

FAST FORWARD REPORT

“THE MALE CARE CODE”

Care has always had a gender. That assumption is cracking. From Morrisons redesigning stores around male health to Hello Ello monitoring the caregiver who can't be in the room, this report shows what happens when brands finally build for men who nurture.

August 2026





80

Trend Overview

- Care — emotional, physical, parental — has long been coded as a women's domain, leaving men with brands that address them as providers instead of nurturers.
- That assumption is cracking: Father's Day 2026 produced the biggest wave of brand investment in active fatherhood on record, from period education for dads in Toronto to AI coaching apps helping men navigate difficult conversations to a Sri Lankan restaurant that built a personalised dinner from seven words describing your father.
- Brands that build for men as caregivers are meeting a majority of fathers who already name caregiving as the most important role in their lives, without the products or culture to match.

% of fathers globally who name being a dad the most important role in their lives — a demand signal that the consumer market is only beginning to meet. (🌐, 2026)



Food & Beverage

 May 2026

The soy brand that turned a manosphere insult into a campaign

French plant-based brand **Sojasun** and agency Marcel targeted masculinist influencers with an offer to become the brand's official 'SojaMan' ambassador. The campaign exploited a genuine irony: the 'soy boy' insult used across manosphere communities attacks one of the richest sources of plant protein. Rather than arguing the claim, Sojasun infiltrated influencers' TikToks, Twitch streams and Spotify playlists with the pitch, then published each rejection. The steady stack of refusals became the campaign.



Beauty & Personal Care

 June 2026

A period underwear brand invites dads to talk about menstruation

Canadian teen period underwear brand **Kt by Knix** turned its Toronto store into a Father's Day event for dads. Pints & Periods offered beer slushies from Bellwoods Brewery, burgers and a live conversation led by a period health expert. Attendance was limited to fathers and father figures. The format was designed to reduce awkwardness rather than teach anatomy, and each guest left with a period kit to pass on to the teenager in their life.



Health & Wellbeing and Digital Tech

 July 2026

An AI coaching app helps men navigate emotionally difficult conversations with their partners

Good Husband, an AI-powered coaching app developed by two Dubai-based female entrepreneurs, to help men handle emotionally sensitive conversations with their partners. The app offers three communication tones — Warm, Direct or the user's own voice — alongside a Coaching Mode that explains the emotional dynamics behind different responses. The product is a practical acknowledgement of a gap that relationship research has identified for decades: men who care about their relationships often lack the specific language to express that care under emotional pressure.



Fashion & Accessories



July 2026

Brazil's first menswear brand to build a product line around active paternity

Brazilian menswear brand **Reserva** released 'Tal Pai, Tal Filho' (Like Father, Like Son), co-ordinated clothing for fathers and children available in stores from July 14. The collection launched under the 'Quem cuida, ama' (Who cares, loves) campaign, which frames paternal care as the central act of modern fatherhood. Developed alongside an ongoing partnership with baby safety brand Safety 1st, it positions Reserva as the first Brazilian menswear label with an entire product line built around active paternity.



Food & Beverage



July 2026

A Father's Day restaurant builds a personalised dinner from seven words about your dad

Singaporean chef Derrick Kwa offered a Father's Day dining experience at **Lago Italian Bistro** in Colombo, Sri Lanka, in which a meal was built from a conversation about family. Guests at each table chose seven words from a list of twelve adjectives that best described their father. The kitchen translated those choices into a personalised seven-dish sharing menu, ensuring no two tables received the same meal, with each dish evoking a chosen word through ingredients or symbolism. The format is structurally simple — a word list, a kitchen that can interpret it — but the effect is significant: it produces a dinner that is explicitly about a father, built from how his family actually sees him rather than a generic Father's Day set menu.



Retail & Commerce and Health & Wellbeing



June 2026

The first supermarket to install hygiene infrastructure for men with prostate conditions

UK supermarket **Morrisons** installed sanitary disposal bins in male customer toilets across all stores, becoming the first supermarket to meet guidelines set by charity The Bog Standard. Developed with hygiene provider phs Group and Prostate Cancer UK, the initiative addresses a specific gap: up to 60% of men who undergo prostate surgery experience urinary incontinence, and over a third of them avoid shopping because no suitable disposal facilities exist in male public toilets.



Health & Wellbeing and Home & Living

 June 2026

A baby brand uses Father's Day to argue that caregiving is not a solo act

Baby and maternity brand **Momcozy** launched 'A Part of This World,' a Father's Day film directed by Eva Michon, following a real family across a full day of shared caregiving. Running under the tagline 'Momcozy Got You, So You Got Them,' the campaign introduced two products designed to ease overnight and cleanup tasks that typically fall to one parent: the NightPro Baby Bottle Warmer and the KleanPal Pro Baby Bottle Washer.



