2027 TRENDS

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We’re all looking forward to 2027.

I think I can speak for everyone when I say we are ready to put 2026 in the rearview mirror. It’s been a year. But as much as we’d love to just flip the calendar and pretend the past 12 months were a collective fever dream, those of us in the advertising world can’t move on quite yet. We can’t officially close the book on 2026 until we look hard at what the world will actually look like, and exactly how brands can be successful, in the near and distant future.

To get there, we’ve broken down tomorrow’s realities to address a handful of very specific categories. Whether you’re navigating the complexities of the energy sector or durable goods, or looking for the next big shift in spirits or healthcare, we’ve got some thoughts on what will dictate who wins and who loses in the coming years.

More importantly, we examined every single one of these trends through the lens of two highly influential, inescapable truths: the relentless pressure of our current economy and our uniquely “do or die” American spirit of Independence. (You can read more about these forces on pages 6 and 46, if you’re the type who likes to skip ahead.)

So, before we pop the champagne and bid a final farewell to 2026, let’s take a look at what we’re actually walking into. The brands that understand these shifts aren’t just going to survive 2027; they’re going to own it. Are you ready to see what's next?



Amy McNatt
EVP, Executive Strategy Director

At Doe-Anderson, trends emerge when category realities collide with cultural forces.

TREND



CATEGORY REALITIES

What are the current (ongoing) realities shaping the strategies of any specific category?

CULTURAL FORCES

What are the lifestyle opportunities/limitations created by recent economic, innovation, media, and political forces?

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2027 TRENDS

The Economy, Y'all. *Sheesh.*

Financial Services: From Utility to Value 9

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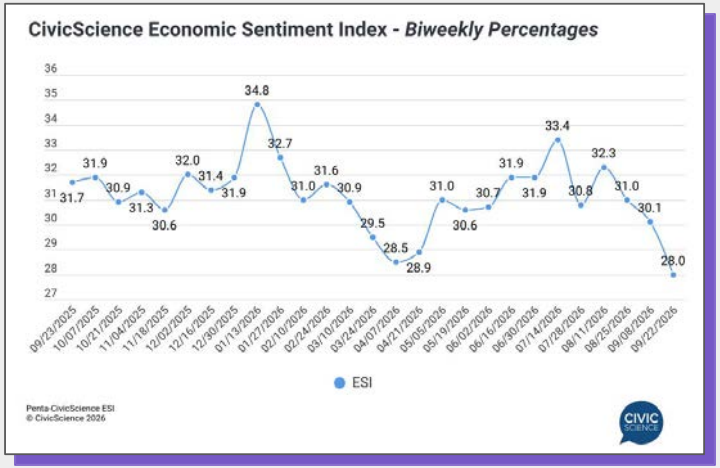
The Economy, Y’all. *Sheesh.*

Consumer confidence has hit an all-time low, but spending hasn't stopped. ***It's been backed into a corner.***

With inflation on essentials eating middle-class margins and top earners driving what's left of discretionary clout, consumers are adapting rather than surrendering. Unable to move, buy or invest the way they used to, they are altering their fundamental relationship with brands. The following trends examine this shift in action: how consumers are seeking immediate enrichment from financial services, fortifying their existing homes for maximum personal joy, choosing flexible subscriptions over rigid ownership and trading pricey bucket-list trips for the emotional ROI of closer, smaller escapes.





How are financial services, durable goods, home services and tourism changing because of this current economic reality?



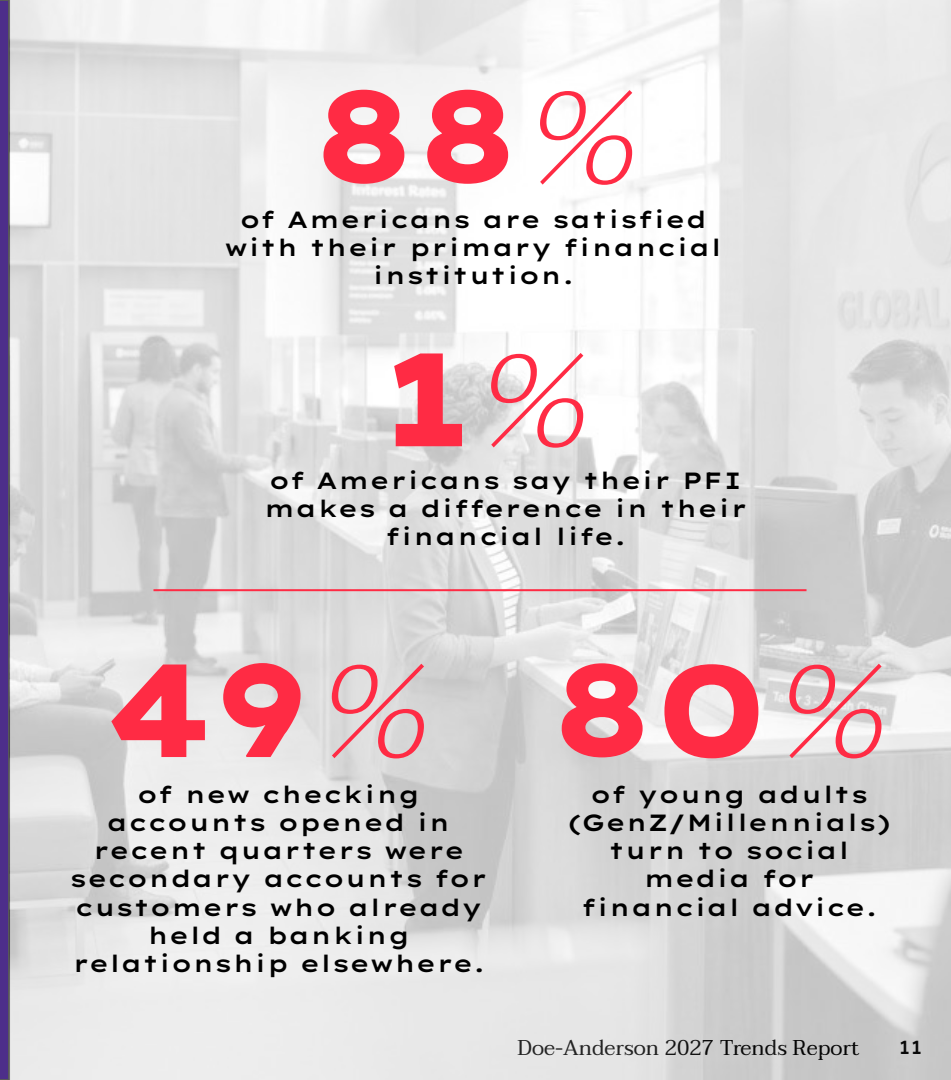
FINANCIAL SERVICES:

From Transactional Utility to Emotional Value

Helping people *feel* rich is the new battleground in the banking wars.

Americans aren't banking on banks.

While life has gotten more expensive, consumers feel let down by their banks. Thus, they no longer have an emotional connection to "their bank" because they believe their bank isn't looking out for them. In response, they manage their financial lives via a curated combo of banks, lenders, AI agents, and influencers designed to give them financial advantages.



88%

of Americans are satisfied with their primary financial institution.

1%

of Americans say their PFI makes a difference in their financial life.

49%

of new checking accounts opened in recent quarters were secondary accounts for customers who already held a banking relationship elsewhere.

80%

of young adults (GenZ/Millennials) turn to social media for financial advice.

Consumers want less of the same and more impactful financial value from financial institutions.

WINNING BRANDS ARE LEANING IN TO DELIVER

According to Accenture, banks that align their solutions (including non-banking ones) to the broader lifestyle context of their users are nearly 5 times more likely to outperform traditional peers on total customer lifetime value.

76%

Of high-earning households ($150k+ HHI) choose their primary credit card based entirely on its perks.

48%

Of Gen Z Americans would switch financial providers for free access to their favorite subscriptions.

50%

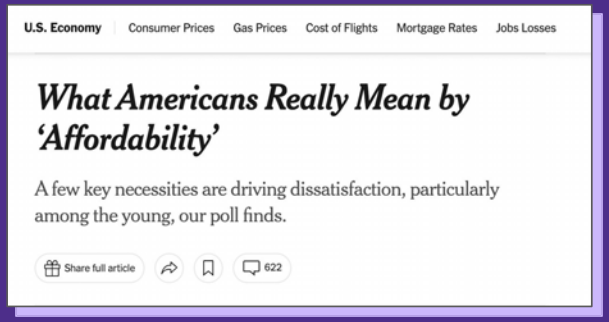
Want personalized offers for tools, products and services to help reach their financial goals.

42%

Want proactive notifications and recommendations to help them manage their money in the moment.

In a world growing further out of our reach, we're optimizing our lives for what enriches us now.



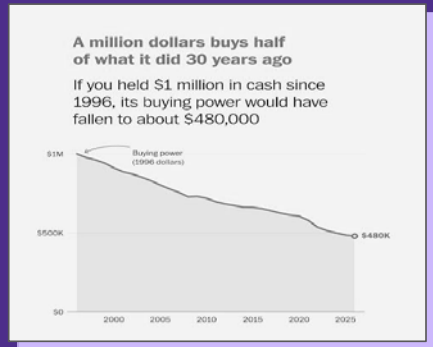






With the American Dream feeling more like the American Delusion, we're changing how we define it.

