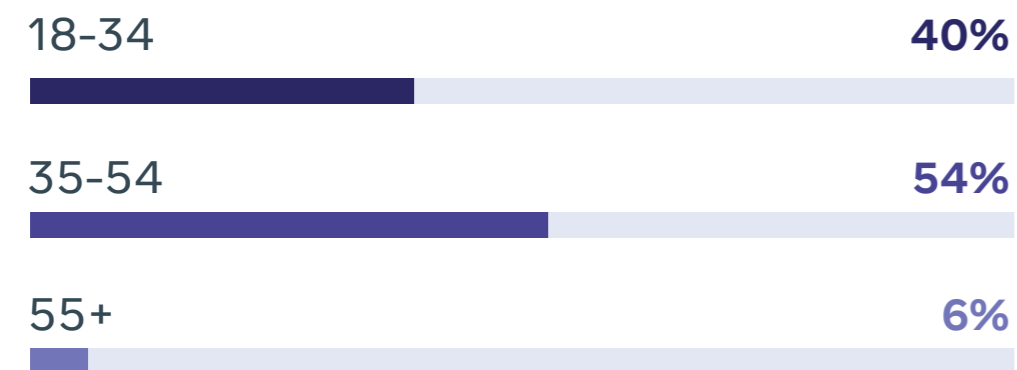
📷 ATENÇÃO PLENA | FULL ATTENTION

Conversation over time

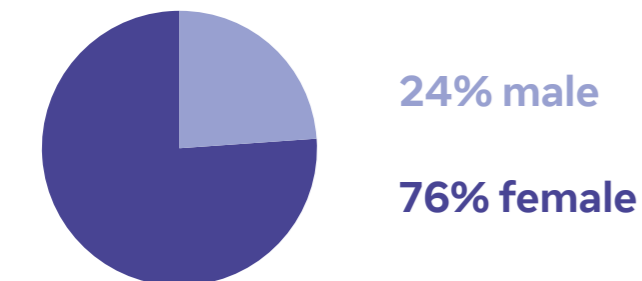
2.1x YOY growth



Age



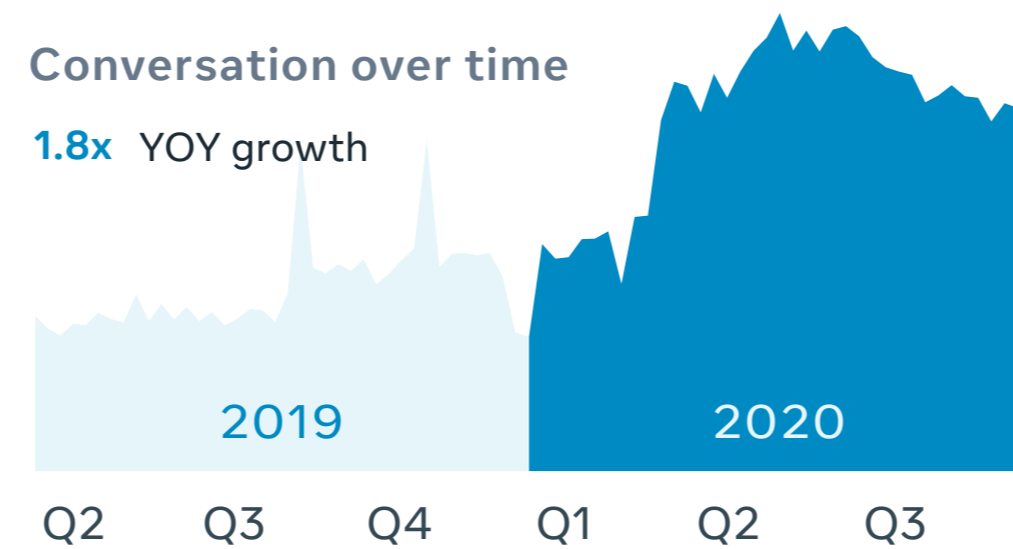
Gender



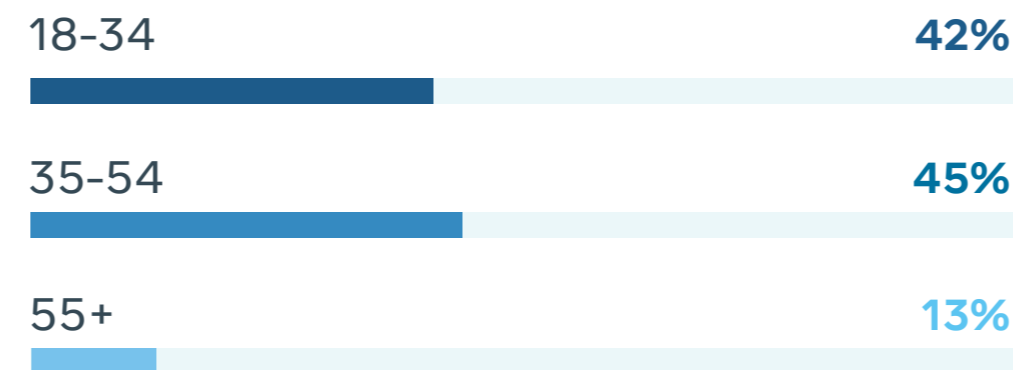
📺 PODCASTING

Conversation over time

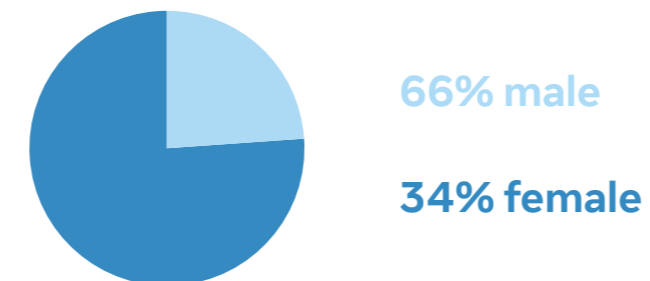
1.8x YOY growth



Age



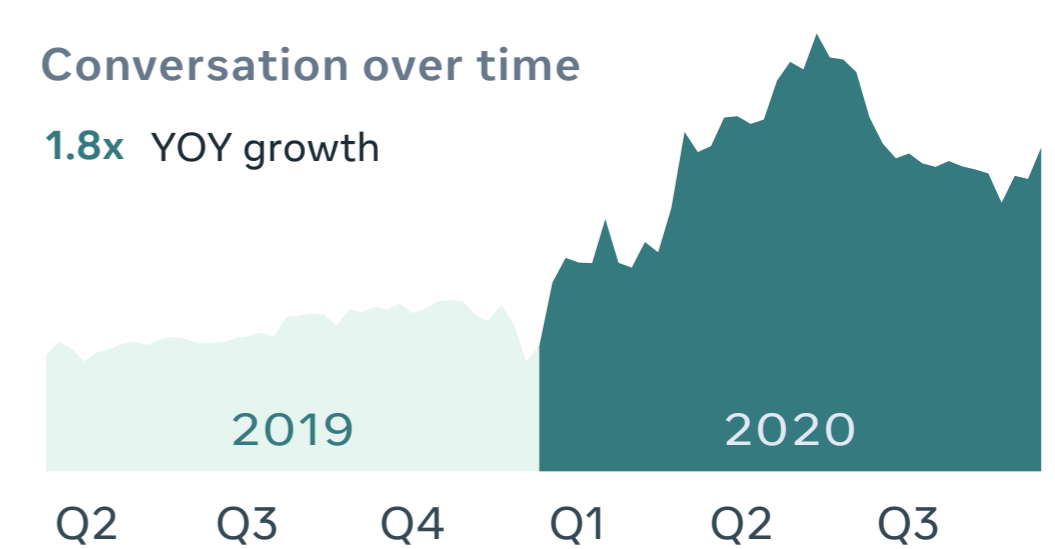
Gender



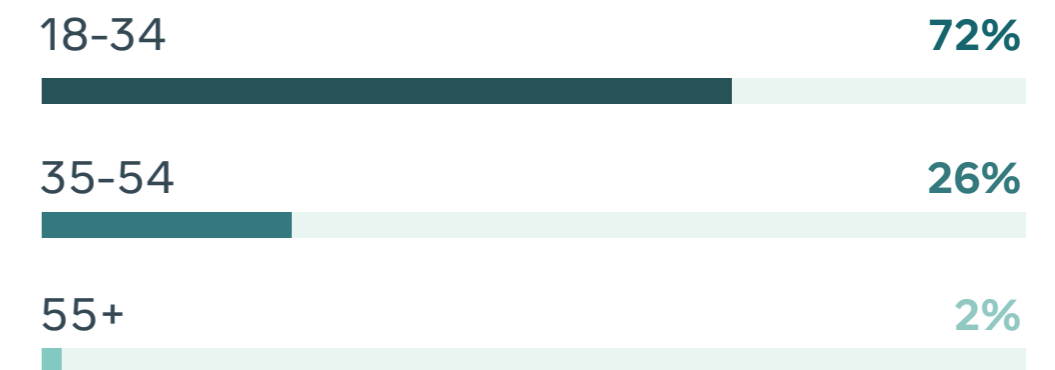
📷 LIVRO DIGITAL | E-BOOK

Conversation over time

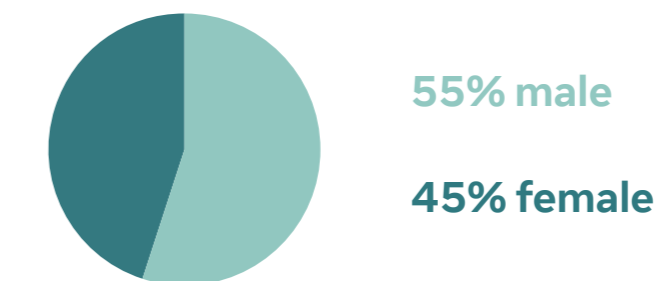
1.8x YOY growth



Age



Gender



Source unless otherwise stated: Facebook and Instagram data, people ages 18+, BR, Apr 2019–Sep 2020. All topics chosen grew from Sep 2019 through Sep 2020. The topics are presented in the original language as they appeared in our data set. We have included a translation next to some terms to clarify their meaning. Growth rates compare the total volume of the last month to the total volume of the same month in the previous year (Sep 2019 over Sep 2020).



Lifestyle

As people reconsider where they live and how they get around, they're revamping the role of spaces in their lives—from offices to backyards.

Lifestyle

United Kingdom

GROW YOUR OWN

15



United States

CASUAL CULTURE

17



Canada

**HARDWORKING
HOMES**

19



UNITED KINGDOM

Grow Your Own

Encouraging residents to “Dig for Victory” during World War II, the British government set aside 1.7 million Victory Garden allotments to help boost morale and self-sufficiency. Now, with many people spending more time at home, an estimated 42% of Britons have taken up gardening to blow off steam and enjoy the literal fruits of their labor.¹⁵

New to even kitchen gardening,¹⁶ many are consulting how-to books and online resources for their first season in the soil; searches for “how to grow an avocado,” for instance, increased by 100 times between mid-April 2019 and 2020.¹⁷ As people compete for **allotments** to grow **herbs** and **vegetables**,¹⁸ seeds are in such high demand that they’re selling out at retailers;¹⁹ to make up the difference, home gardeners are trading and sharing their own.

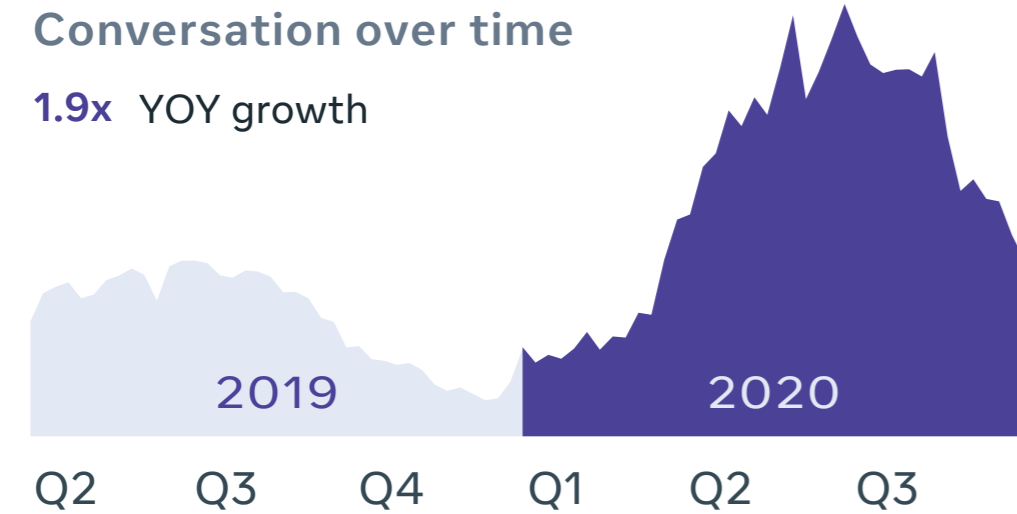
With this new fervor for agriculture, Britons are building a green-thumbed foundation for **sustainable living**.



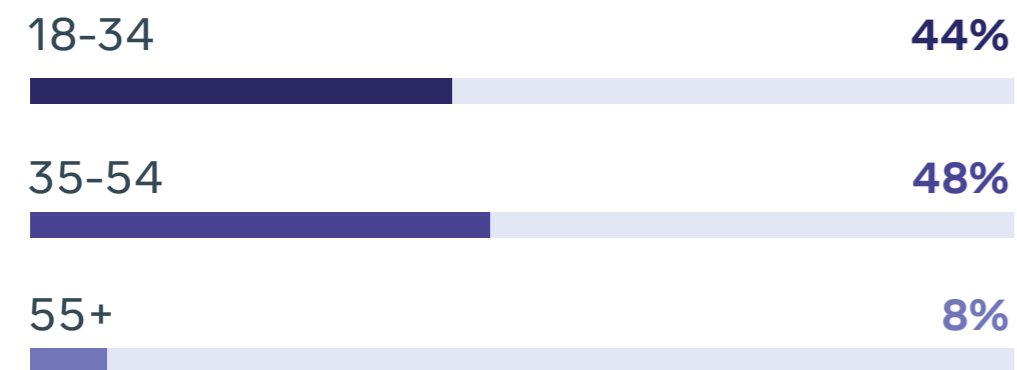
 ALLOTMENT (GARDENING)