Digital Tech and Entertainment

 June 2026

A Brazilian telecoms company builds a digital parenting platform for the whole family

Brazilian telecoms company **Claro** launched Conecta e Cuida (Connect and Care), a platform to help families manage children's digital health. Built with agency Talent using a Toy Story 5 partnership, the platform consolidates parental control guidance from Google, Apple, Meta and TikTok alongside digital citizenship materials from the Claro Institute and specialist educators. The aim was to make online safety conversations accessible to the whole family rather than to one technically proficient individual.



Health & Wellbeing and Non Profit & Social Cause

 June 2026

A New Zealand farming cooperative opens free digital mental health access for rural communities"

New Zealand farming cooperative **Farmlands** partnered with the Rural Support Trust and digital wellbeing platform ignite to offer free mental health support to farmers, growers and their families. The service enables online, phone or in-person sessions with vetted counsellors, psychologists, nutritionists and business coaches, removing the most common barriers to rural care: travel distance, cost and local stigma. The partnership will fund over 1,500 sessions across three years. Farming communities are predominantly male, and the rural mental health crisis in New Zealand has historically gone unaddressed because care infrastructure has been designed for urban settings.



Health & Wellbeing and Home & Living

🇲🇾 June 2026

A Singapore startup builds an AI care camera for adult children watching over aging parents

Singaporean technology company **Hello Ello** launched its ELLO Vision One care camera to support families in Singapore and Malaysia caring for aging parents at home. The 3K camera pairs with an AI app that learns a person's daily routine and sends plain-language alerts within 60 seconds when it detects falls, fainting, wandering or signs of distress. Caregivers can ask conversational questions — 'Where's Dad?' — to get information without reviewing footage. The ELLO system is designed for the adult child who cares deeply but cannot be present continuously — a role increasingly common in dual-income households across Southeast Asia.



Beauty & Personal Care

🇺🇸 July 2026

A performance skincare brand repositions male grooming as athletic recovery

Humanrace — a skincare brand founded by musician Pharrell Williams — launched a two-product post-workout system designed to treat skin as an organ affected by physical training. The Smoothing Body Scrub combines physical and chemical exfoliation from rice particles, mandelic acid and salicylic acid. The Recovery Body Lotion is formulated with ginger root for muscle soreness, magnesium for relaxation and ceramides to rebuild the skin barrier. Both products use refillable packaging made from over 50% post-consumer recycled plastic. Describing skincare as post-workout recovery places it alongside protein shakes and compression gear in the performance lexicon — language most men already use.



Health & Wellbeing

🇧🇷 June 2026

A Brazilian hospital builds a five-hour mental health circuit for executives before they burn out

Brazilian healthcare provider **Hospital Israelita Albert Einstein** launched a mental wellbeing and cognitive performance check-up for corporate executives, responding to rising burnout rates and new Brazilian regulations requiring companies to address psychosocial risks in the workplace. Einstein's executive check-up reaches men who will not seek mental health care independently but will if it is framed as performance maintenance and booked through a corporate benefit. The regulatory context gives the programme both its timing and its business rationale: employers now have a compliance obligation that the Einstein programme satisfies while delivering genuine clinical value.

Ideations

Concepts that make the trend possible – speculative ideas, none of which exist yet.