(and our financial priorities & spending habits in light of it)









TREND

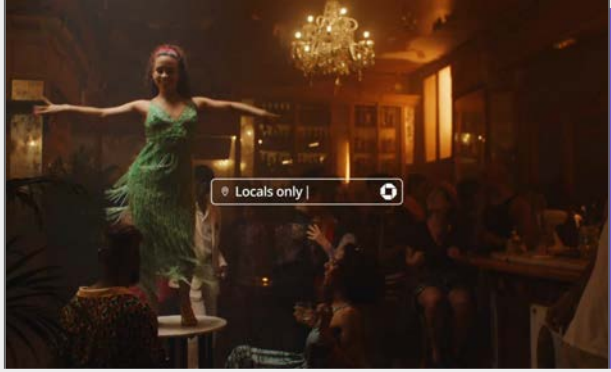
BANKING *RICH*

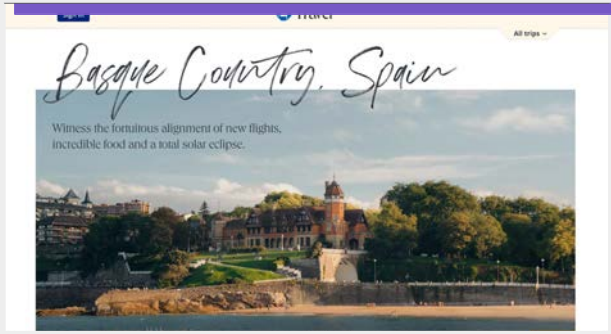
When we don't have the cash in our accounts, financial brands are helping us feel richer than our balance through luxury perks and liquid solutions.



Chase banks big on wanderlust and elevated experiences.

The banking giant puts luxury experiences at the center of its business. While others focus on points, Chase goes all in to deliver an end-to-end lifestyle ecosystem that enables cardholders to experience the best instagram-worthy destinations, exclusive experiences, and refined amenities around the world.

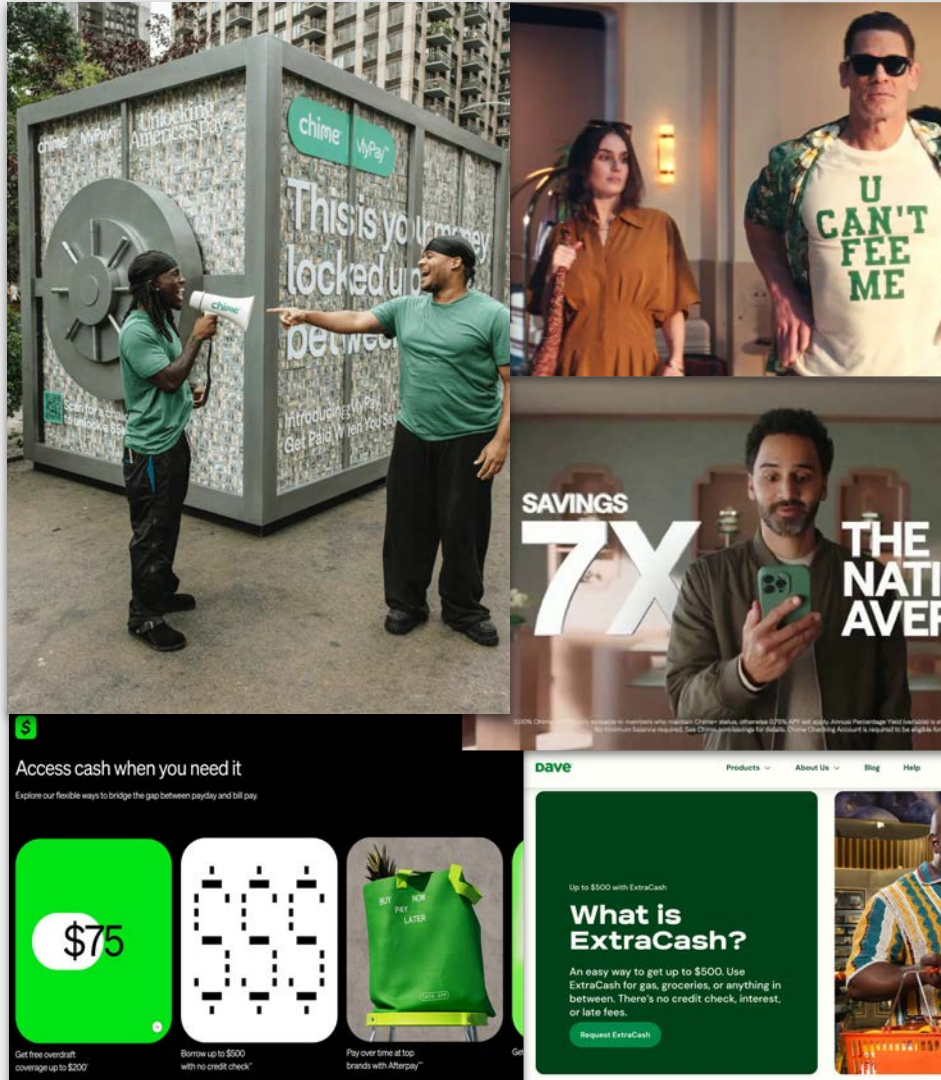






Others focus on putting more money in people's hands.

Digital banks and financial apps changed the fee game. Now, they are focusing on tackling another problem many face: the gap between paychecks.





HOME SERVICES:

Investing in the Fortress, Not Resale

The home services industry is organized around one-off fixes, even as aging homes require more continuous care.

The average American home is *older* than ever, and older homes require *more care*.

The median age of owner-occupied U.S. homes reached 42 years in 2023, up from 31 years in 2003.

Maintenance spending was 76% higher for homes built before 1980 than for homes built since 2010.

Homeowners remain focused on replacement projects such as roofing, windows, and HVAC, accounting for 49% of improvement expenditures.

Harvard: Improving America's Housing 2025 *(Mar. 2025)*



Many Owners Cannot Afford to Maintain Aging Homes

The home works as a system, but its care is still fragmented.

MARKET DISCONNECT

"The home services market is fragmented by nature." *(Charles Saris)*

While the market is fragmented across specialists, service lines, and national and local brands, the home acts as a system, leaving homeowners to connect the dots.

SEQUENCED WORK

"In the face of rising costs, homeowners are taking action where they can..." *(Charles Saris)*

71% postponed, 23% started earlier to avoid anticipated price hikes, and 29% bundled repairs to cut labor costs. (Angi, 2025)



Upgraded living means adapting your existing environment, not trading it for a new one.



Can't change the address, so you must *change* the *home*.

Mortgage Lock-ins

Mortgage rate lock-in restricts mobility

For every 1-point gap between market rates and an owner's existing rate, there is an 18.1% lower probability of sale. (FHFA)

6.66% → **7.45%**

Avg. fixed mortgage rate (2025) → Avg. fixed mortgage rate (2026)



Highest Mortgage Rates in 3 Years Chill the Housing Market

The average 30-year fixed-rate mortgage rose to 7.4 percent,

Life Lives at Home

"Almost every part of our lives is more likely to take place at home." (NY Times)

The new dream-home aesthetic is less about perfection and more about multifunction. (Retrofit)

65% of homeowners who recently renovated—and 71% planning renovations—chose or intend to improve their current home instead of moving. *(Redfin)*



A Nation of Homebodies

A recent study shows Americans are spending notably

TREND

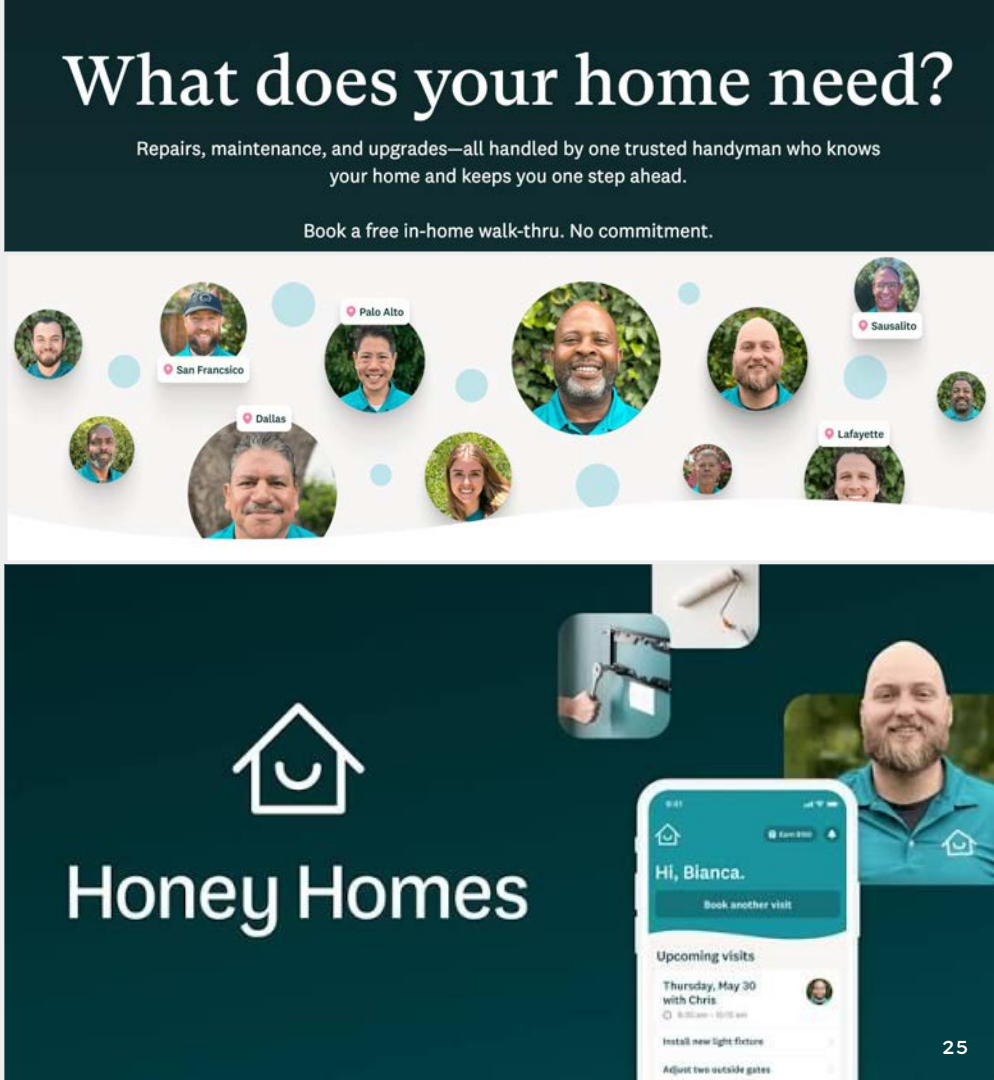
MANAGED *Longevity*

Locked out of an easy move, homeowners are no longer waiting for their next house to deliver a better life. They are demanding more comfort, performance, flexibility and certainty from the home they already have.