Conversation over time

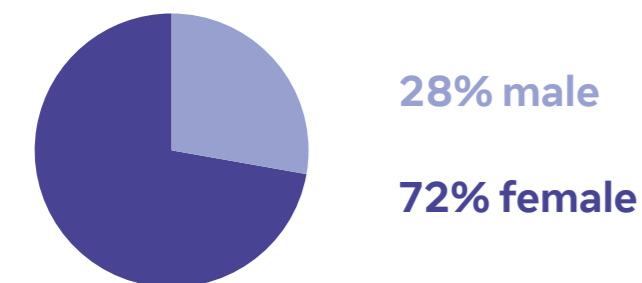
1.9x YOY growth



Age



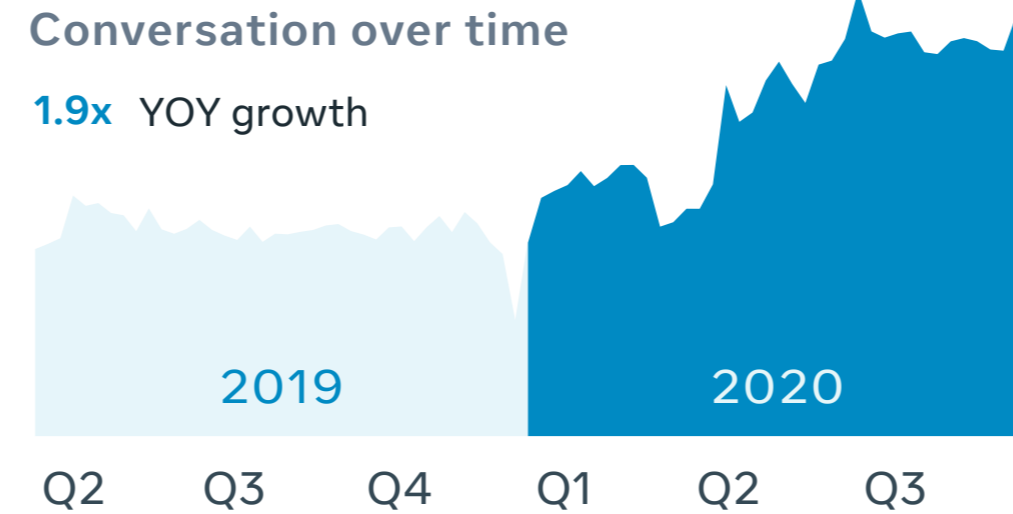
Gender



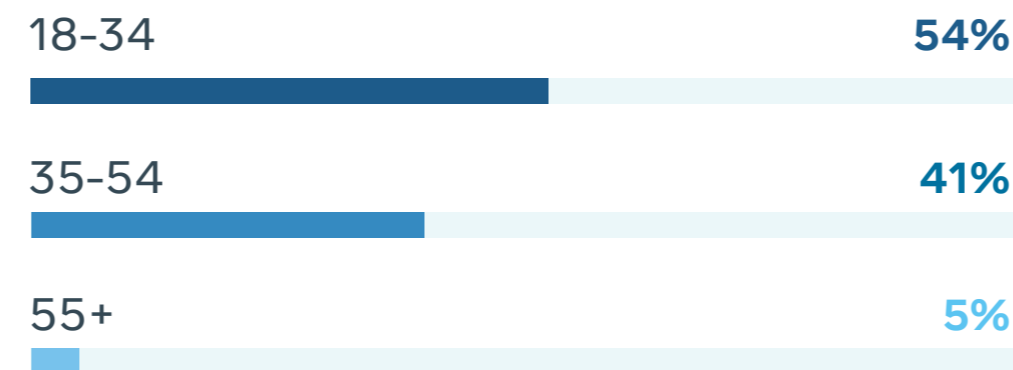
 SUSTAINABLE LIVING

Conversation over time

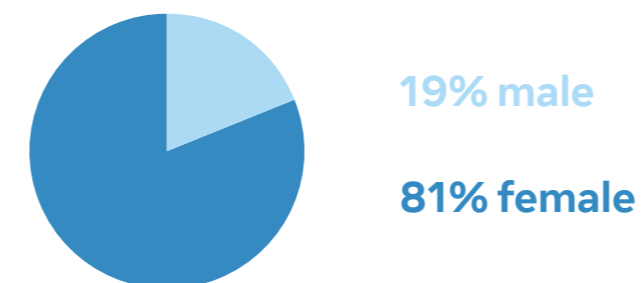
1.9x YOY growth



Age



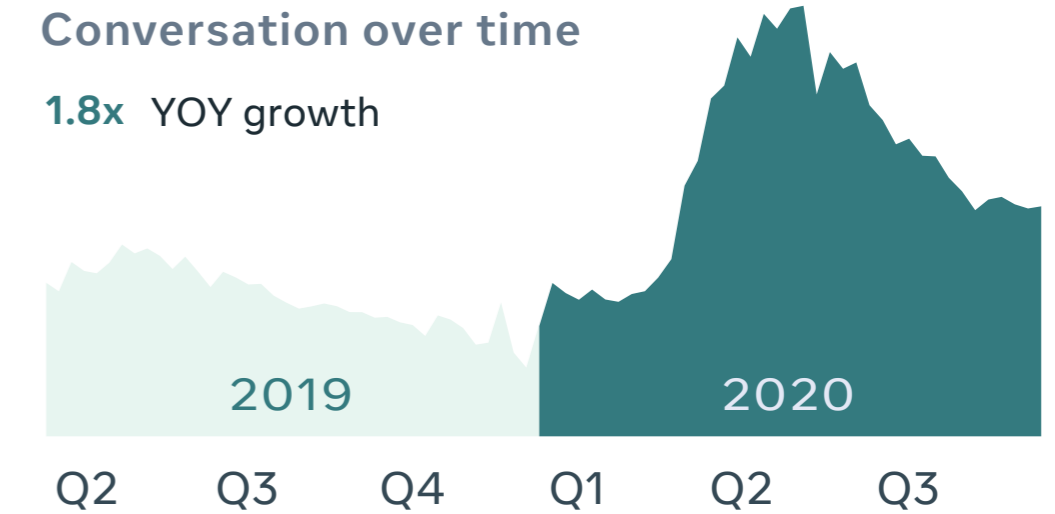
Gender



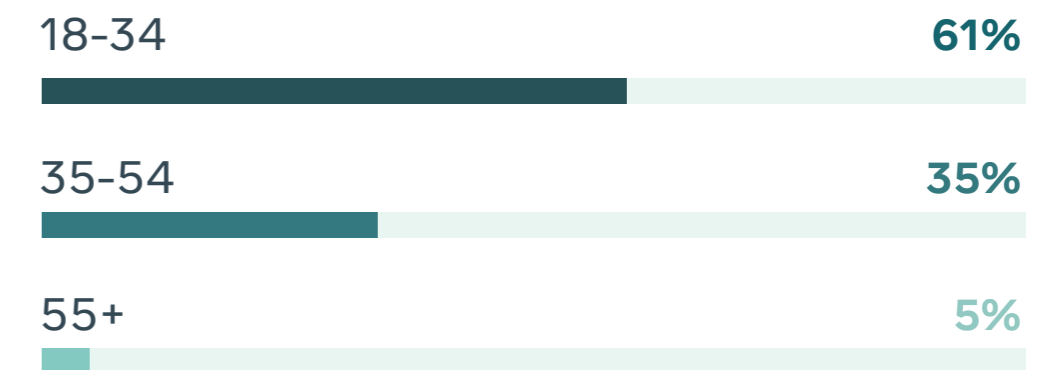
 HERB

Conversation over time

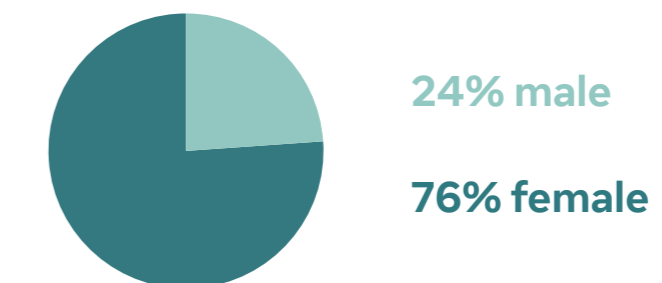
1.8x YOY growth



Age



Gender



UNITED STATES

Casual Culture

For ages, people have worked to present polished versions of themselves, putting on an outfit and a smile to head into the office, an appointment and even the store. With in-person meetings largely on hold and the video screen providing a virtual window into peoples' home lives, Americans are prioritizing authenticity over appearance, even if that means being vulnerable.

Instead of venturing out for **hair care**²⁰ and manicure appointments, people are learning to do their own upkeep (46% of US consumers say they have done some sort of at-home grooming²¹) or forego it, growing out beards²² and gray hair. **Cycling shorts**, renowned for their comfort and versatility, have become the uniform of the year.²³

This more authentic presentation extends to communication: With people around the world facing challenges and changes at the same time, many are letting co-workers into their lives through the video chat screen and opening up about their needs and challenges.²⁴

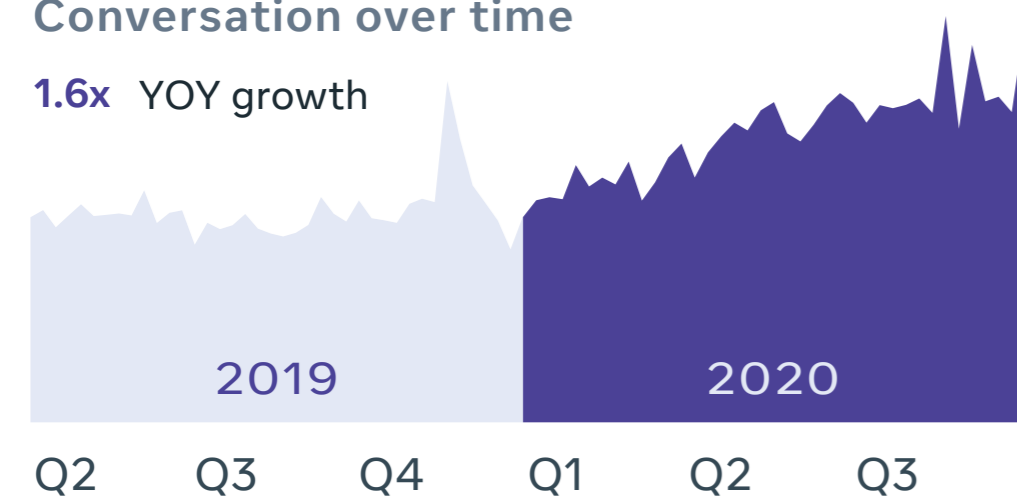
These small shifts are instilling **self-compassion** as well as empathy for others, clearing the way to forge more authentic connections over time.