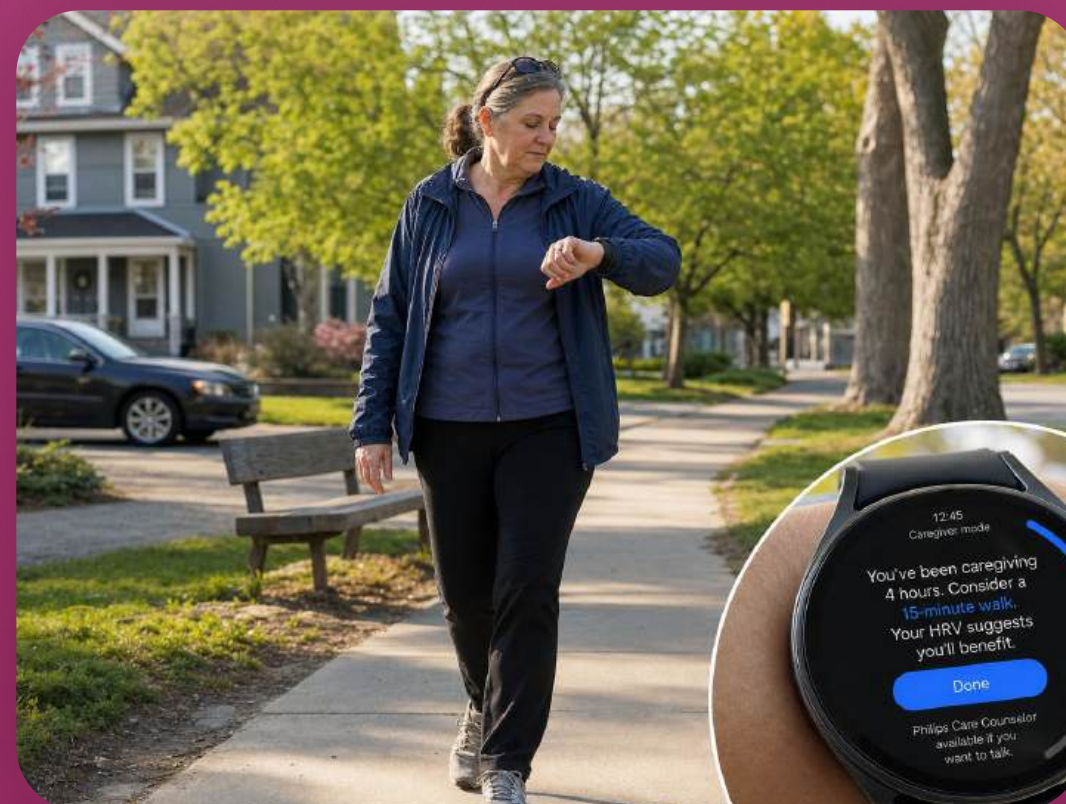


Ideation 1

What if...

Johnson & Johnson would launch DadCare

A postpartum recovery kit distributed to fathers at the point of hospital discharge. The kit could include sleep support supplements, topical pain relief for physical fatigue, and a 6-week daily check-in app tracking mood, sleep and physical recovery. Distributed through maternity hospitals at zero cost to the father, funded through J&J's existing consumer health budget. A clinical partnership with national trusts would validate the protocol and generate the evidence base for an eventual global roll-out.



Ideation 2

What if...

Samsung would activate Caregiver Mode across the Galaxy Watch ecosystem

A software layer that monitors the health of the person doing the caring. Caregiver Mode would aggregate HRV, sleep fragmentation and stress indicators alongside a self-reported daily load score to produce a weekly Caregiver Burden Index. When the index crosses a risk threshold, the watch surfaces a plain-language nudge and connects the user to a Philips-partnered telehealth session. Compatible with all Galaxy Watch 6 and above devices, launching as a free firmware update.



Ideation 3

What if...

Unilever would relaunch Dove Men+Care as a caregiving recovery brand

Repositioning its product line around physical and emotional depletion rather than grooming. A new Care Recovery sub-range — body wash with magnesium, overnight moisturiser with adaptogens, a cooling scalp treatment — would launch under the positioning "Built for the hardest job you do." Distributed through pharmacies alongside baby formula and neonatal care products.

Opportunity Spaces

Building for the men inside women's health categories

Contraception, fertility, postpartum mental health, and menstrual care have been built almost entirely around the female consumer, but they are experienced within households where a male partner, father or caregiver is a co-participant.

Brands that build products, communications and service experiences for the male stakeholder in these categories, will be opening a market that is currently being claimed by only a handful of pioneer. The entry cost is low; the loyalty return, in a category defined by long-term trust, will be significant.

Physical infrastructure for men's health realities

Physical retail, hospitality and public venues have been designed almost entirely around the health realities of female customers: accessible toilets, nursing rooms, ostomy facilities. Men with prostate conditions, incontinence, catheters or post-surgical needs are navigating shared spaces with infrastructure designed for someone else.

The opportunity for retailers, hospitality brands and venue operators is to map the specific health realities of their male customers and build the facilities that reflect them, converting what is currently a dignity gap into a measurable loyalty differentiator.

Products and services for the male caregiver

Male caregivers, including primary parents, elder care workers and men who care for partners with chronic illness, are the fastest-growing segment of the care economy but the least served by the consumer market. Products, platforms, training programmes and workplace benefits designed specifically for men who care are at an early stage.

Brands in parenting, elder care, health tech and HR platforms should treat the male caregiver as the leading edge of a structural shift in how care is allocated in households and workplaces globally.

Turn “THE MALE CARE CODE” into your next winning service

The platform’s **AI x Ideation Playbooks** will help you turn this trend into tangible product ideas — in under 45 minutes.