Honey Homes offers a dedicated handyman with a plan.

Honey Homes combines a dedicated handyman, recurring home visits, and a personalized maintenance plan in a customizable annual membership. Members use an app to coordinate tasks and manage ongoing home care.



Home Smiles puts longevity on autopilot.

Home Smiles offers a recurring home-maintenance service that packages seasonal upkeep into four scheduled visits per year, covering season-specific and evergreen tasks such as gutter cleaning, dryer-vent cleaning, and filter replacement.





DURABLE GOODS:

The Everything-Subscription Economy

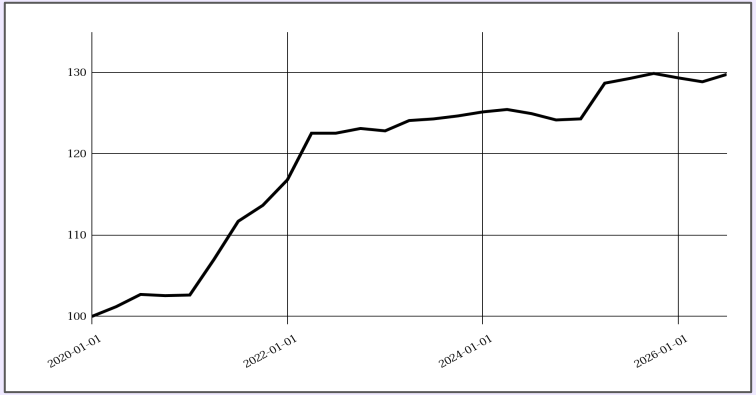
The upfront cost of keeping a home running is getting harder to carry.

Price increases and affordability challenges have forced homeowners to think differently.

Tariffs, transportation, labor and materials costs are all contributing pressures on major home-appliance pricing. (CNET, 202)

77% of homeowners said rising costs are causing them to delay or reduce the scope of projects, and 62% said financing options make them more likely to move forward with a project. (Contracting Business, 2026)

Financing is a major sales tool: Contractors who offer financing close 49% of jobs, compared to 38% that don't. (ACCA, 2025)



BLS U.S. Major Household Appliance Producer Price Index
Quarterly Average, 2020 Q1 = 100


How Rising Appliance Costs Are Changing The Way People Shop

Hunker · Follow
Cayla Leonard

Sat, July 4, 2026 at 12:00 PM EDT


MONEY

Tariffs are driving up the prices of appliances. Here's how to avoid paying more

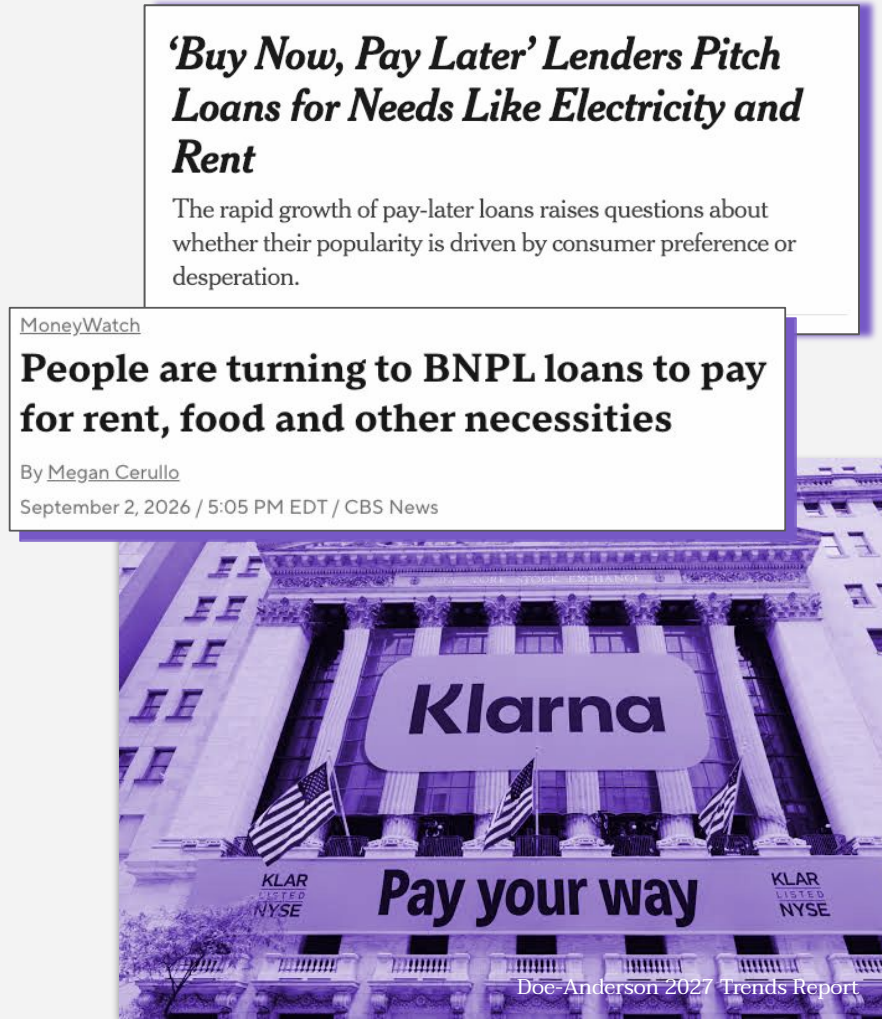
Consumers have redefined "affordable" as *"divisible."*



Buy Now, Pay Later has gone mainstream.

*The Federal Reserve Board itself estimates BNPL providers originated close to $160 billion in consumer credit in 2025, with **"pay in 4" loan volume up nearly 80% since the CFPB's last measurement.***
(Federal Reserve, 2026)

*Nearly half of Americans (47%) say they've used a BNPL service, up 6 points since 2025. Among users, 54% agree that **they need BNPL loans to make ends meet, using them for things such as medical bills, utilities, or even groceries.***
(LendingTree, 2026)



And we're growing increasingly comfortable with not owning our things at all.

The subscription economy has grown to roughly $330 billion, expanding about 12% annually.
(Digital Applied, 2026)

Younger consumers are driving growth in key rental categories such as phones, vehicles, and furniture.

72% of Gen Zers say renting is "financially smarter" than owning, and — most relevant to your point — 37% specifically say they enjoy the ease of on-call maintenance over the responsibility of owning.
(Multifamily Executive, 2025)



TREND

WELCOME TO OUR *HaaS*: *HOME AS A SERVICE*

As affordability pressures cause consumers to rethink larger purchases, they're focusing less on ownership and more on access. As home systems jump on the Everything as a Service business model, they're creating further stickiness and turning one-off customers into users.



Subscription models are starting to take hold in other areas of the home.

LG Subscribe, a leasing program ran by the South Korean manufacturer, offers consumers in Asia-Pacific markets with multiyear contracts to rent appliance bundles. The program has seen its revenue triple since 2022.

Third-Party Ownership is beginning to be the most popular route of access for residential solar power systems, with major manufacturers such as Tesla reintroducing a leasing option in October 2025.

Smart thermostats such as Google's Nest and Ecobee have offered subscription models that transform the thermostats into home management hubs.



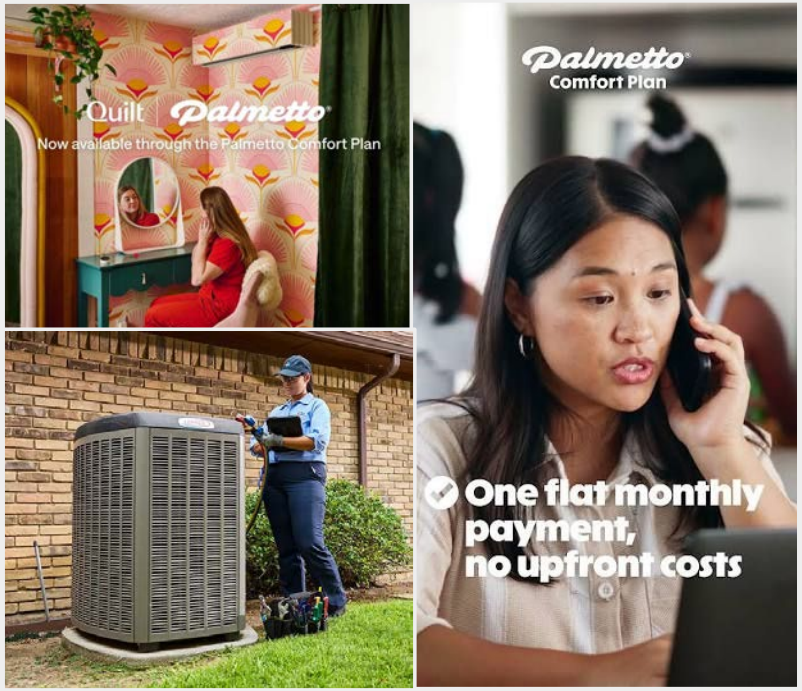




From owning equipment to subscribing to comfort.