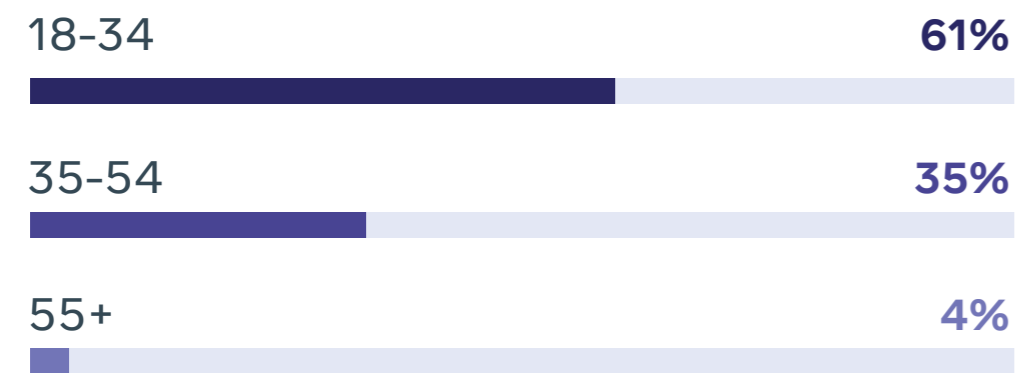
 HAIR CARE

Conversation over time

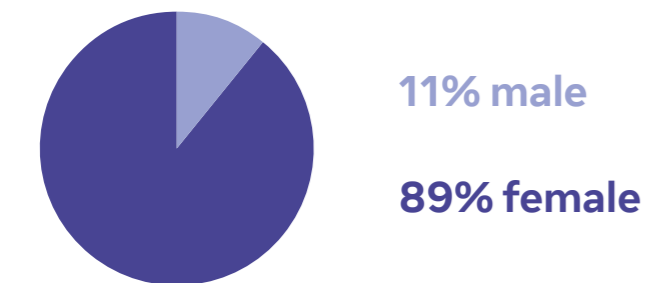
1.6x YOY growth



Age



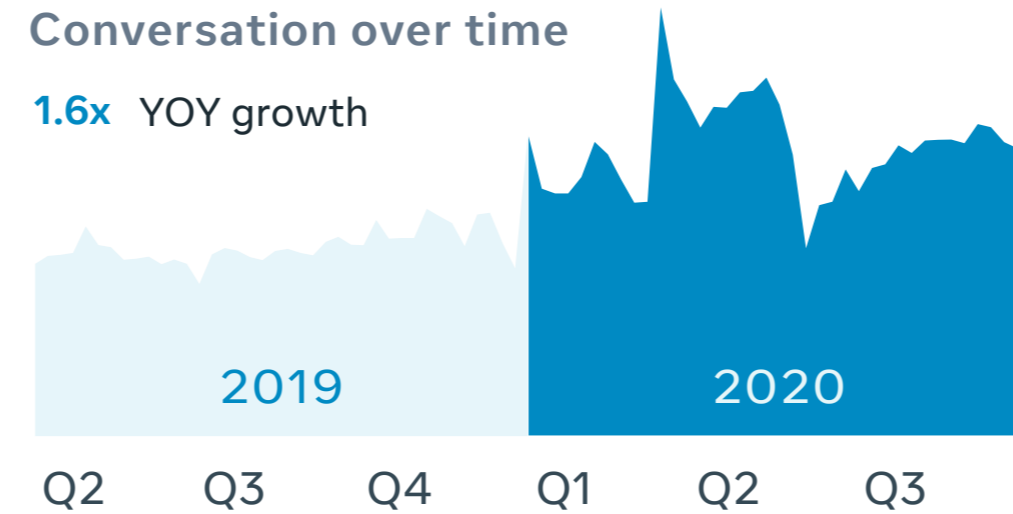
Gender



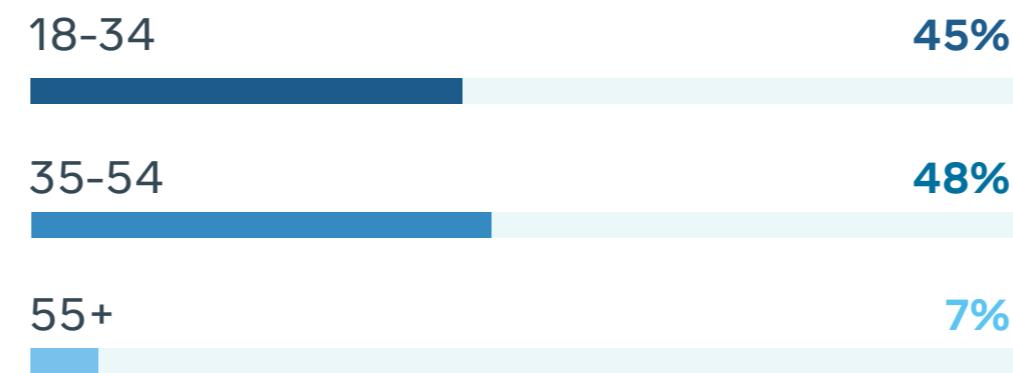
 SELF-COMPASSION

Conversation over time

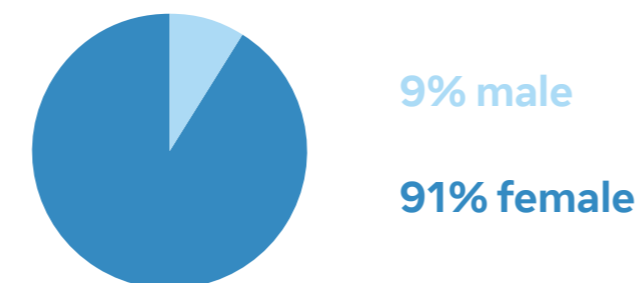
1.6x YOY growth



Age



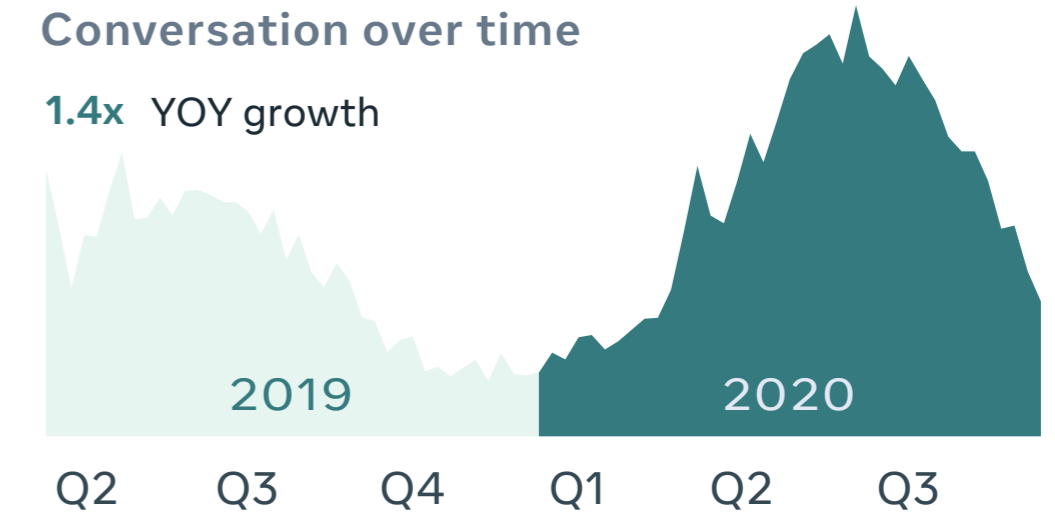
Gender



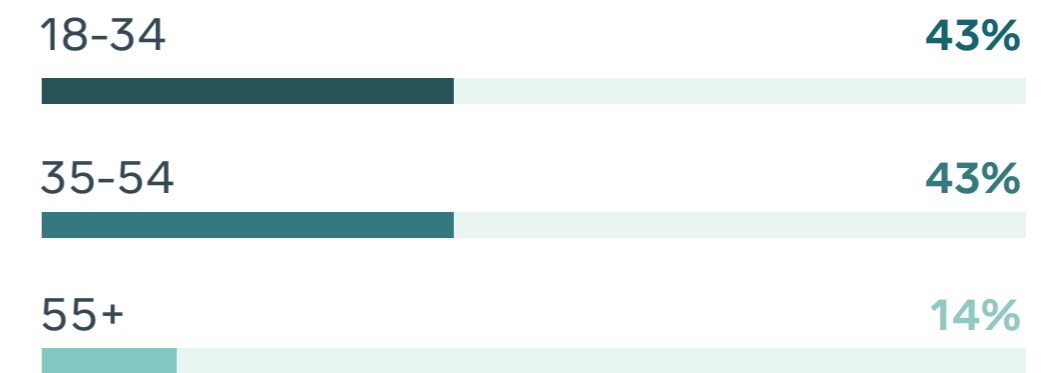
 CYCLING SHORTS

Conversation over time

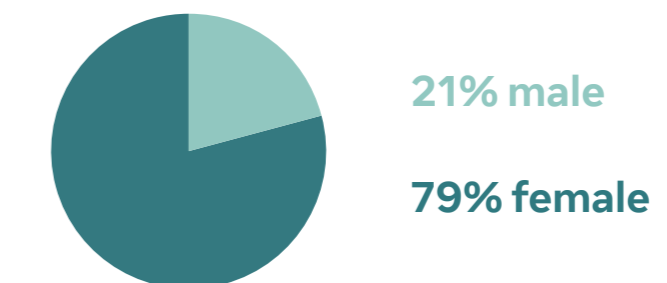
1.4x YOY growth



Age



Gender



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CANADA

Hardworking Homes

Home **renovations** have been on the rise in recent years as people seek to emulate the projects they see on Canada's many home improvement shows.²⁵ As Canadians incorporate work, school and vacations into their living spaces, they're increasingly undertaking DIY fix-ups to help their homes double as offices, classrooms, gyms and playgrounds. In July 2020, household item spending was up by 20% year-over-year, with spend increasing sharply at do-it-yourself construction stores.²⁶

In backyards and on **balconies**, people are installing **raised beds for gardening** and adding lawn furniture.²⁷ The indoors is just as busy as workers graduate from improvising desk space to building out ergonomic home office setups and cordoning off areas for exercise.²⁸

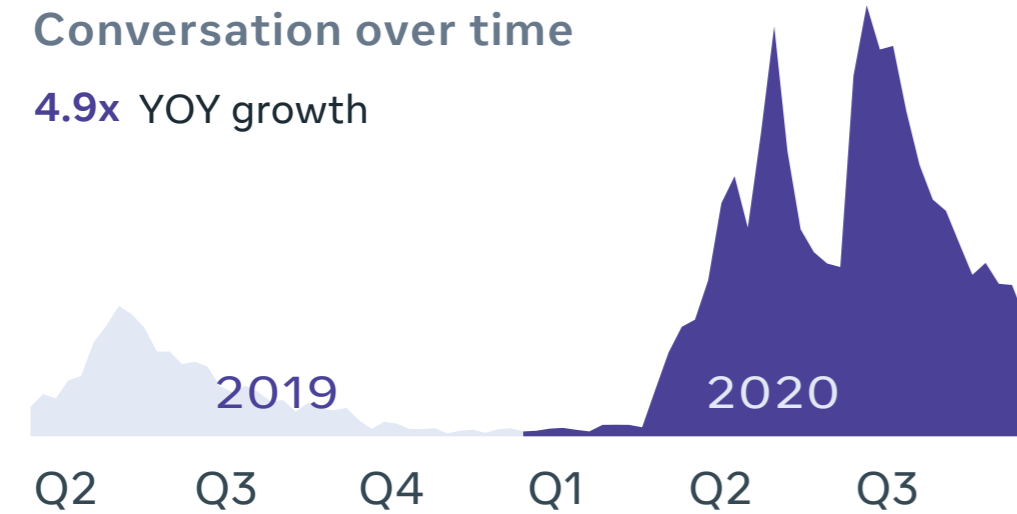
As people increasingly work and play in their own spaces, they'll be asking more of their homes—and going to greater lengths to tailor them to their needs.



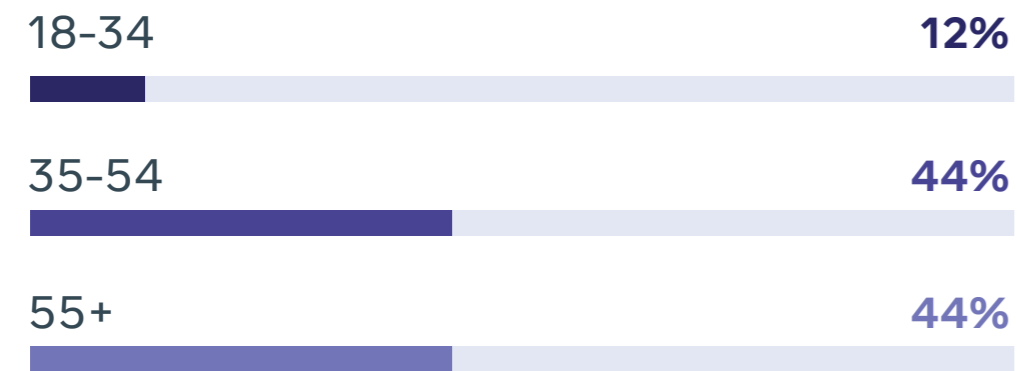
f RAISED-BED GARDENING

Conversation over time

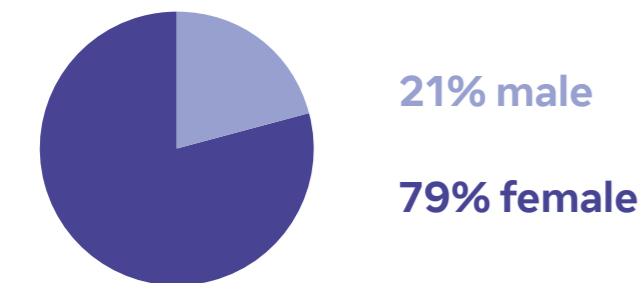
4.9x YOY growth



Age



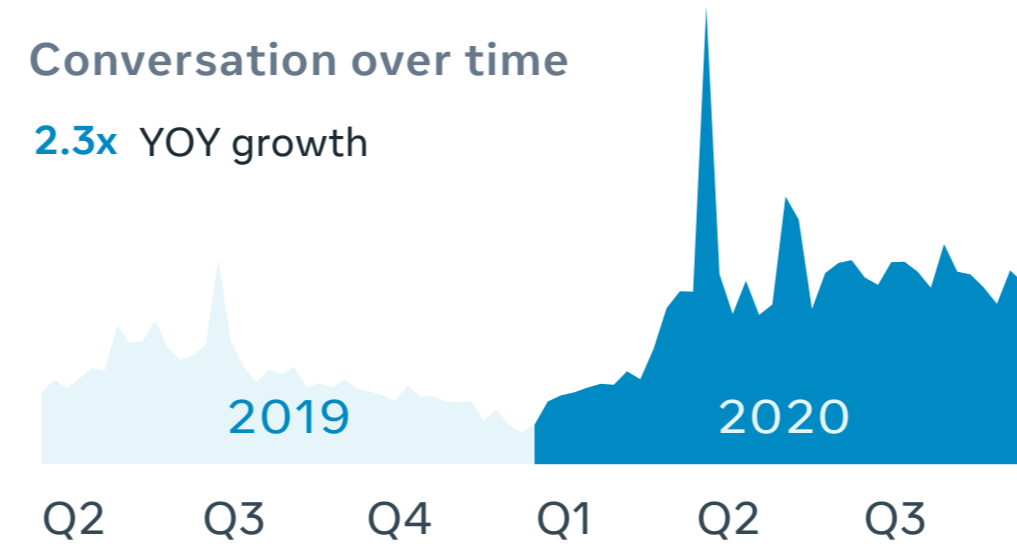
Gender



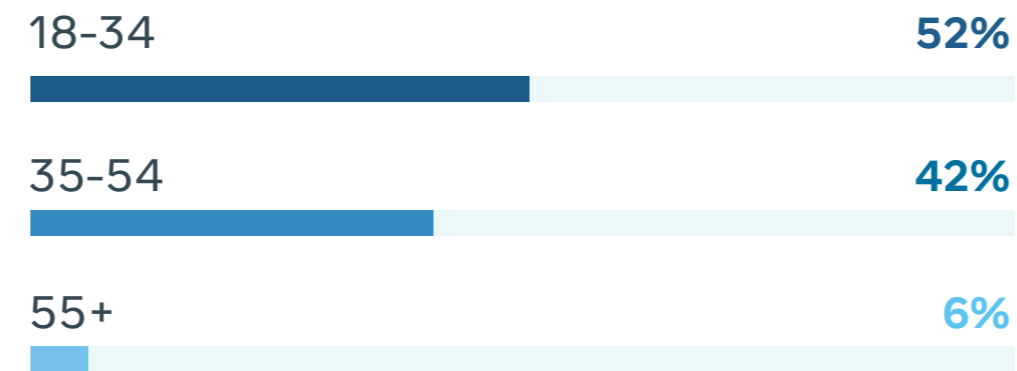
📷 BALCONY

Conversation over time

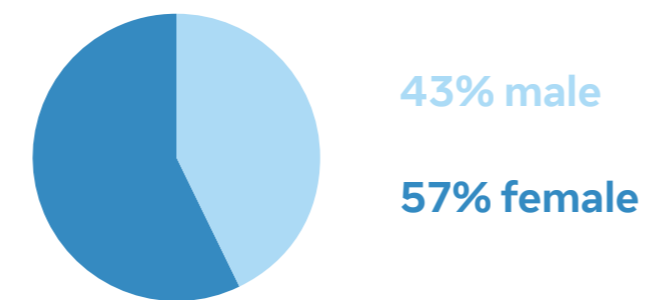
2.3x YOY growth



Age



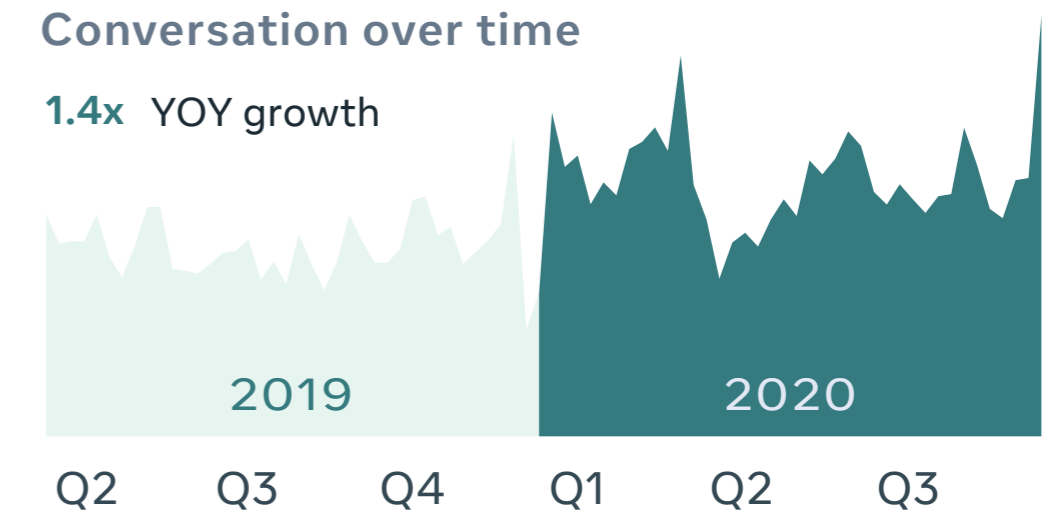
Gender



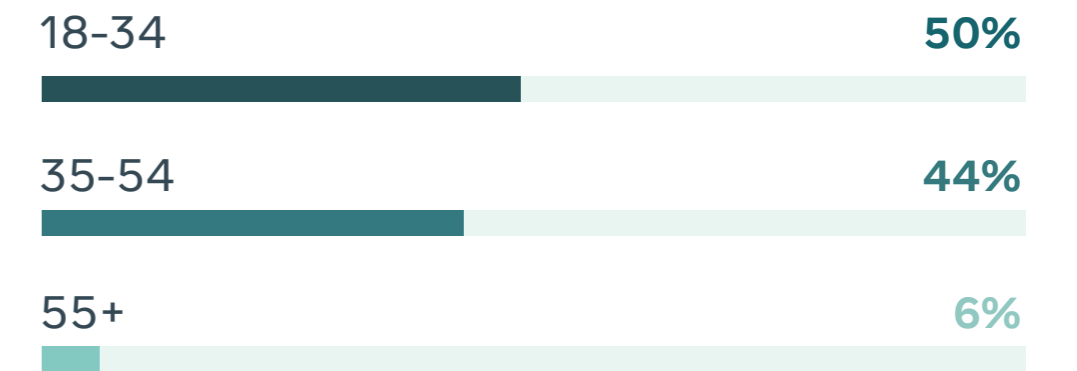
📷 RENOVATION

Conversation over time

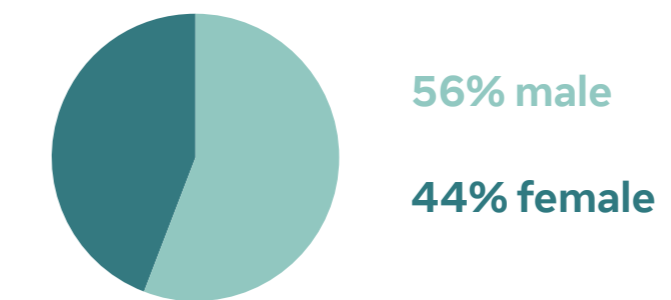
1.4x YOY growth



Age



Gender



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Technology

Technologies that some places take for granted are growing in new regions, and they're gaining new life as people adapt them to local markets.