Open the Playbook, open your AI assistant, and follow the instructions. You'll generate on-trend concepts, user-test them against synthetic consumer personas, visualize the actual experience, then package everything into a brief ready to share with your team or clients.

It runs entirely inside your own AI assistant — be it ChatGPT, Gemini, Claude or Copilot. True trend-driven innovation.

TrendWatching's Trends x AI x Innovation Playbook

One trend, three new winning products or services.
All yours, in just 30 minutes.

TREND·WATCHING

Trends x AI x Innovation Playbook

Innovation Autonomy

Spotting and curating trends. Dreaming up new products and services. Prototyping them at speed, alongside synthetic users and expert agents, and sending them straight to digital or physical shelves.

We're not quite there yet. But as AI gets smarter, faster, and more agentic, the puzzle pieces are snapping into place. We call it Autonomous Innovation, and yes, it may just flip entire organizations, industries (and maybe the economy) on their heads.

TREND·WATCHING

Trends x AI x Innovation Playbook

Step 1: Follow each instruction.

Stage 2

Stage 3

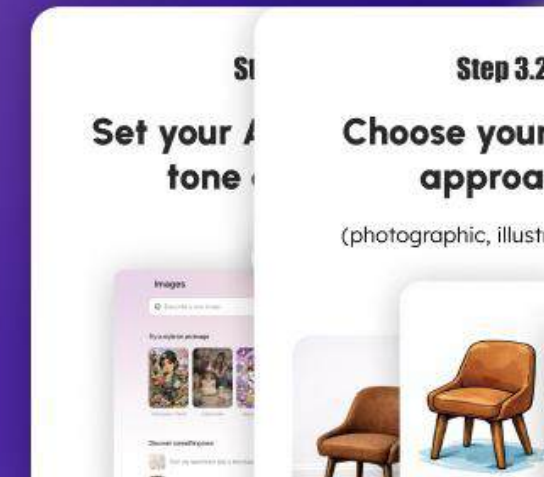
Stage 4

TREND·WATCHING

Ideation User Testing Design Opportunity Brief

3 steps to make your products come alive

Your products have survived user testing. Now, let's bring them off. In this step of the ideation process, your products into on-brand imagery that your stakeholders instantly get it. The process is just one prompt, you will:



TREND·WATCHING

Ideation User Testing Design Opportunity Brief

PROMPT F

Copy and paste into your AI Assistant.



ROLE
You are a senior consumer insights strategist helping to build a detailed user testing plan.

CONTEXT
You have the trend, organization details, industry context, region, basic audience insights, and you need deeper audience understanding to generate realistic synthetic personas.

TASK
Ask 6 dynamic questions
Generate 6 multiple-choice questions about the target audience. Ask the questions one at a time. Cover:
- Demographic patterns
- Psychographic traits
- Behavioral tendencies
- Cultural context
- Pain points and frustrations
- Aspirations and desires
Synthesize the profile
After receiving all 6 answers, generate a short summary (150-200 words) of the target audience. (Wait for confirmation.)
Ask me to confirm this summary before proceeding.
(Wait for confirmation.)
Once complete, say: "Audience profile confirmed. Please return to the Playbook."

RULES
- Ask questions one at a time
- Provide 4-5 multiple-choice options based on earlier context
- Always include "Something else (please specify)" as the final option
- If I select "Something else," ask me to elaborate briefly (1-2 sentences)
- Make questions specific and relevant to the organization, industry and target audience
- Wait for confirmation on the summary before moving forward

TREND·WATCHING

Ideation User Testing Design Opportunity Brief

4 VISUAL STYLE PROMPT



ROLE
You are a strategic communications specialist packaging innovation concepts into a presentation.

CONTEXT
We've completed the full innovation process: for the three ideated products, ideation, persona testing, feedback integration, and visualization. Now I need you to package this into a clean, copy-paste-ready format.

TASK
Generate presentation content
Create content for a stakeholder presentation. Structure it as follows:
INTRO SLIDE
- Project title
- Trend name and one-sentence summary
- Organization, region, and target audience context
FOR EACH OF THE 3 PRODUCT IDEATIONS, GENERATE 4 SLIDES:
Slide 1: The tension
- What friction or unmet need does this innovation address?
- What's the problem from the trend perspective?
- Why does this matter for the target audience?
Slide 2: The innovation
- Ideation title
- Description paragraph
- The 3 key components explained clearly
- [Indicate: Add your saved visualization here]
Slide 3: User feedback
- What resonated with the personas?
- What concerned them?