In late 2025, Palmetto, a clean technology manufacturer, launched its Comfort Plan: a 10- to 12-year term lease which offers homeowners a simple monthly fee for product, install, maintenance and repairs. Currently, Palmetto has established national partnerships with Quilt and ACiQ as their manufacturing partners.

Service Experts, an HVAC service company owned by infrastructure conglomerate Brookfield Infrastructure, offers the Advantage program for homeowners to lease out a new HVAC system or water heater starting at $155 a month. This program offers all installations, maintenance and repairs, and is paired with a new Lennox system.





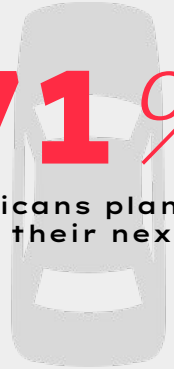
TOURISM:

Inflation hasn't killed the vacation. It's forced travelers to trade expensive monuments for accessible, high-vibe getaways.

While many Americans are traveling less, most are simply choosing to travel more *efficiently*.

source: Trading Economics, EMARKETER, USTRAVEL

Domestic travel dominates as people shift plans for shorter duration, lower-cost trips.



71%

Americans planning to drive to their next vacation



58%

Travelers using AI to budget for more efficient travel plans

source: EMARKETER, USTRAVEL

Travelers are prioritizing discoverable experiences that make them *feel* something.

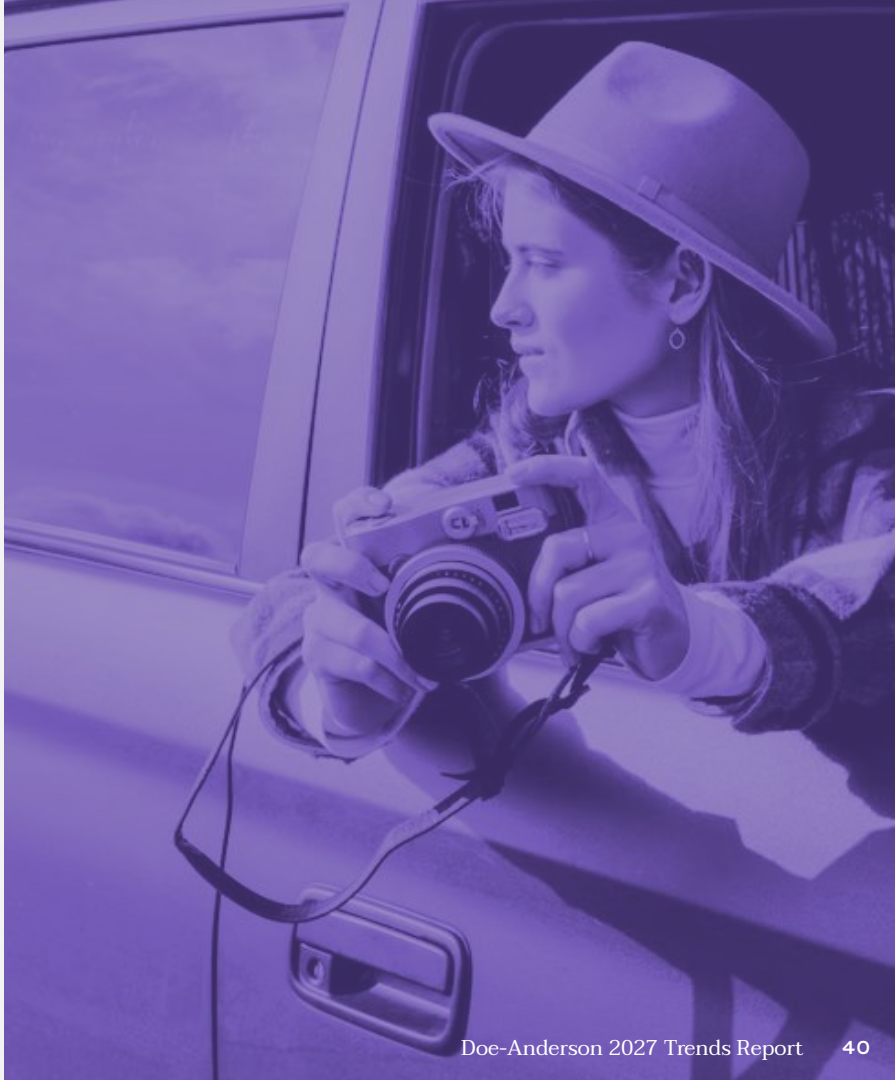


Money and convenience still matter, but they're not driving travel decisions.

Gen Z and Millennials favor experiences over possessions.

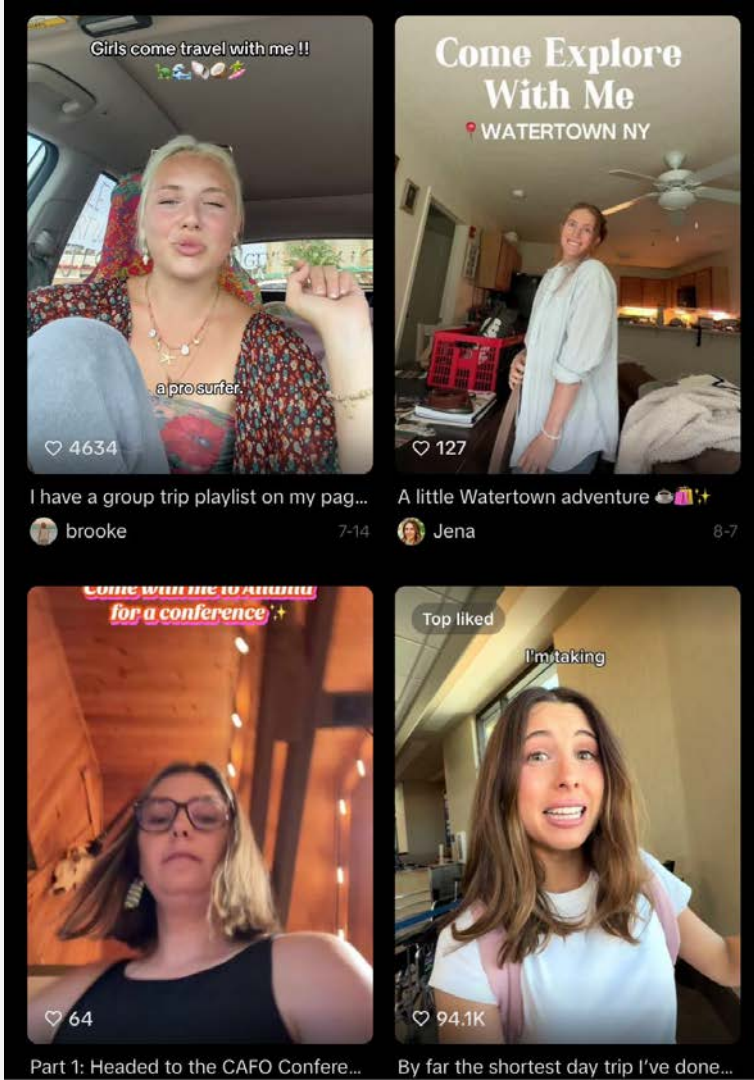
And, they're especially willing to splurge on travel when driven by emotional value, identity fit, and social currency.

Source: USTRAVEL, EXPEDIA, MCKINSEY,



52% of Millennials have booked a trip after seeing a first-person video about the destination.

The “come with me” video trend has evolved into a trusted exploration source.



Follow their feeds. See their firsthand experiences. Book their exact trips.

This social travel app eliminates traditional trip planning by allowing you to copy, remix, and book real itineraries from friends and creators.



source: TUIGROUP

TREND

VIBE-*VENTURING*

People are always looking for the next thing to look forward to. Vibe-venturing intentionally seeks out the feeling of places and experiences worth sharing. They're saying yes, and then figuring it out.



Luxury Shopping Villages

Reimagining the boundaries around iconic destinations for shopping, live music, sports entertainment, and hotels.

"We focus intensely on our gardens and the atmosphere they create. You can see it the moment a guest walks in: their shoulders drop, breathing settles, and they ease into the experience." - Desiree Bollier, The Bicester Collection.



Norwegian Cruise Line: “It’s Different Out Here.”

NCL has revived its 90s tagline to shift its advertising focus from ship amenities to the freestyle cruising experience of shameless relaxation, flexible schedules, and inevitable memory-making.

“We’re re-anchoring our brand in the values that have always set us apart: freedom and flexibility.” - Kiran Smith, Norwegian Cruise Line



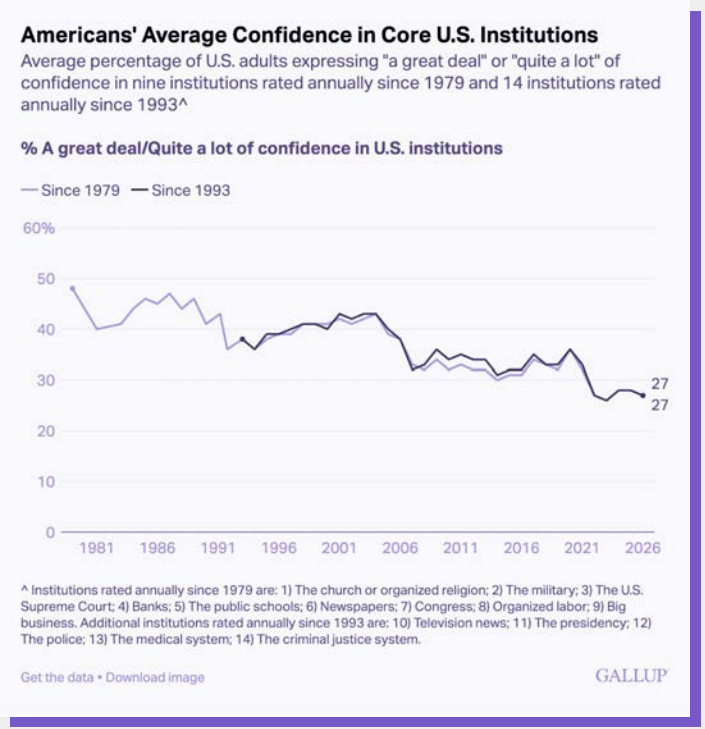
Source: TRENDWATCHING

American *Independence*
(it's do or die).