Technology

India

EXPANDING
CONNECTION

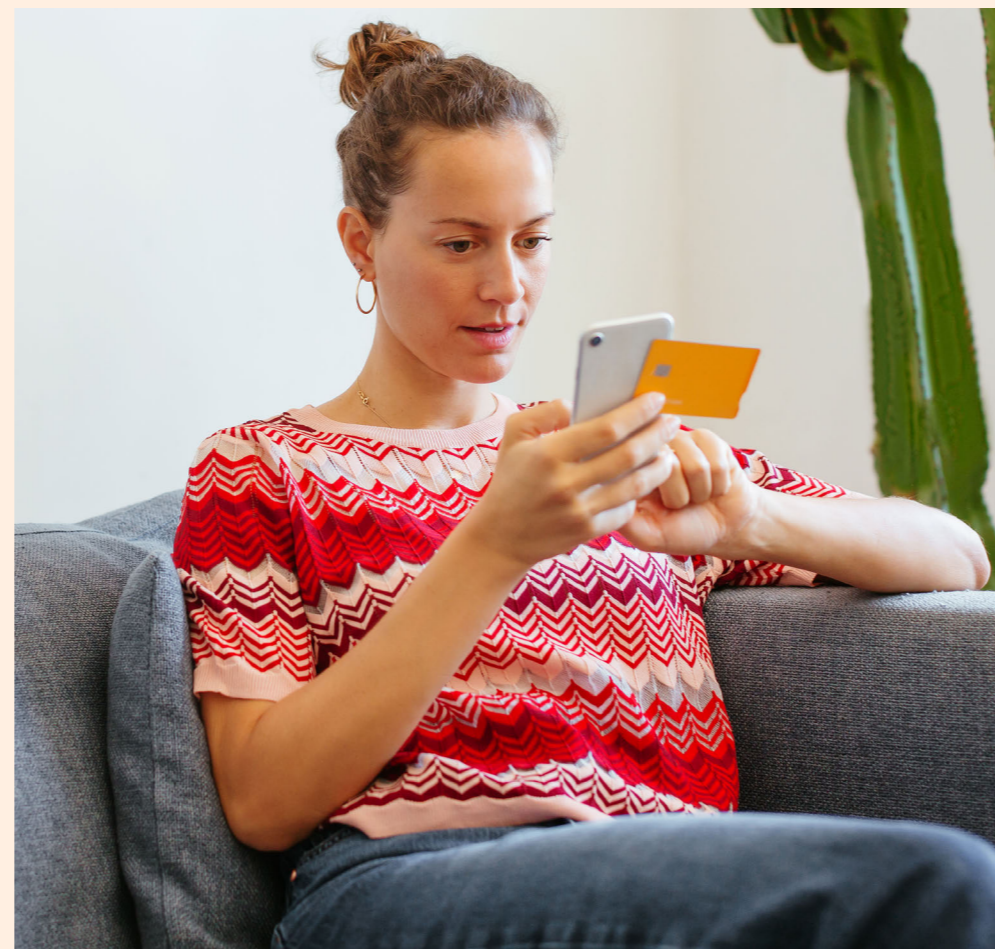
23



Mexico

NEO BANKING

25



Australia

HYBRID SHOPPING

27



INDIA

Expanding Connection

After 30 million rural residents gained internet access in 2020, connectivity in India hit an all-time high.²⁹ However, almost half the country's population is still offline, and many of those people are looking to get online. Stay-at-home orders have intensified the need for broadband access—and for stronger bandwidth among those who are already connected.

At home, those with an internet connection are replacing in-person shopping with **e-commerce**,³⁰ and they're streaming more movies³¹ and **digital television**. They're also using web conferencing at unprecedented levels to work and attend school remotely. A survey conducted in August 2020 reported that more than two-thirds (68%) of connected consumers had worked from home in the past four weeks,³² and the traffic driven by work and **educational technology** was putting a strain on the available bandwidth.³³ One student made headlines for studying on her roof to attain a strong connection.

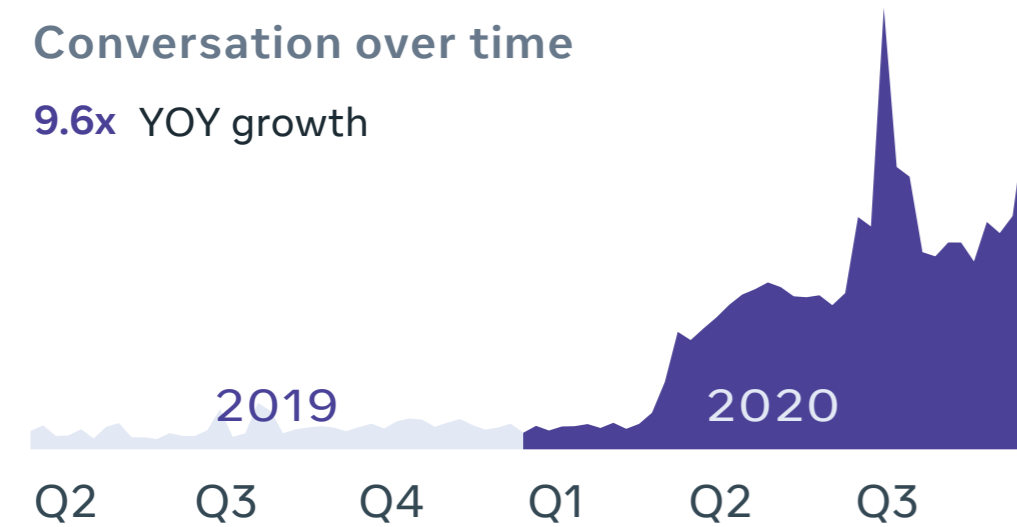
Given how much is moving online, the country is facing an urgent need to increase access to connectivity to help all residents access remote education and employment.



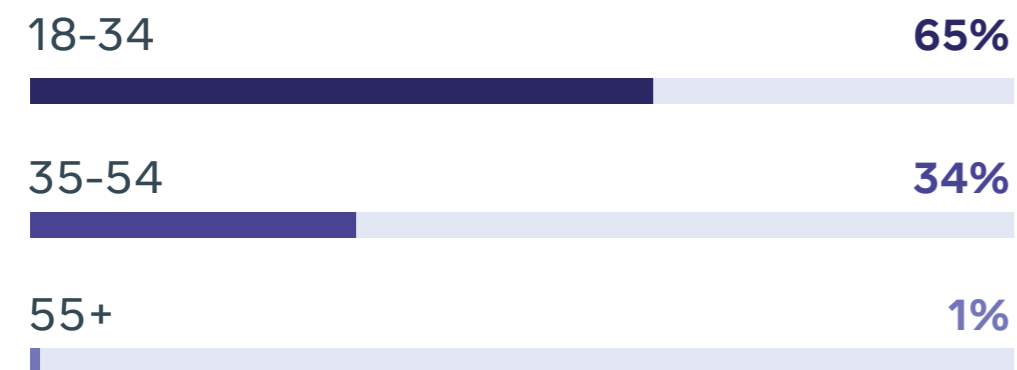
EDUCATIONAL TECHNOLOGY

Conversation over time

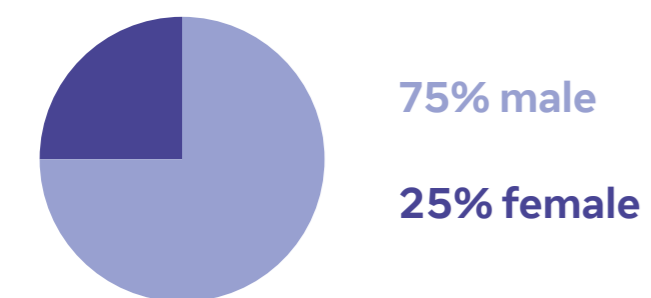
9.6x YOY growth



Age



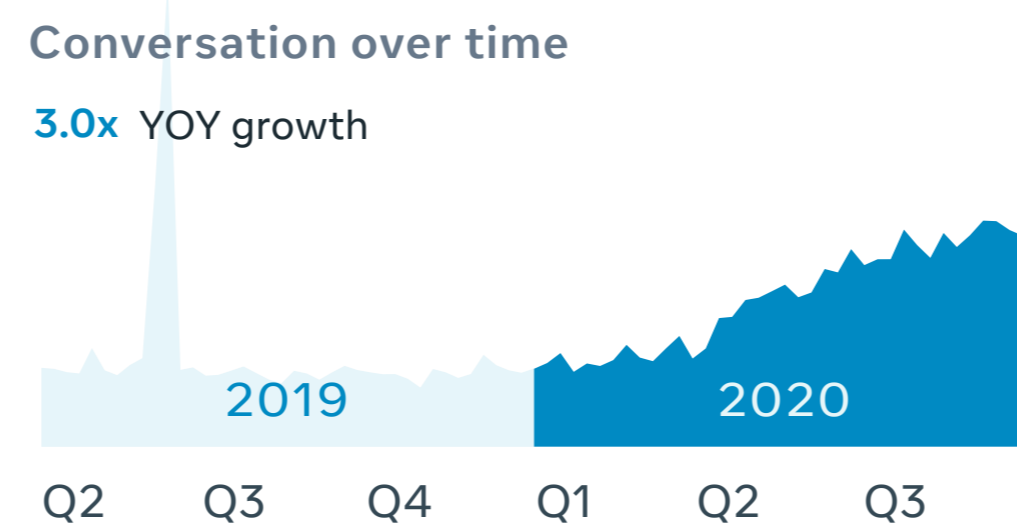
Gender



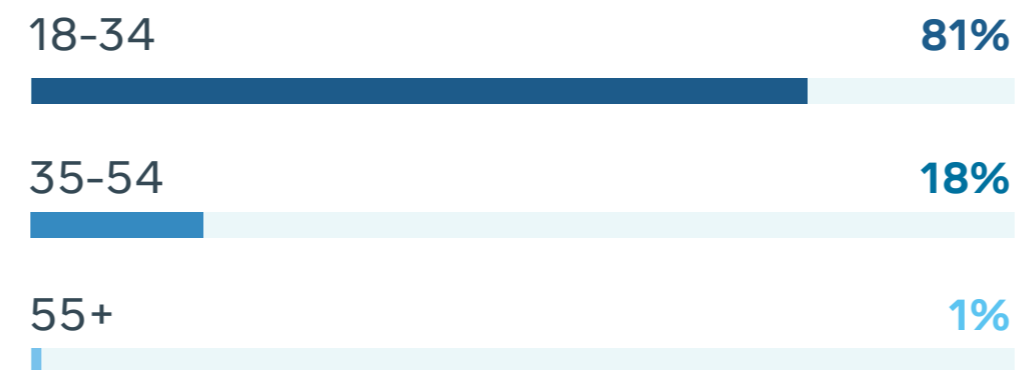
E-COMMERCE

Conversation over time

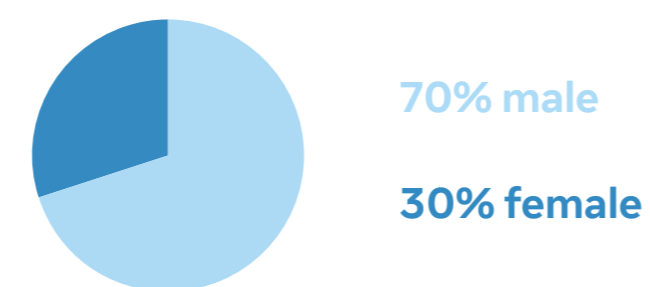
3.0x YOY growth



Age



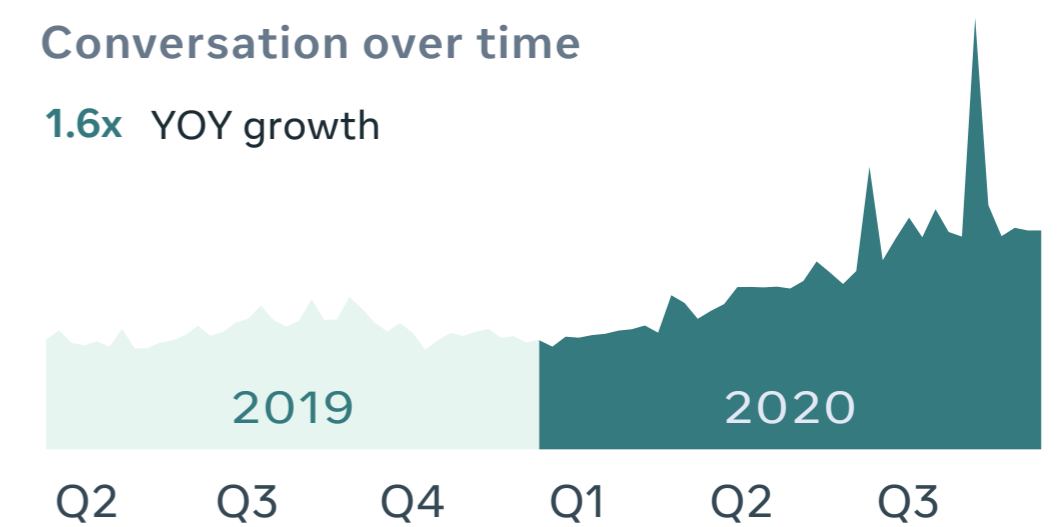
Gender



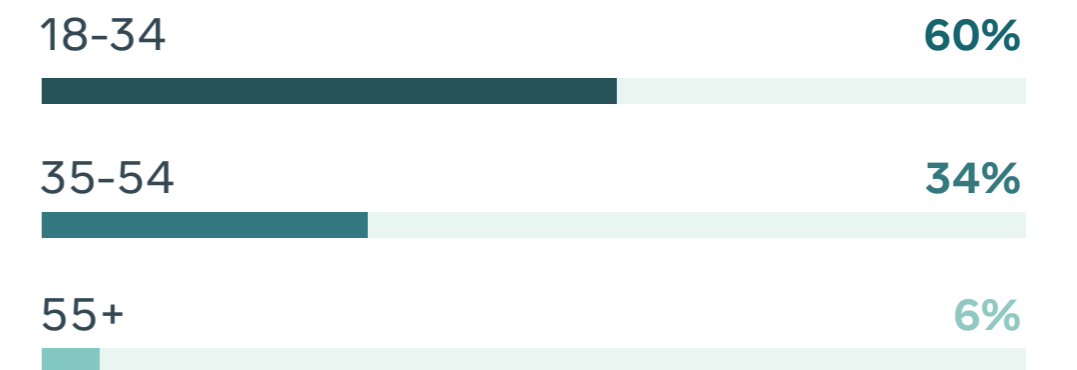
DIGITAL TELEVISION

Conversation over time

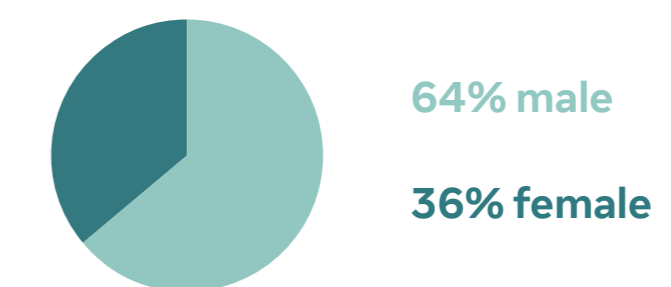
1.6x YOY growth



Age



Gender



Source unless otherwise stated: Facebook and Instagram data, people ages 18+, IN, Apr 2019–Sep 2020. All topics chosen grew from Sep 2019 through Sep 2020. The topics are presented in the original language as they appeared in our data set. We have included a translation next to some terms to clarify their meaning. Growth rates compare the total volume of the last month to the total volume of the same month in the previous year (Sep 2019 over Sep 2020).

MEXICO

Neo Banking

Cash has long been the payment method of choice in Mexico, but digital banking is picking up steam. After the country passed its first law to regulate financial technology in 2018, the number of Mexican fintech companies expanded by 14% in just a year,³⁴ enabling more of Mexico's estimated 42 million unbanked residents to adopt mobile wallets, **credit cards** and other quick and secure digital banking programs.³⁵

Many are enrolling with neo banks—digital banks that have no physical branches—which allow people to use digital currency for everyday activities like shopping and streaming. Since money management is new to so many, these digital banks are also providing education tools to help people build **financial literacy** around saving, budgeting and **credit**.

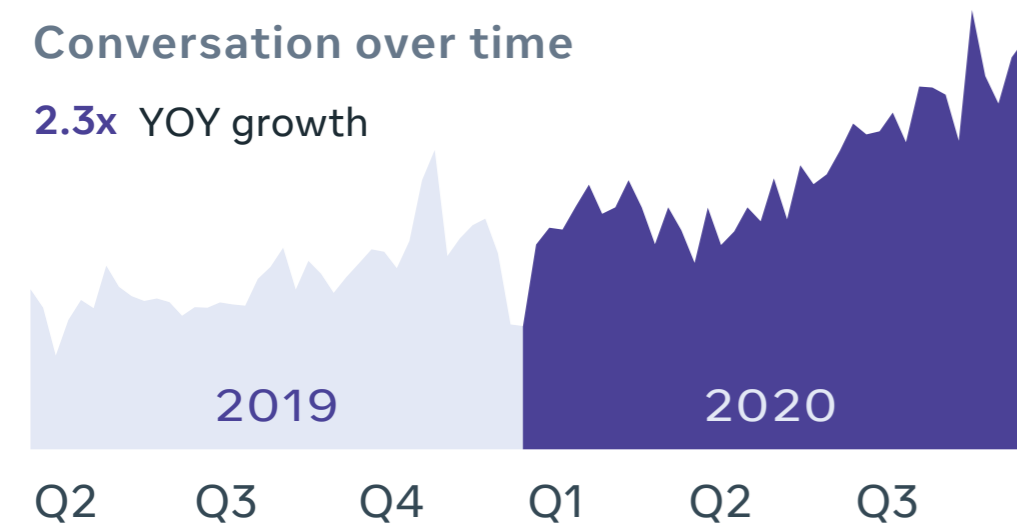
Customers are also seeking out safer digital-first shopping options, and many businesses are adopting cashless payments. This may lead to lasting changes in how people bank and purchase: One study predicts two-thirds of Mexicans will reduce their cash use in the future.³⁶



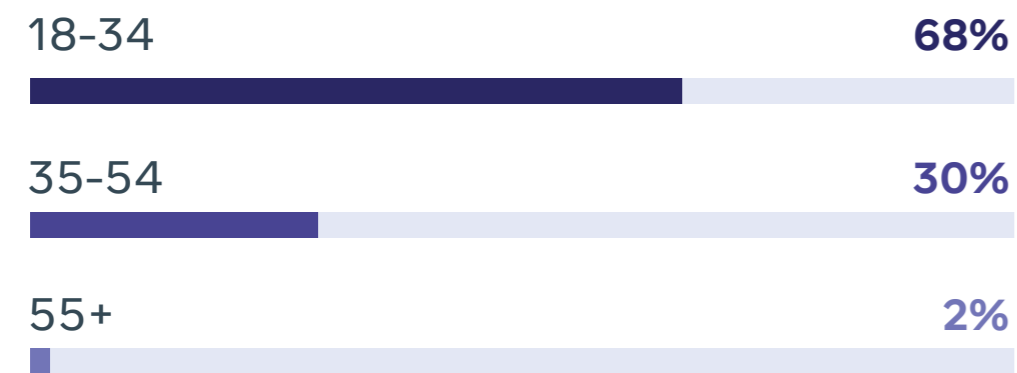
 CREDIT

Conversation over time

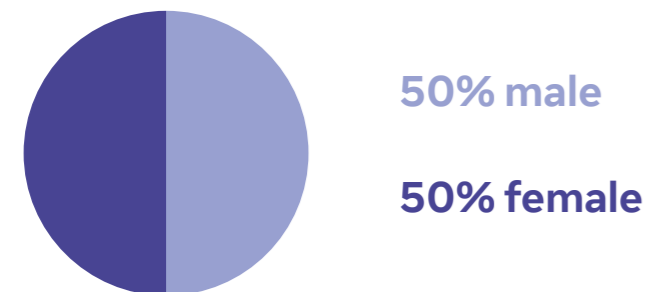
2.3x YOY growth



Age



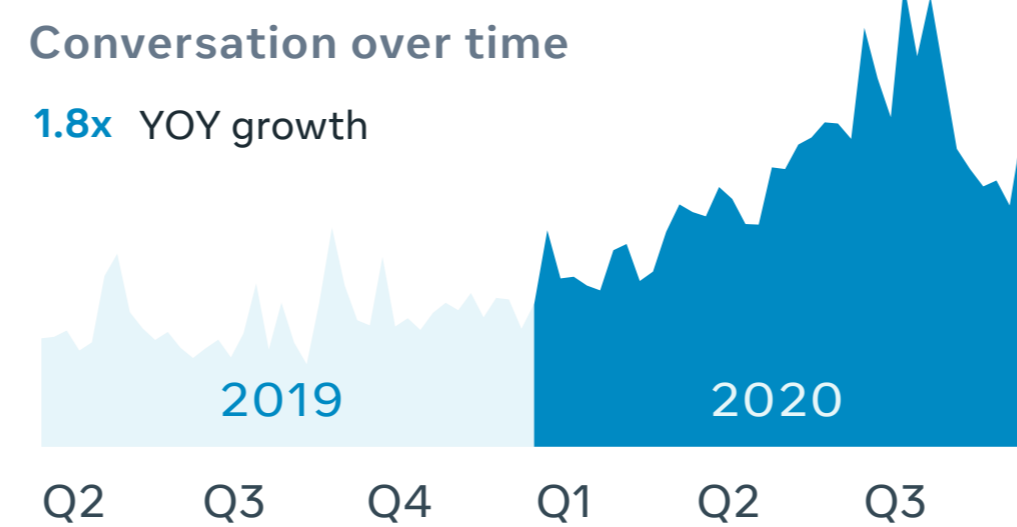
Gender



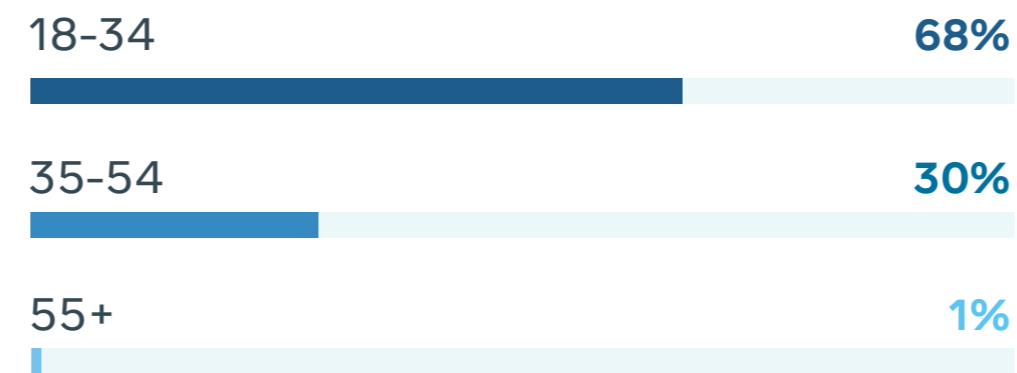
 EDUCACIÓN FINANCIERA | FINANCIAL LITERACY

Conversation over time

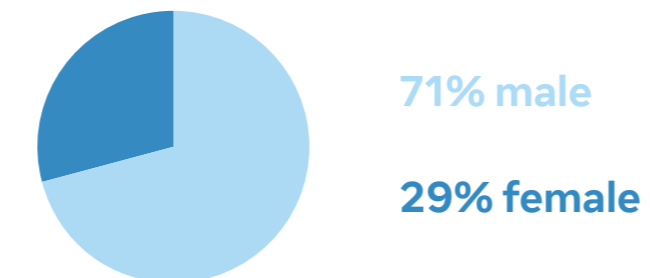
1.8x YOY growth



Age



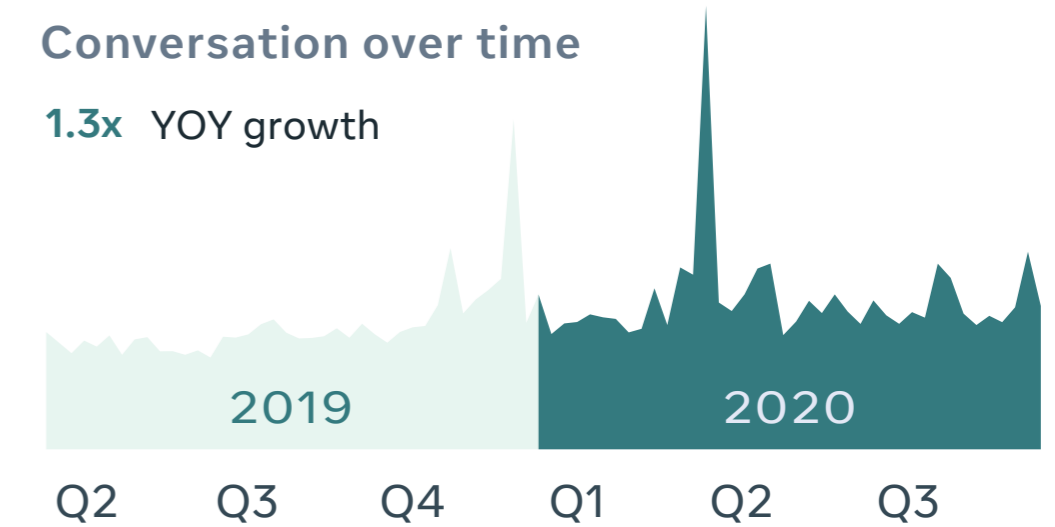
Gender



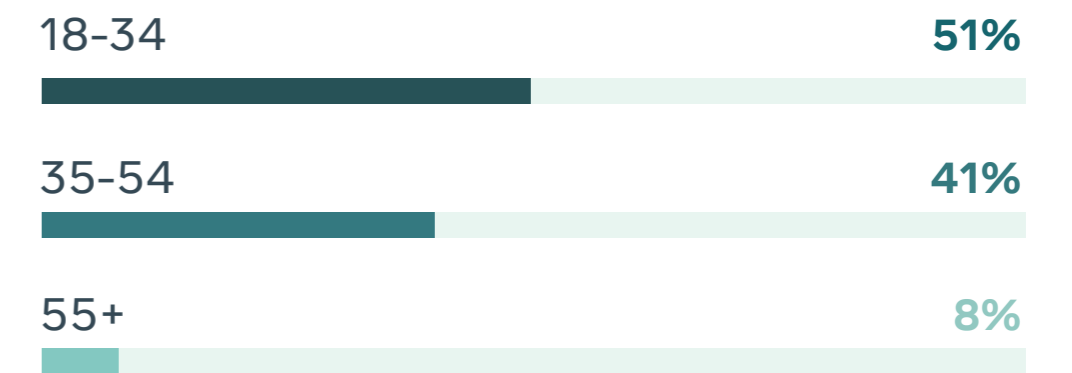
 TARJETA DE CRÉDITO | CREDIT CARD

Conversation over time

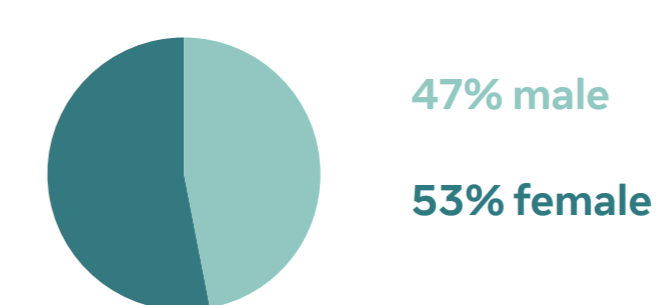
1.3x YOY growth



Age



Gender



Source unless otherwise stated: Facebook and Instagram data, people ages 18+, MX, Apr 2019–Sep 2020. All topics chosen grew from Sep 2019 through Sep 2020. The topics are presented in the original language as they appeared in our data set. We have included a translation next to some terms to clarify their meaning. Growth rates compare the total volume of the last month to the total volume of the same month in the previous year (Sep 2019 over Sep 2020).

AUSTRALIA

Hybrid Shopping

Compared with other countries, Australia has been slow to embrace **online shopping**, since the country's geographic spread makes deliveries hard to fulfill efficiently. But since Amazon entered the market in 2017, interest in e-commerce has grown significantly.³⁷ That interest is intensifying as shoppers discover the convenience of deferred payment plans and rapid delivery where they can find it.

Between March and April 2020, e-commerce spending increased 29% month over month as people sought out necessities online,³⁸ and nearly half of Australian online shoppers reported using at least one new digital shopping platform for the first time between July and August 2020.³⁹

Among new shopping trends taking off are subscription boxes, which supply people with new selections of drinks and snacks, beauty products and vitamins each month.⁴⁰ In a time when people's schedules and surroundings are otherwise predictable, **unboxing** these deliveries provides some much-needed serendipity.

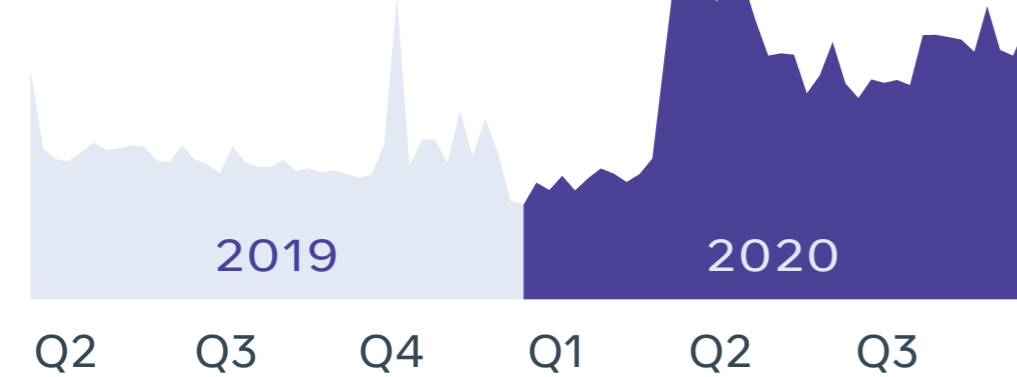
Australians are taking care to select online retailers who are able to serve their regions efficiently, and many prefer click-and-collect programs, which enable shoppers to **pre-order** and pick up their purchases at a local store.⁴¹ Out of necessity, Australians are quickly forging a hybrid shopping experience that fits their needs online and offline.