America's spirit of independence has evolved from a cultural badge of honor to a daily operating system.

Confidence in major institutions remains trapped near historic lows. Consumers know that no one is coming to save them. But armed with more information than at any point in human history, they aren't retreating; they are taking total control. This hyper-self-reliance is a double-edged sword: empowering and deeply isolating. Where traditional systems have failed to guarantee health, security or guidance, consumers are building their own workarounds.

The following trends trace this DIY ethos across three key categories: as patients become their own primary care providers, drinkers turn to self-regulated functional alchemy, and homeowners construct their own energy grid defense. And it wouldn't be a trends report without a piece on AI. We'll look at how the B2B buyer, armed with AI, is relying on other humans more than ever.



How are drinking, healthcare, energy consumption and even B2B business models evolving because of this great American paradox?



BEVERAGE ALCOHOL:

Replacing traditional drinking with customized formats, micro-doses and tailored moderation.

"Small sizes in beverage alcohol, individual servings, are a $670 million business and grew 16% last year."

Britt West, Chief Commercial Officer, Gallo

Tiny is mighty.

Diageo made the decision to launch multi-brand “Small Bottle, Big Possibilities” after conducting shopper research across its spirits portfolio that found consumers were increasingly looking for occasion-based formats. They found that shoppers sought smaller bottles as they were particularly suited to spontaneous social occasions and were typically purchased for same-day consumption.

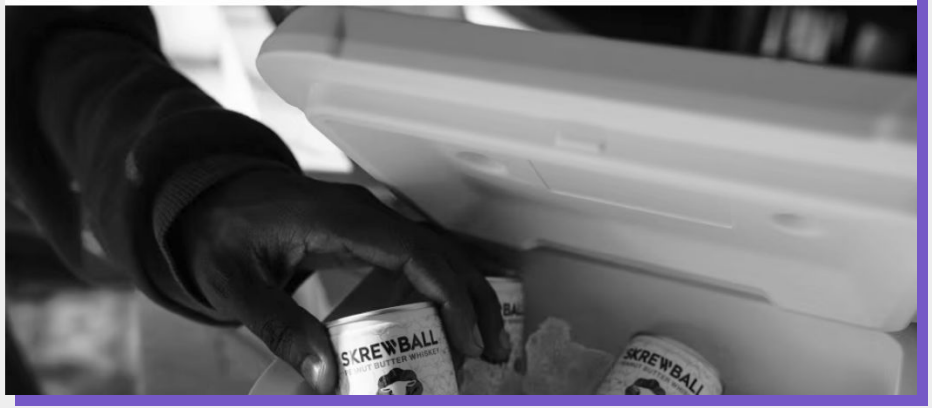
Beverage Daily (Aug. 2026)

BUSINESS > FOOD • 3 MIN READ

Little bottles are becoming a big business for booze

JUL 20, 2026

By Jordan Valinsky



Size matters.

“Tiny” serves, mini martinis, small-format Negronis, half-pours, and curated flight formats are scaling from niche to menu feature. For guests, they deliver trial, temperature (a martini that stays cold), affordability, and moderation; for operators, they enable premium ingredients at accessible checks and increase variety per occasion.

NielsenIQ (Feb. 2026)


FOOD

Can these $10 cocktails in Houston solve America's drinking problem?

A critically acclaimed destination has found only positives with smaller offerings.

By **John-Henry Perera**, *Food Editor*

Oct 3, 2026

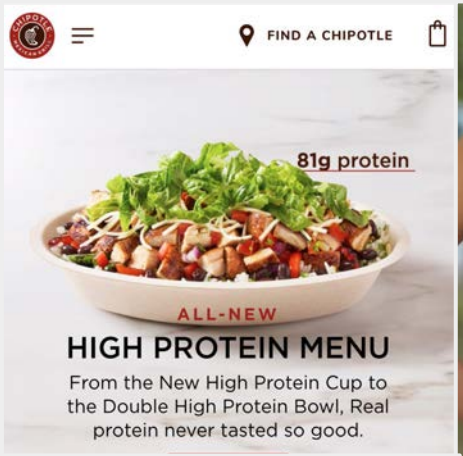
People aren’t abstaining.
They’re finding a balance.



Modern health is less about “less” and more about “better.”

70% of consumers say their focus on health is higher than it was a year ago. (Consumer Collective, 2026)

While GLP-1 medications have captured attention because of their effects on weight loss, their bigger contribution has been on helping both users and non-users understand what it means to **consume better**.







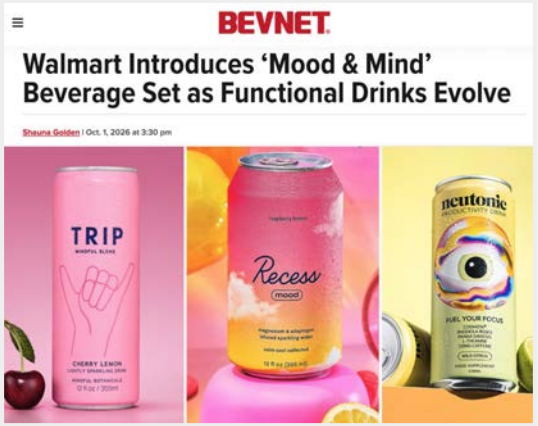
“Nestlé and Conagra put GLP-1 Friendly labels on frozen meals, yet **77% of Vital Pursuit sales come from households with no GLP-1 user**.”

Startup Heist (2026)

Alcohol is no longer the main character.

From THC seltzers to kava bars to nicotine pouches, there are more legal ways to relax, socialize, and indulge than ever. While most of the people reaching for these alternatives still drink, they are no longer reaching for alcohol by default. With so many options in front of them, alcohol is now being forced to redefine its role and to make its case like everything else.











TREND

POUR *Perfection*

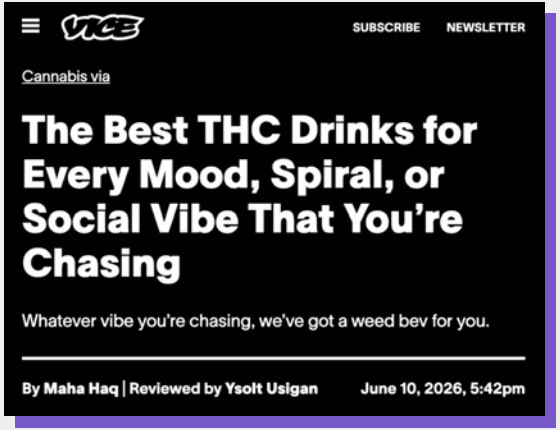
When options become unlimited and “less” no longer means “better,” Pour Perfection is a consumption reset that prioritizes self-optimization without sacrificing happiness.



Choose your own adventure.

Drinks built around the night you want to have, not just the flavor.

People don't plan a night around one drink anymore. They plan around a feeling. Because of that, THC brands are now selling cans by mood, whether that's social, chill or creative. Diageo has given a name to "coasting," where drinkers step down to lower-ABV options as the night goes on. And Other Half launched mixed packs that put full-strength IPAs and 0% cans in the same box, making "zebra striping" something you can buy off the shelf.





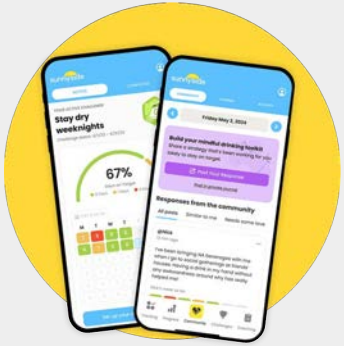


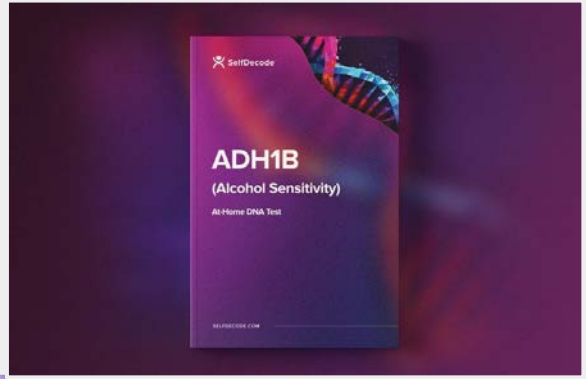


Buzz-friendly biohacking.

Using data and science to drink without setting your body back.

The same tools people use to optimize sleep and training are now being used on drinking. Ultrahuman's ring can pick up the signs of a drink in your biometrics. Sunnyside's AI coach helps people set and stick to their own limits. SelfDecode's DNA test shows how your body processes alcohol. ZBiotics sells a probiotic you take before your first drink. None of these ask people to give up drinking. In fact, they help each drink fit the person's own body and goals, so going out doesn't have to cost them.










HEALTHCARE:
Navigating the thin line between digital empowerment and systemic abandonment.

"The pace of scientific progress has far outstripped the ability of health systems to absorb it"

World Economic Forum, 2025

Healthcare *system stagnation* is becoming a true hindrance to meaningful progress.