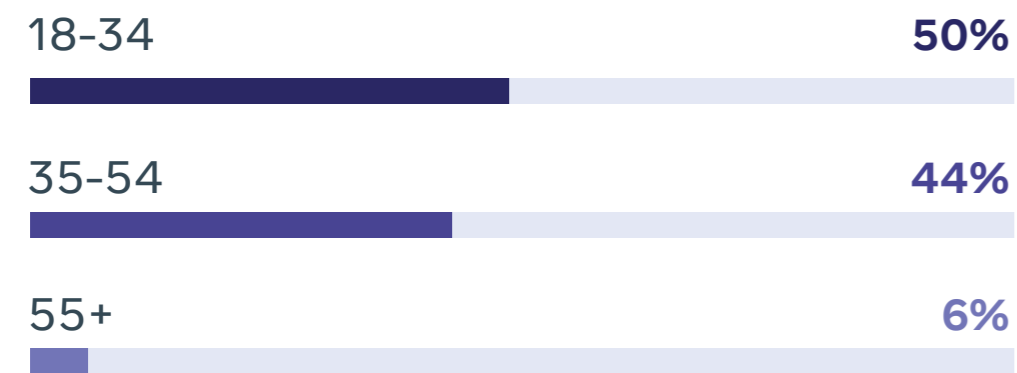
 ONLINE SHOPPING

Conversation over time

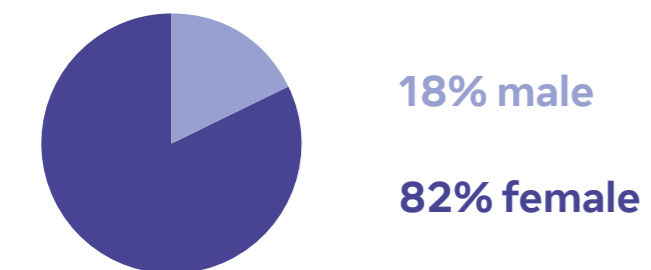
2.0x YOY growth



Age



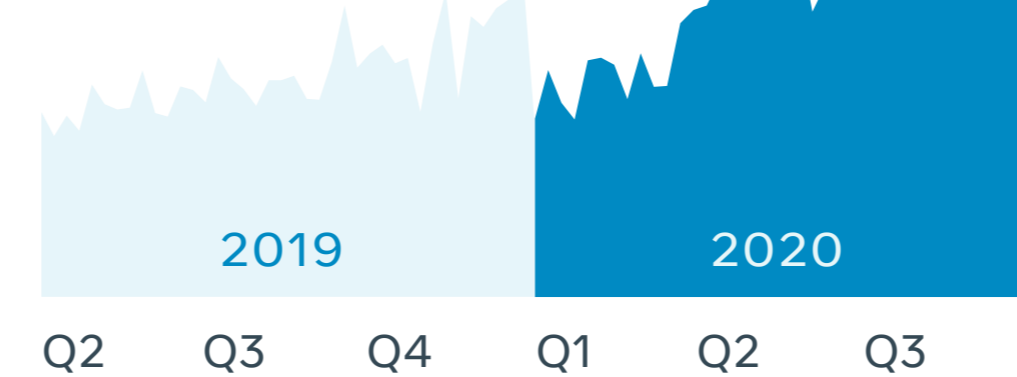
Gender



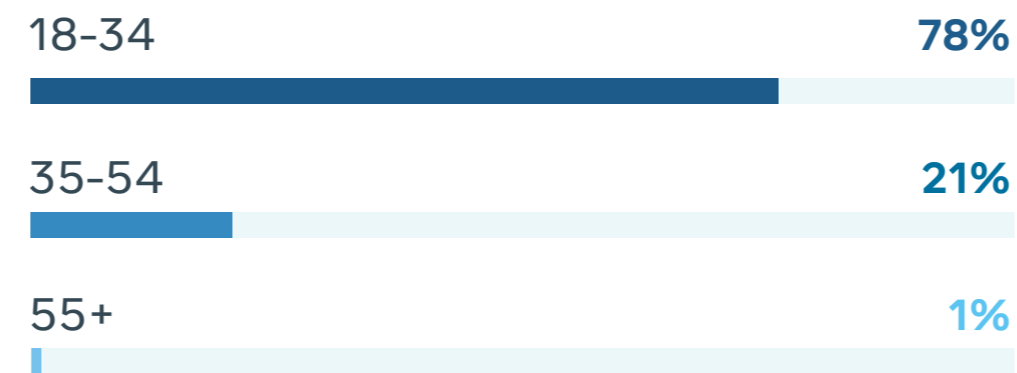
 UNBOXING

Conversation over time

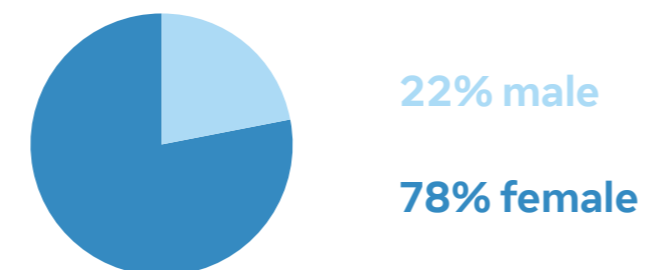
1.6x YOY growth



Age



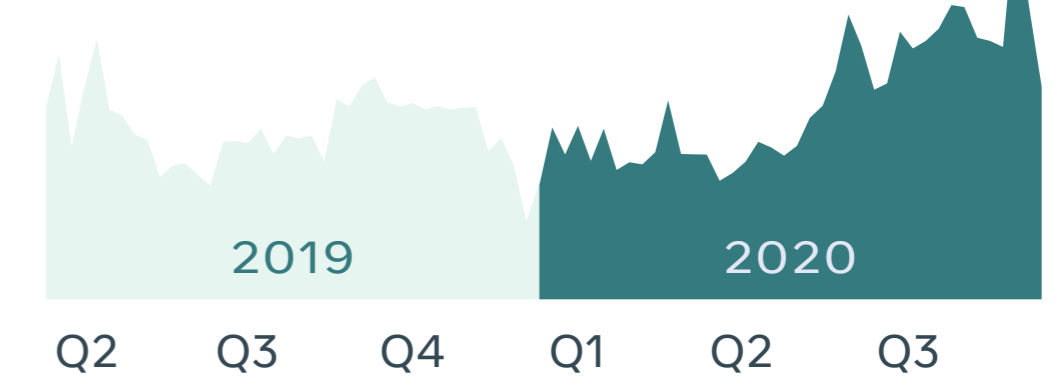
Gender



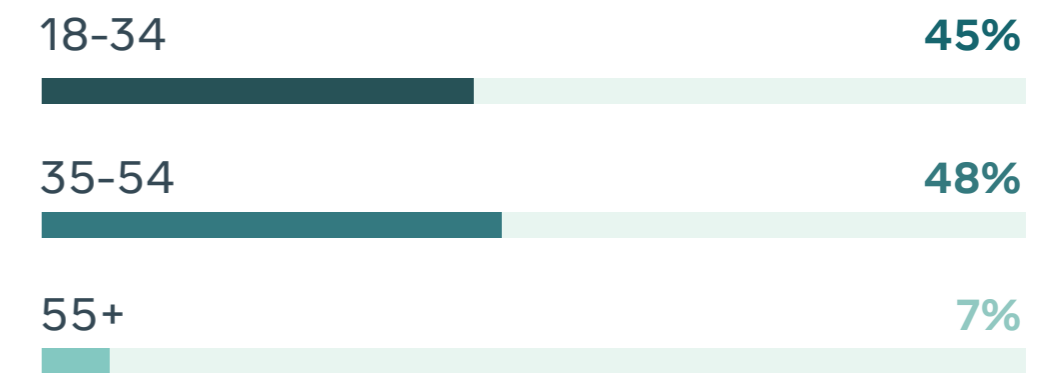
 PRE-ORDER

Conversation over time

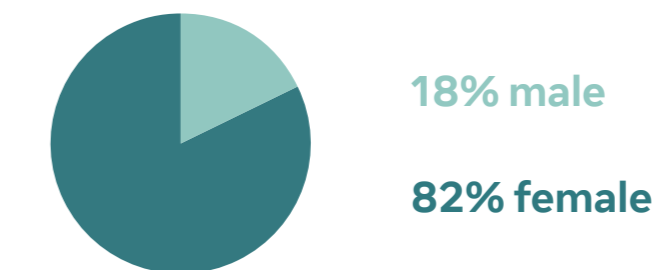
1.5x YOY growth



Age



Gender



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Leisure

With many of their usual hobbies on hold, people are carving out ways to unwind on their own terms, whether that means dipping into fashion design or getting creative with travel.

Leisure

Brazil

DIGITAL ART
FOR ALL

31



United Kingdom

PERSONALIZING
FASHION

33



Germany

OLD WHEELS,
NEW TRICKS

35



BRAZIL

Digital Art for All

Even before the pandemic, digital art was taking off in Brazil. In 2019, the first state museum dedicated exclusively to contemporary and **digital art** opened in São Paulo to incubate Brazilian talent,⁴² and artists were attending school to channel their **creativity** into skills like digital illustration to apply for corporate jobs.⁴³

As museums and other organizations embrace new mediums for connecting with people, interest in digital art is accelerating. Digital works and QR codes are powering the screens at a drive-through museum in São Paulo,⁴⁴ and digital galleries are helping artists show their work while gallery spaces are closed.⁴⁵ One Brazilian artist was selected to show her work in Washington, DC, and was able to transmit her **digital paintings** without shipping or travel.⁴⁶

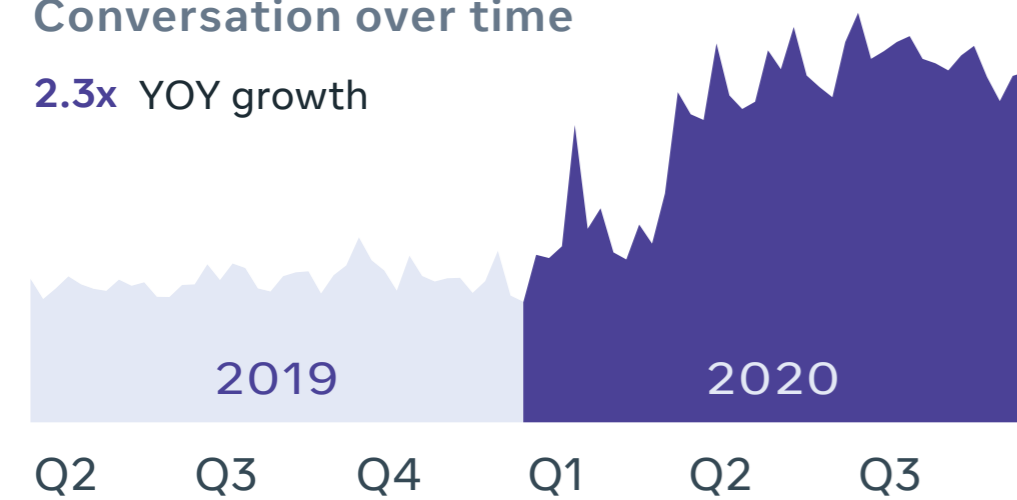
The result is a democratization of production and consumption, which is broadening art access across the country—a trend that should increase as nascent technologies develop even further.



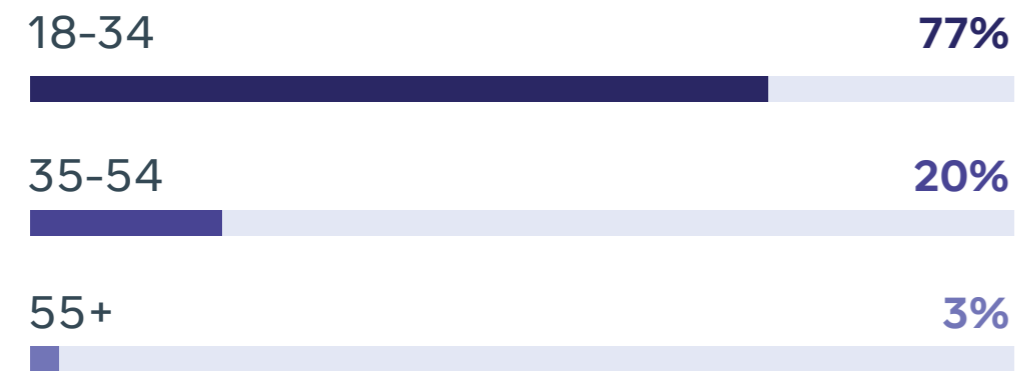
 **PINTURA DIGITAL | DIGITAL PAINTING**

Conversation over time

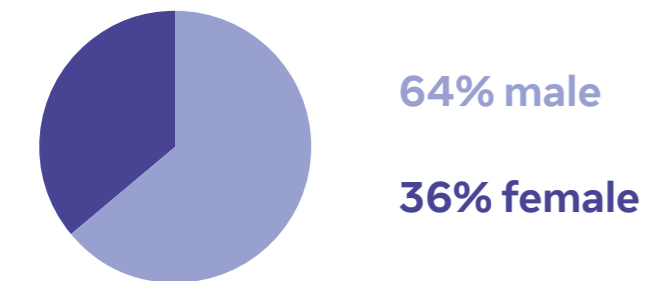
2.3x YOY growth



Age



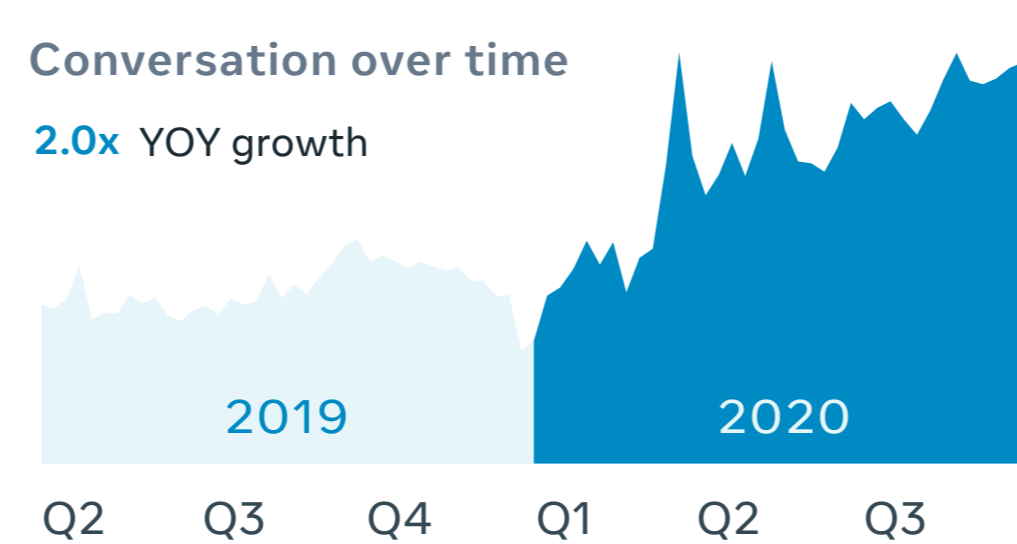
Gender



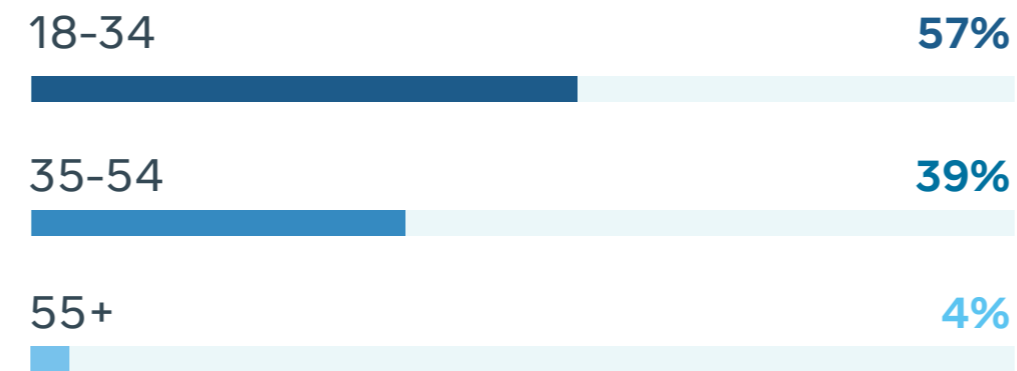
 **CRIATIVIDADE | CREATIVITY**

Conversation over time

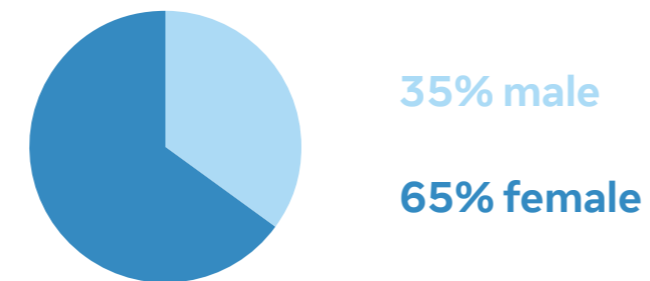
2.0x YOY growth



Age



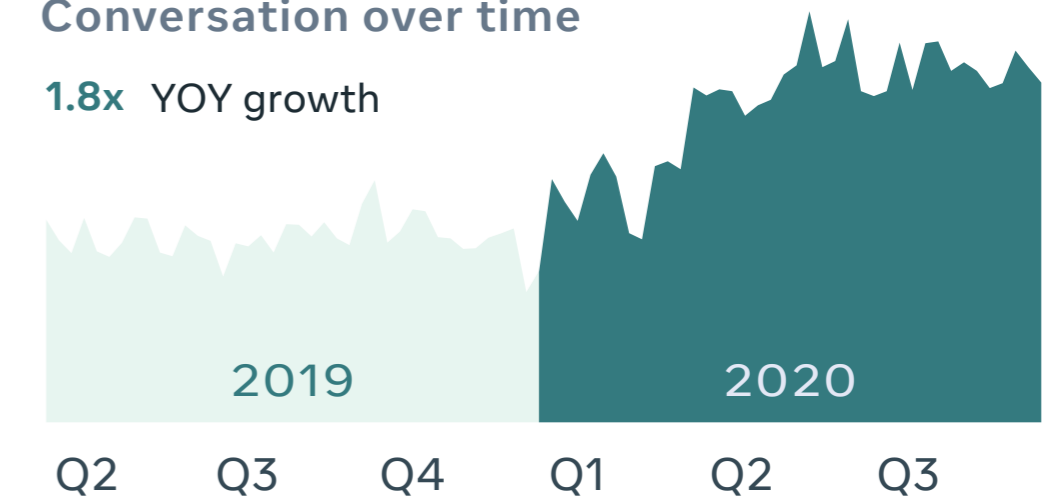
Gender



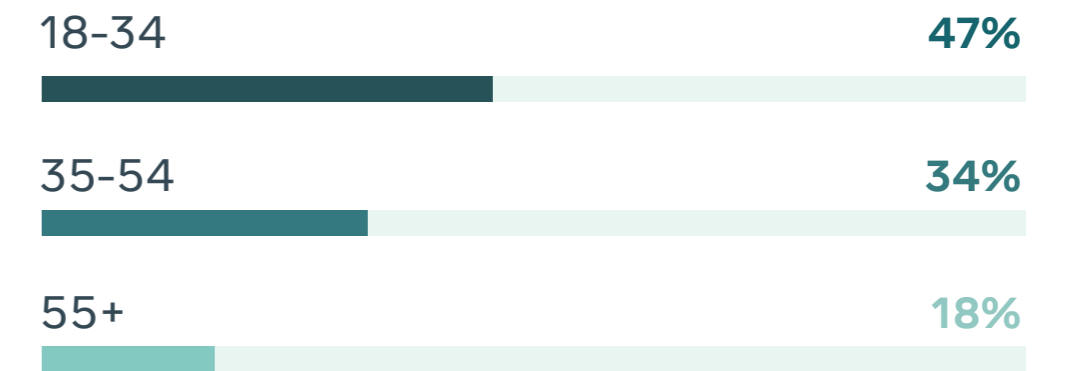
 **ARTE DIGITAL | DIGITAL ART**

Conversation over time

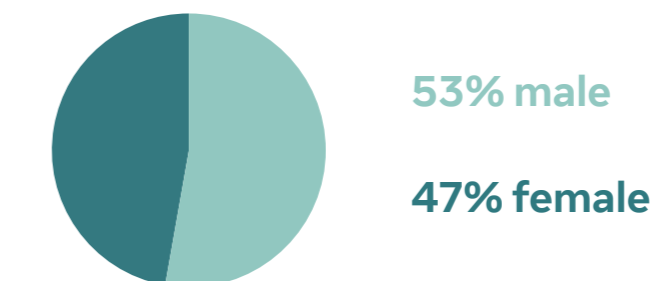
1.8x YOY growth



Age



Gender



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UNITED KINGDOM

Personalizing Fashion

With fewer reasons to dress up and more time spent in old favorites, people are distancing themselves from trend cycles, opting instead for fun items that they can play a hand in crafting themselves.⁴⁷

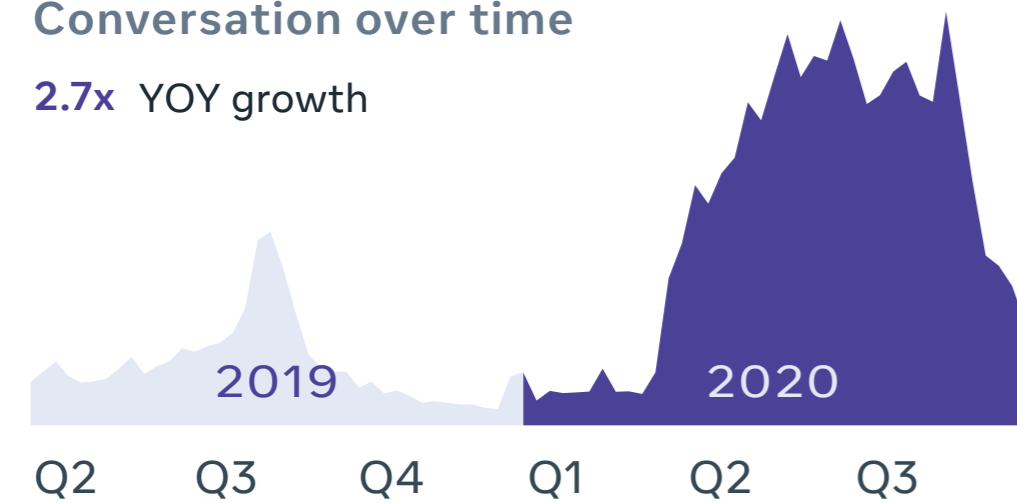
Projects like **tie-dye**⁴⁸ and **handmade jewelry**⁴⁹ have been exploding in popularity as people look to get their creative juices flowing at home. Nearly a quarter (24%) of UK consumers have completed a craft or DIY project.⁵⁰ Even high-fashion outlets are publishing tie-dye tutorials to help people jump into the trend.⁵¹

Not only does this kind of boho chic crafting help people forge more personal connections to the things they wear, but it also improves their relationship with the Earth. Keeping garments for the long term is the best way to practice **sustainable fashion**, and crafting provides an opportunity for people to upcycle materials they already have. This more personalized, Earth-friendly dynamic could disrupt cycles of consumption for the long term.