While the future should look bright given accelerating advances in technology, the prognosis is (reportedly) bleak.

The U.S. in particular falls behind in fundamentals such as access, equity and affordability.

How healthcare will change in the next two to three years



Question: For each of the following statements, to what extent do you agree or disagree? Thinking about healthcare within the primary country that you are likely to work in 2-3 years' time. % Agree. "Don't know / prefer not to say" answers are excluded from the responses.

Figure 8

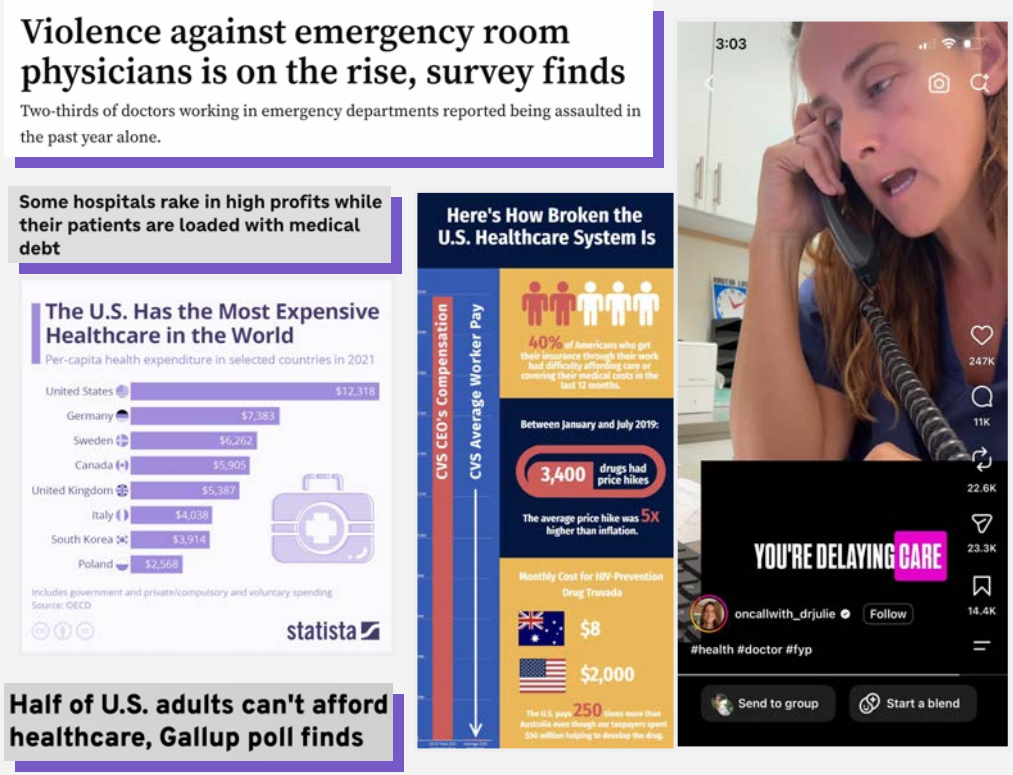
Base: n= 2091 - 2120

The people are suffering while the industry is profiting.

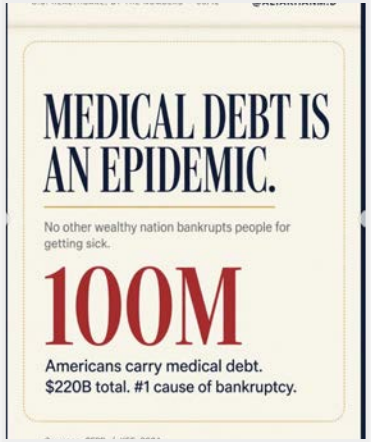
Doctors and nurses are weighed down by insurance companies denying coverage and delaying care, pressure to see more patients with less time and more paperwork. ER violence is up, morale is down, burnout is real.

Patients are abandoned due to opaque pricing, denied treatment coverage, and met with unaffordable premiums. Medical malpractice cases are increasing with private equity ownership allegedly damaging patient safeguards.

Despite an increase in losses for the people (less coverage + lower life expectancy), the ***industry achieves record gains in profitability.***



Leaving many asking,
what am I actually paying for?









While the people feel powerless to the system, they're more equipped to navigate it, through *unprecedented access to information*



We now have the tools and technology to:

Know More

AI + patient communities

We can research symptoms, treatments, doctors, side effects and alternatives before we ever enter an exam room.



Measure More

Wearables + at-home testing + health data

We can continuously monitor what's happening inside our bodies rather than waiting for an annual appointment.

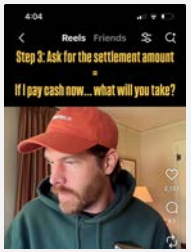


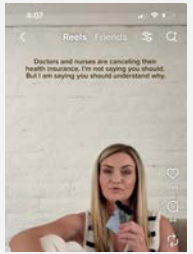


Do More

Telehealth + direct-pay + medical tourism + alternative providers

We can increasingly bypass traditional pathways when they aren't working for us.





More information, more options, means more responsibility

TREND

SELF CARE *For Survival*

When the system can't – or won't – care for us, caring for ourselves becomes a necessity. What might look like empowerment feels like abandonment, and everyone's really exhausted.



Care is no longer confined by borders.

When care becomes too expensive, too slow or unavailable, patients are looking beyond traditional healthcare boundaries, crossing state lines and even international borders to get the care they need.

- $32B → $40B: The projected growth of the international health insurance market from 2025 to 2030.
- Millions of Americans travel abroad for everything from cosmetic procedures to cancer treatment.
- Across state lines: Patients seek access to abortion, fertility and specialized care unavailable or inaccessible at home.

PERSONAL FINANCE

The TikTokers Getting All Their Medical Care Abroad



Influencer receives multiple medical exams at hospital in Turkey for just $810 *(TikTok / @bryn.elise)*

Why Americans Are Looking Abroad For Healthcare

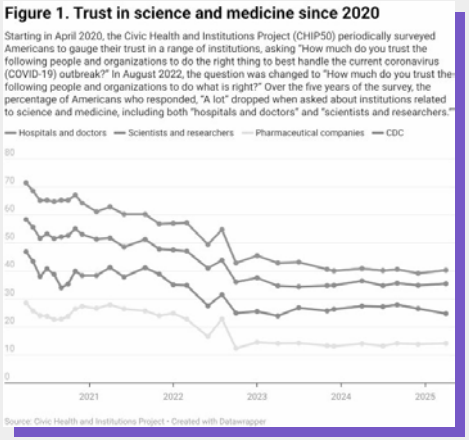
pushing some Americans to explore life abroad in search of more accessible care, lower stress, and a better quality of life.

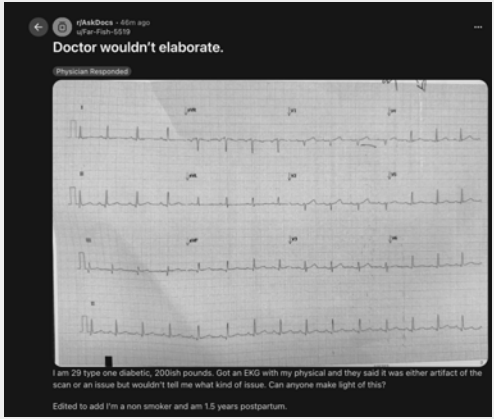
AOL, May 2026

Health knowledge is becoming decentralized.

When traditional expertise is difficult to access or trust, people increasingly turn to one another. Through Reddit, TikTok, podcasts and condition-specific communities, patients are building networks of advice where lived experience carries growing authority.

- 66% of Americans get health information from others experiencing a similar condition.
- 45% of 18- to 34-year-olds believe an everyday person who has done their research can be as knowledgeable as a doctor on most health matters.
- 40% get health and wellness information from influencers or podcasts.







67%

say someone with *lived experience* is a legitimate health expert.

Edelman Trust Barometer 2026

Pew Research Center



ENERGY CONSUMPTION:

Bypassing fragile legacy utilities to take bold, localized control of personal power.

People have more access to info and are more invested than ever in their personal energy consumption.

The rise of distributed energy.

The energy system is shifting from centralized power to local generation. Armed with rooftop solar, batteries, and smart tech, consumers are no longer just energy users. They are actively generating, storing and managing power themselves.





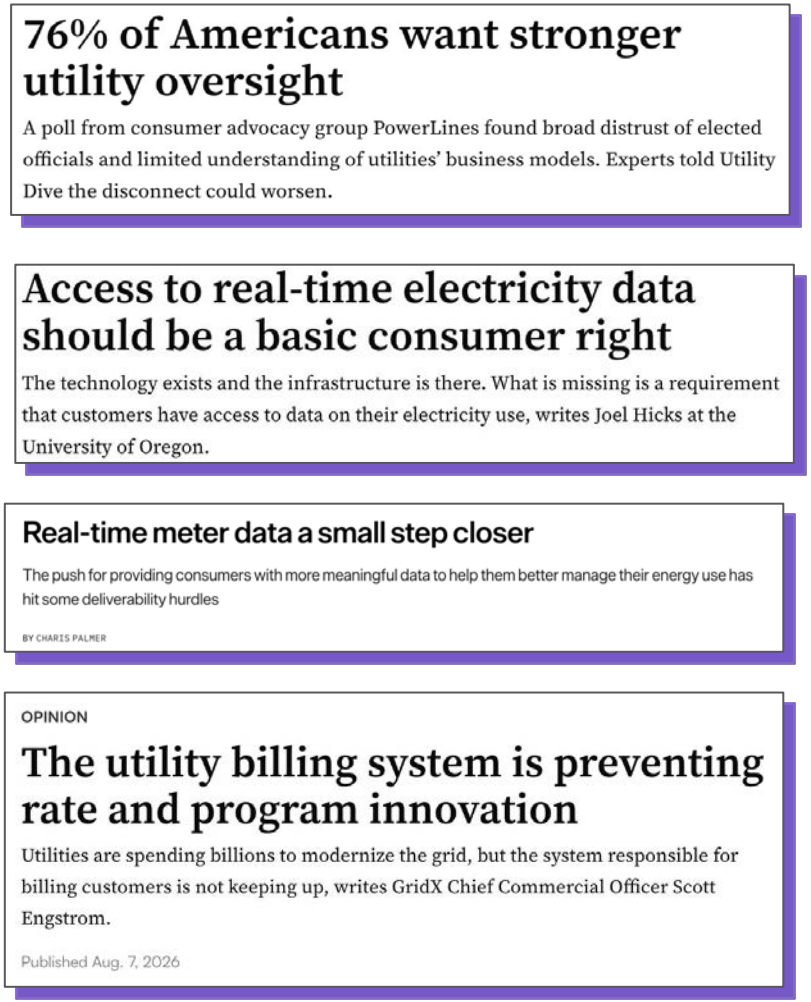


The *pursuit of personal resilience* suggests that institutional trust is failing and access is widening

Energy visibility is becoming a basic consumer right.