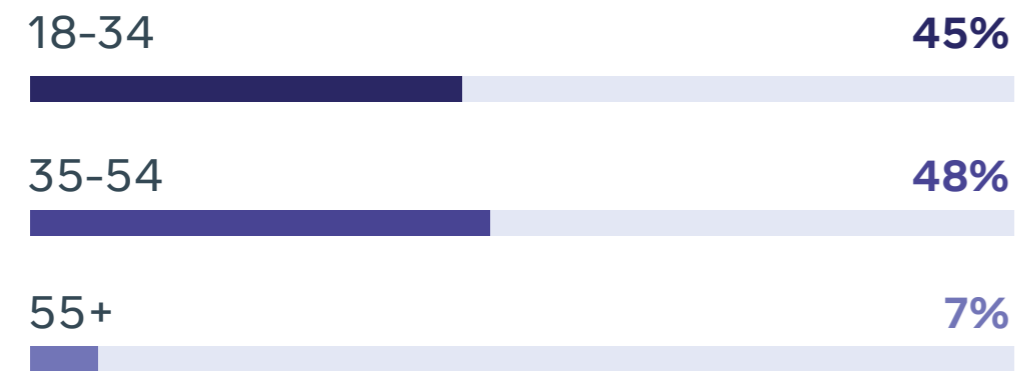


f TIE-DYE

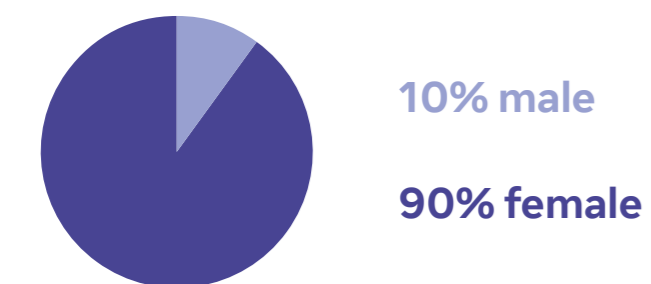
Conversation over time
2.7x YOY growth



Age

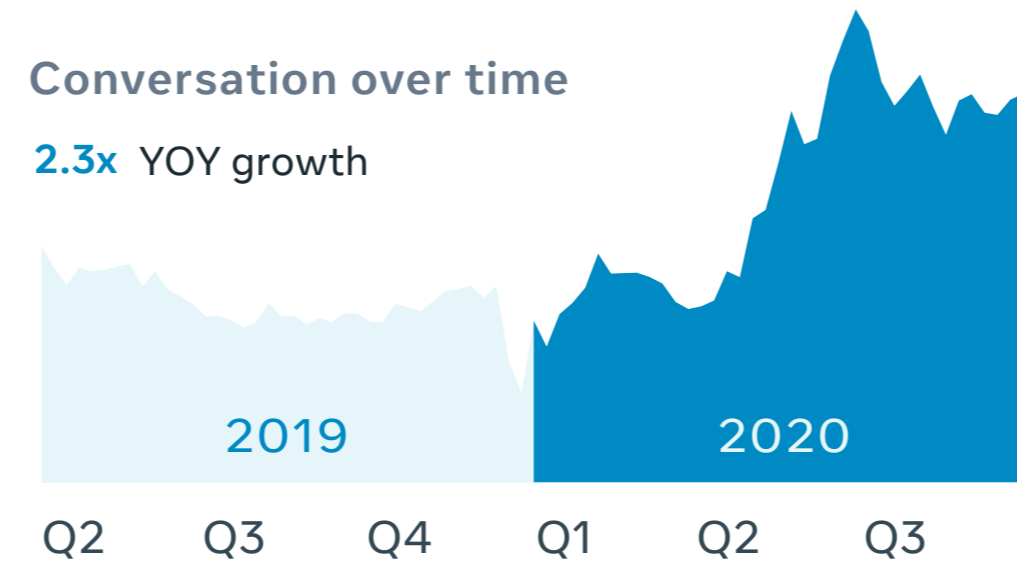


Gender

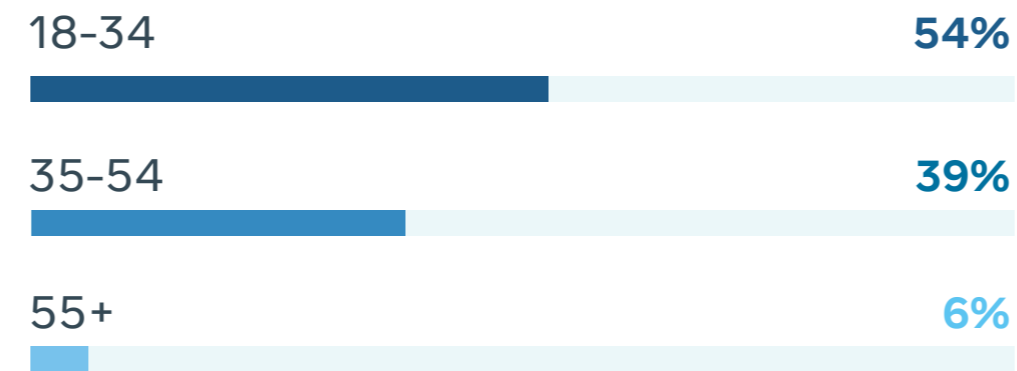


📷 HANDMADE JEWELRY

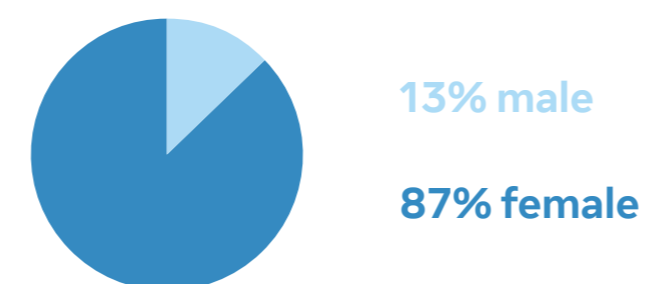
Conversation over time
2.3x YOY growth



Age

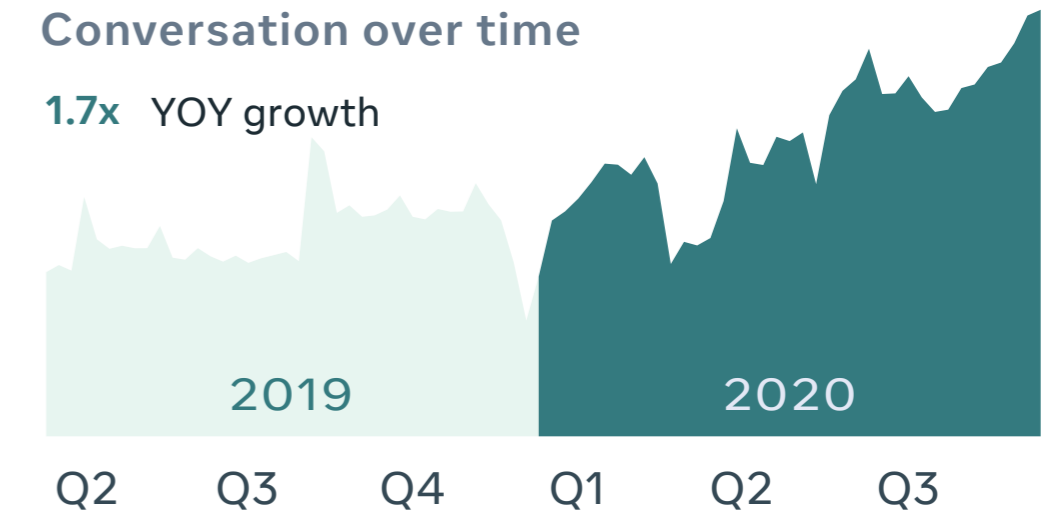


Gender

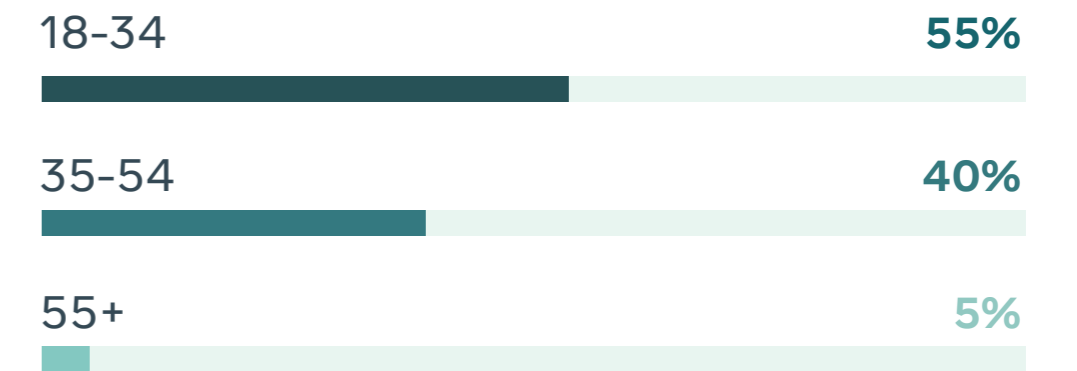


📷 SUSTAINABLE FASHION

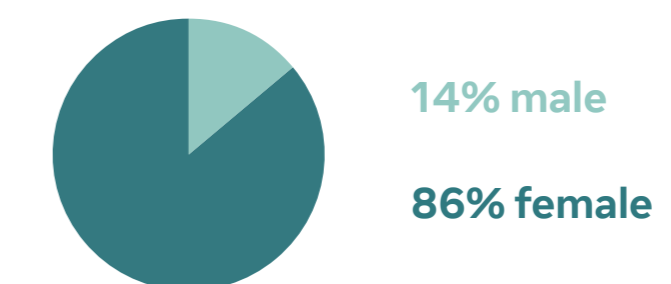
Conversation over time
1.7x YOY growth



Age



Gender



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GERMANY

Old Wheels, New Tricks

The role of transportation is shifting as people prioritize physical distancing, and Germans are finding new utility in their vehicles.

Bicycle shops are seeing unprecedented levels of demand⁵² as people trade public transit for cycling in new pop-up bike lanes,⁵³ and **e-bike** shares are filling the roads further. Meanwhile, cars are becoming entertainment venues as movie theaters and nightclubs are replaced with drive-in films⁵⁴ and raves;⁵⁵ even activities as wild as zoo safaris are accessible by car.⁵⁶

With people hesitant to travel by air, vacationers are embracing domestic travel by automobile to locations such as the North and Baltic Seas and Alpine Foothills. In a 2020 study, 34% of German consumers said they planned to travel domestically, and 68% of those travelers expected to drive.⁵⁷ Accordingly, car rentals for day trips are on the rise, and some venturing further afield are hitting the road in **camper vans**.⁵⁸

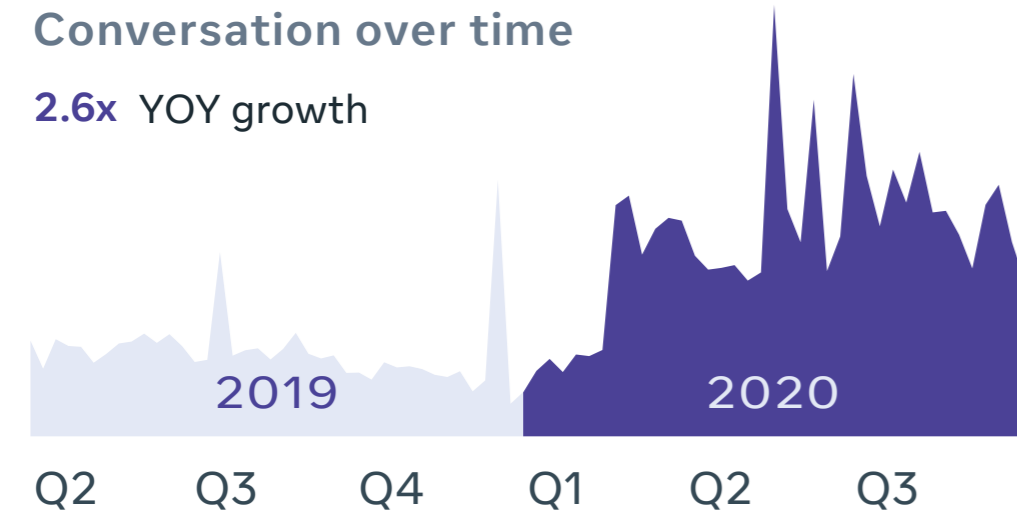
Germans are loving the adventure and autonomy they're finding on wheels, suggesting that hitting the road may be here to stay.



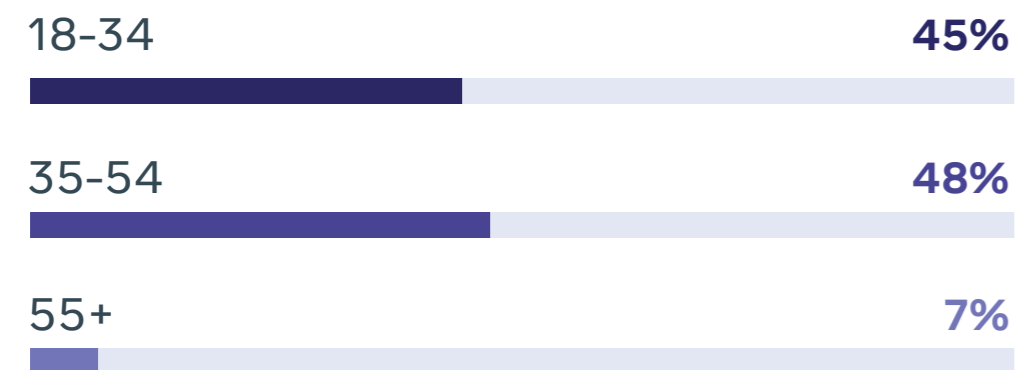
 E-BIKE

Conversation over time

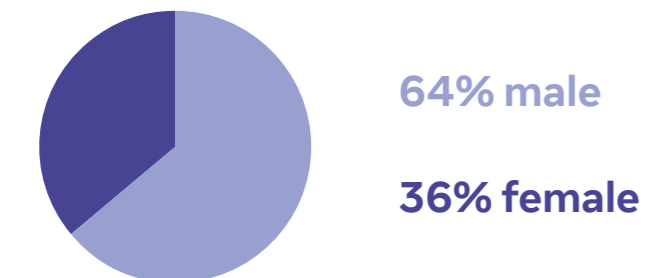
2.6x YOY growth



Age



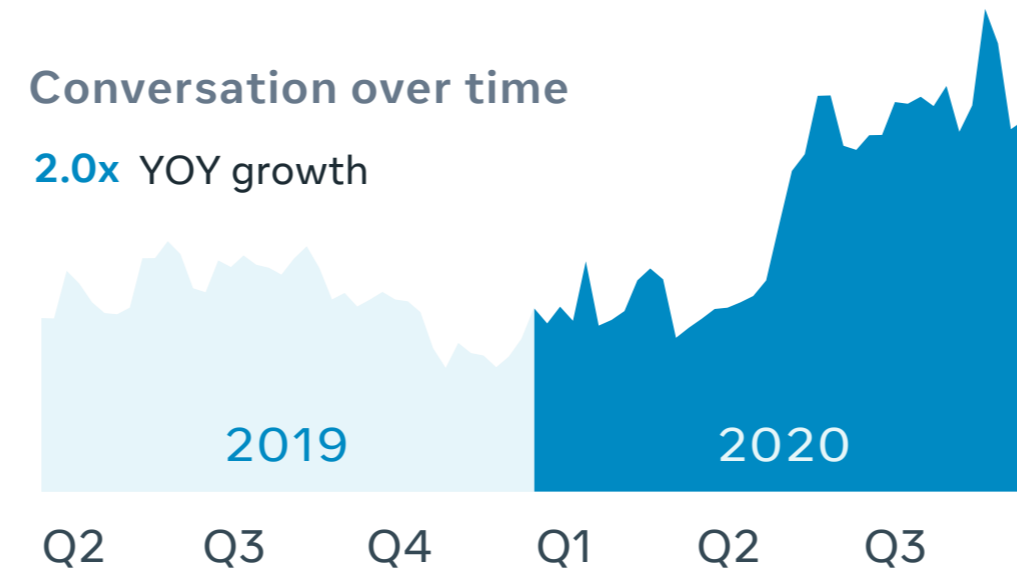
Gender



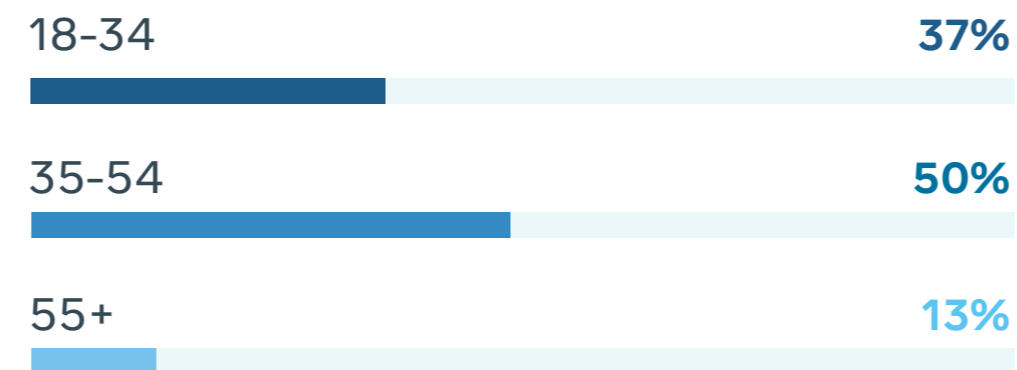
 WOHNMOBIL | CAMPER

Conversation over time

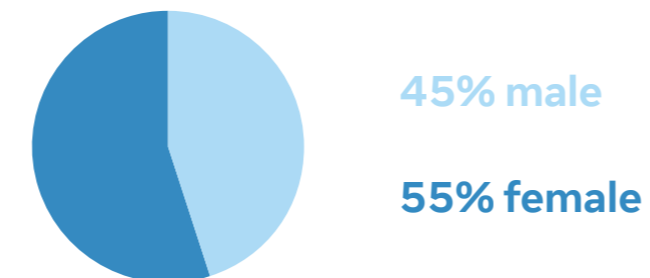
2.0x YOY growth



Age



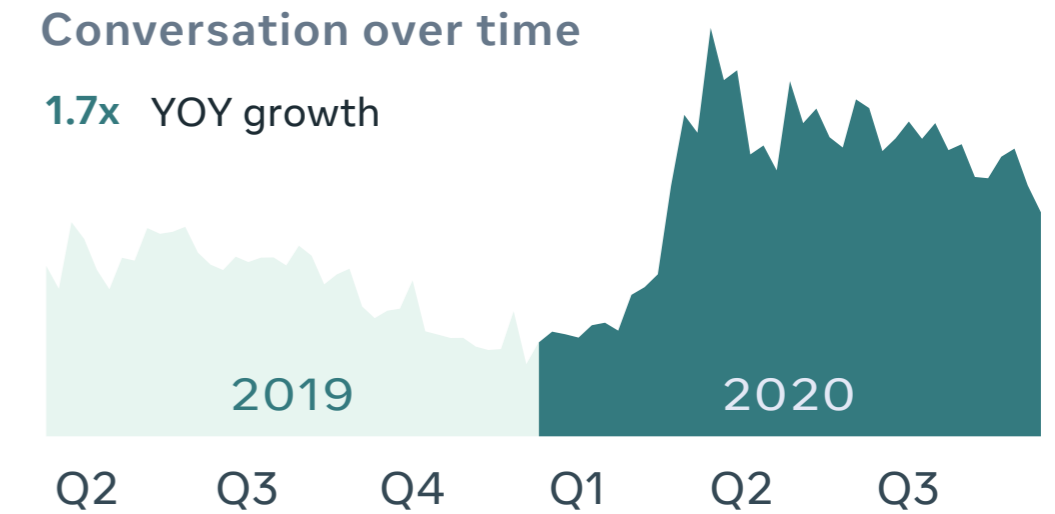
Gender



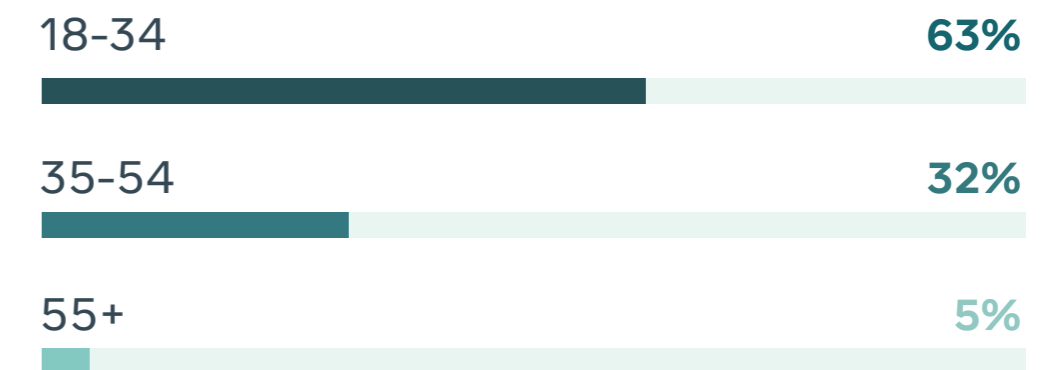
 FAHRRAD | BICYCLE

Conversation over time

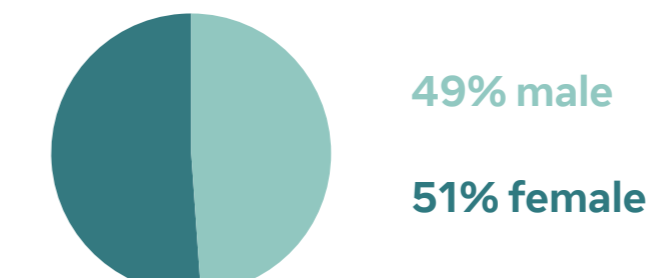
1.7x YOY growth



Age



Gender



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