Consumers increasingly want greater visibility and control over the essential energy services that power their homes. Access to understandable, actionable usage data helps them interpret bills, identify high-use devices, and manage costs.

Smart Energy (March 2024)



76% of Americans want stronger utility oversight

A poll from consumer advocacy group PowerLines found broad distrust of elected officials and limited understanding of utilities' business models. Experts told Utility Dive the disconnect could worsen.

Access to real-time electricity data should be a basic consumer right

The technology exists and the infrastructure is there. What is missing is a requirement that customers have access to data on their electricity use, writes Joel Hicks at the University of Oregon.

Real-time meter data a small step closer

The push for providing consumers with more meaningful data to help them better manage their energy use has hit some deliverability hurdles

BY CHARIS PALMER

OPINION

The utility billing system is preventing rate and program innovation

Utilities are spending billions to modernize the grid, but the system responsible for billing customers is not keeping up, writes GridX Chief Commercial Officer Scott Engstrom.

Published Aug. 7, 2026







Bypassing the “Black Box” Utility

Facing declining trust in traditional utilities, consumers are adopting home solar and storage to fortify against climate and financial volatility. Home energy is no longer about sustainability – it’s about self-reliance.

Pew (October 2024)
Lending Tree (April 2026)

TREND

BALANCING *The Grid*

As consumers take a more DIY approach to energy, they're moving from managing their own energy ecosystems to generating, storing, and powering their own grids.

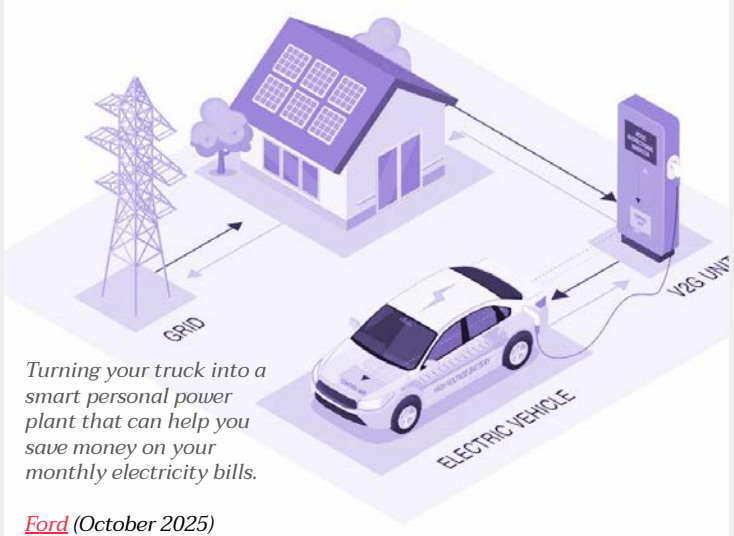


Flipping the script on energy ownership

POWER, REDEFINED

As bidirectional charging becomes more common, personal vehicles are becoming home energy hubs, reframing electricity from a monthly expense into a resource homeowners can control.

ABC News (July 2026)



Turning your truck into a smart personal power plant that can help you save money on your monthly electricity bills.

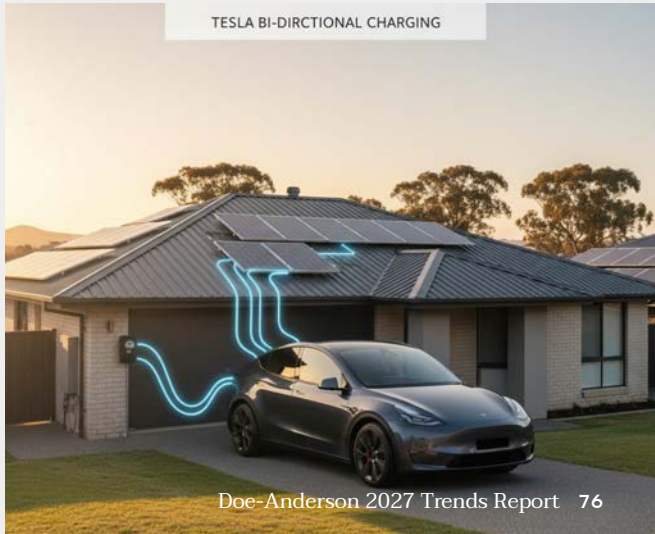
Ford (October 2025)



The Solution to the Power Grid's Woes Might Just Be Sitting in Your Driveway

More electric vehicles are becoming capable of providing backup power at a time when the US is increasingly in need of more electrons.

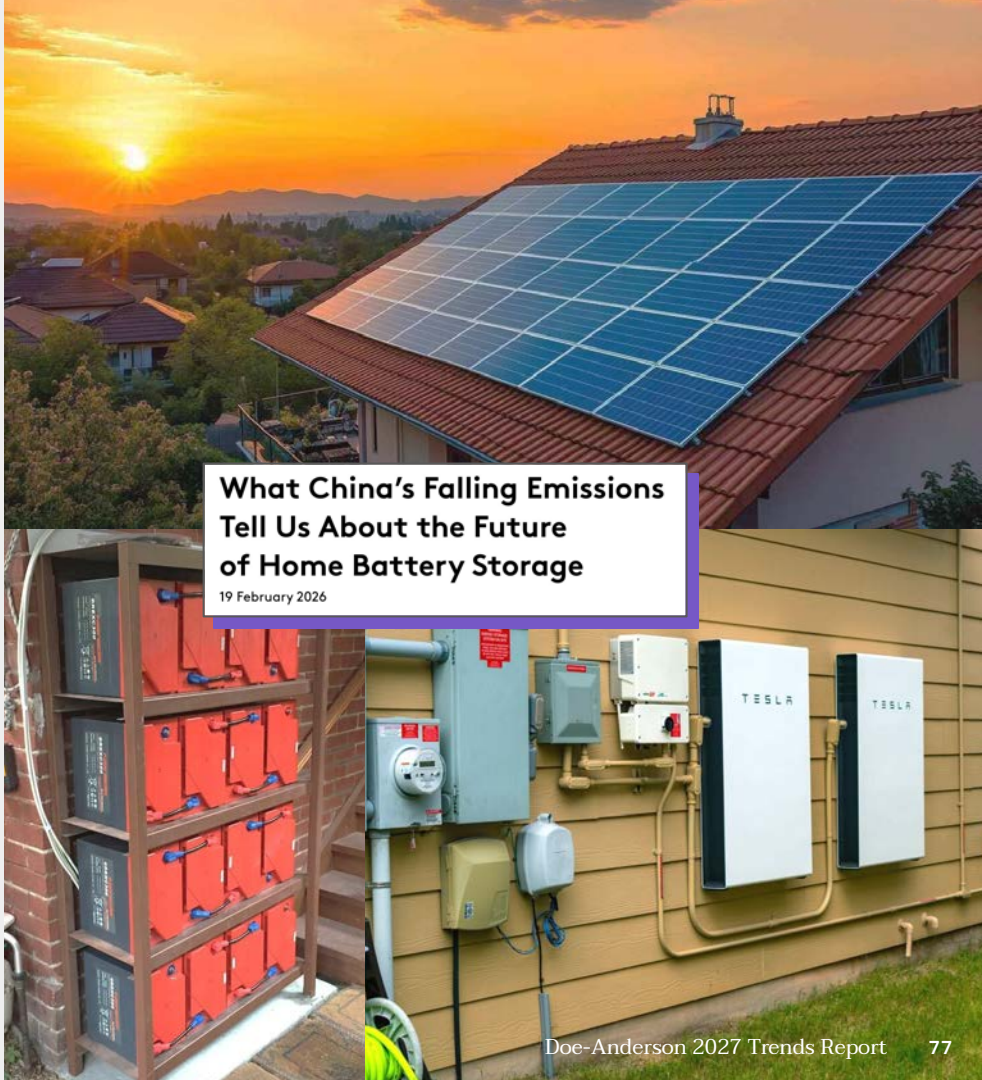


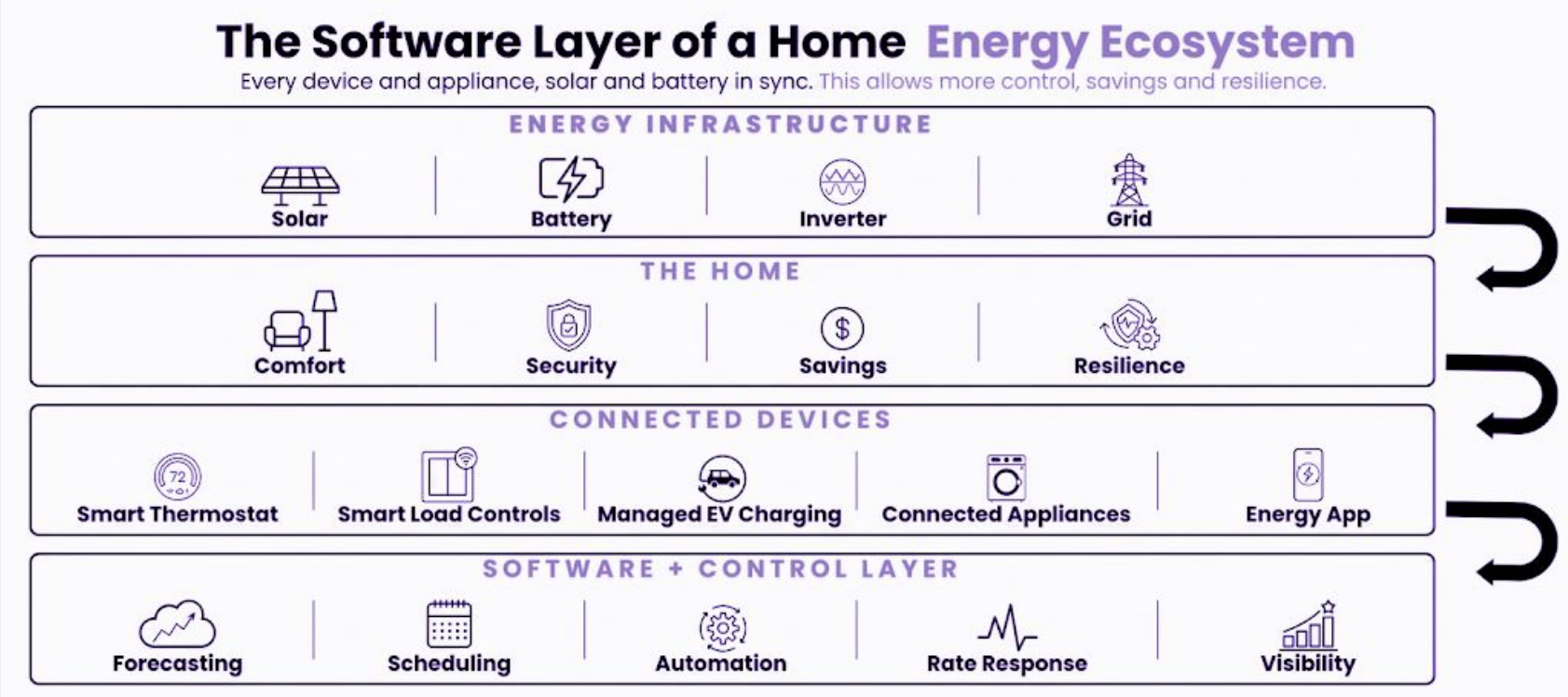


Home energy solutions are becoming more mainstream.

U.S. solar installations increased fivefold (from 1 million in 2016 to more than 5 million in 2024) with residential systems accounting for 97% of installations. (SEIA, July 2024)

Home battery storage reached a record-low median quoted price of $999 per kilowatt-hour in late 2024, while 45% of solar purchases on EnergySage included a battery – an all-time high. (Energy Sage, February 2026)




The Software Layer of a Home Energy Ecosystem
Every device and appliance, solar and battery in sync. This allows more control, savings and resilience.
ENERGY INFRASTRUCTURE
Solar
Battery
Inverter
Grid
THE HOME
Comfort
Security
Savings
Resilience
CONNECTED DEVICES
Smart Thermostat
Smart Load Controls
Managed EV Charging
Connected Appliances
Energy App
SOFTWARE + CONTROL LAYER
Forecasting
Scheduling
Automation
Rate Response
Visibility



B2B:

Navigating the new era of self-reliant, AI-armed (and deeply skeptical) buyers

AI is already an asset to B2B buyers

B2B buyers are adopting AI models and unlocking new efficiencies

77%

of all B2B buying processes used AI in 2025. Commercetools (platform) predicts that percentage will be 90% by the end of next year.

Commercetools, "Pivotal Trends and Predictions in B2B Digital Commerce in 2026"

96%

of B2B organizations have adopted AI in their organizations, and 66% say they "regularly use AI" to research vendors.

Marketscale

84%

of B2B buyers say AI tools have sped up their vendor research – most completing their decision within 12 weeks (avg. is 30 weeks).

Apollo

But 50% of Americans are more concerned than optimistic about AI



Pew Research Center

AI adoption is a jagged frontier.

AI can solve the world's most complex math problems, but fail at counting the letters in the word "strawberry." Researchers have called AI's unintuitive capabilities the "jagged frontier."

Workers are now being asked to manage a series of contradictions, largely on their own.

These contradictions make it difficult to know when to use AI, when to trust it, and whether AI will be personally and professionally costly or not.

AI IS EFFICIENT *AND* MAKES MORE WORK

Who's reducing their weekly working hours the most in finance with AI: Revealed

Employees Who Use AI End Up Working Vastly More Time Per Day

AI REDUCES *AND* AMPLIFIES SKILL GAPS

AI levels the playing field at work

The experts are becoming the builders, bridging the gap between opportunity and potential

The expertise paradox: why AI amplifies skills gaps rather than closing them

AI IS EXISTENTIAL *AND* UNRELIABLE

AI is killing 10,000-plus jobs per month and 9% of jobs are at risk,

Companies That Tried to Save Money With AI Are Now Spending a Fortune Hiring People to Fix Its Mistakes

Oopsie.

TREND

THE CREDIBILITY *Stack*

With the help of AI, the B2B buyer is increasingly independent and dubious. So, the role for sellers is shifting — from information providers to information validators. Here, the winning sellers are those who build up layers of authority.

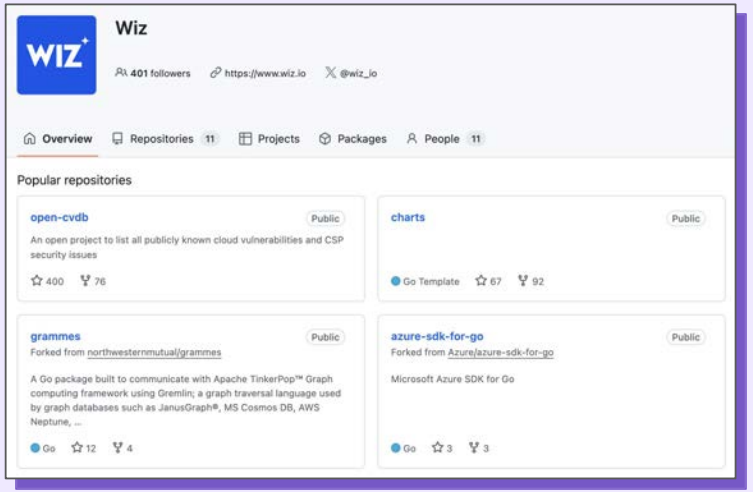


LAYER ONE | DATA

Show your claims aren't hallucinations.

AI is built on mountains of data — some of it dubiously acquired and some produced by AI to train more AIs. In a world of hallucinations and synthetic data, discerning buyers are looking for veracity.

Wiz has built credibility with zero-risk cloud security buyers (e.g., CISCO) through its dedicated research group. Comprised of security experts. They host a GitHub, a research platform and podcast to detail and contextualize their expertise.





LAYER TWO | EXPERTISE

Provide social proof.

AI has made thought leadership cheap. Anyone can generate a believable perspective with little to no lived experience or genuine category expertise. Now more than ever, buyers need social proof that the information they're getting from AI — and sales teams — is true expertise.

"After a year-long creator partnership with Tracksuit, a brand tracking platform, [advertising influencer Eugene Healey] has joined as an equity partner – a relatively rare move for a B2B brand, helping Tracksuit grow brand awareness, lead generation and his own audience fivefold in the same period." *Little Black Book*





LAYER THREE | EMOTION

Create memorable, emotional hooks.

AI has given everyone – anyone – the ability to produce professional-looking marketing campaigns, and the are. With more competition for mindshare than ever before, B2B businesses are ramping up their investments in creativity.

theTradeDesk



B2B teams [often] treat humor as the opposite of seriousness, but it's not. Humor is the opposite of indifference. Serious brands still need to be felt before they can be trusted.
The B2B Playbook

To sum it all up...

It's clear today's consumer (and B2B Buyer) is getting comfortable rewriting the rules in real time.

Whether they're stretching every dollar by subscribing to their appliances, hunting for high-vibe road trips instead of bucket-list splurges, or taking matters into their own hands, from off-grid batteries and DIY healthcare to gut-checking AI hallucinations with actual human experts, people are resourceful, skeptical and fiercely protective of their time, wallets, and peace of mind.

For brands, the playbook for 2027 comes down to two things:

1

PROVE YOUR VALUE
IMMEDIATELY

Don’t just sell a product. Give them the real human proof they need to feel confident saying *yes.*

2

GIVE PEOPLE CONTROL
WITHOUT LEAVING THEM STRANDED

Offer supportive self-reliance to strike the balance.

Predicting the future is fun, but *building the strategy that gets your brand there is our favorite part.*

If any of these shifts sparked a thought, a question, or a sudden urge to rethink your 2027 game plan, we'd love to talk about it. Flip the page and drop us a line. Let's make 2027 the year your brand owns the room.

WANT TO TALK?

If anything you read made you curious and you want to learn more about how Doe-Anderson can bring more insights like these to your business, let's talk!

Jenna Martin
SVP, Director of Strategic Growth &
Business Development

jmartin@doeanderson.com