



Shutterstock Releases 10th Anniversary Edition of its 2021 Creative Trends Report

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The data-driven report predicts the 10 key graphic, photography, footage and music trends based on billions of customer searches that will define creativity and innovation in 2021

NEW YORK, Jan. 19, 2021 /PRNewswire/ -- Shutterstock, Inc. (NYSE: SSTK), a leading global creative platform offering full-service solutions, high-quality content, and tools for brands, businesses and media companies, today announced the launch of the 10th anniversary edition of its annual [Creative Trends Report](#), highlighting both global and local trends that will inspire creative expression and ingenuity in 2021.



"After the year that was, we were encouraged by the positivity, originality, and resilience displayed by the Shutterstock community, which was reflected in their searches," said Flo Lau, Creative Director at Shutterstock. "This year's trends centered around individuality, imperfection, authenticity, and escapism -- despite the obstacles we were forced to navigate, and the uncertainty we faced, there was no shortage of creativity and innovation. These trends, gleaned from billions of keyword searches by our users, lay the foundation for the content we can expect to see across creative outputs, B2B and B2C marketing in the year ahead."

The 10 2021 Creative Trends fall into five categories: Graphic, Photography, Footage, Music, and the Trend to Watch.

Graphic

Free-flowing [Inkscapes](#), one-of-a-kind [Tie Dye](#) patterns, and twisting, line portraits depicting [Surreal Faces](#), show the embrace of individuality—and imperfection.

Keywords such as pastel *tie dye* (+2,404%), *alcohol ink* (+381%), and *face line art* (+536%) are on the rise, as we see a surge of flaws, fantasy and distinctive flair among textures, backgrounds, and illustrations.

Photography

In alignment with the events of 2020, there was a demand for inclusion and representation, with searches such as *non-binary* (+2,300%) and *authentic people* (+133%) trending up. [Identity Unfiltered](#) encompasses authentic portraiture and the wide gamut of beauty across the globe. A focus on [Inner Life](#) and *self care* (+177%) has compelled many to shift focus in the coming year towards life's simple pleasures.

Footage

Motion pictures have the unique ability to evoke emotion. [The Sublime](#) has seen an increase in searches for intense and intimidating scenes from nature: from *stormy beach* (+480%) to *dunes* (+394%), and *mountain aerials* (+1,396%).

[Eccentric Animation](#) has given content creators new ways to express their ideas, and to embrace more playful animation styles and motion graphics that are *whimsical* (+13,572%), and fun. This trend provides a lively, splashy and colorful outlet for creatives that doesn't require a crew to produce, and steers away from the seriousness of 2020.

Music

There has been an uptick in tracks featuring [Strings](#) -- from the rippling notes of a classic cantata, to the electrifying, hair-raising sounds of an eclectic spiccato. Popularity has risen for music that is [Uplifting and Playful](#) -- the sounds of brisk BPM, plucky instruments, and sweeping crescendos. The footage and music trends, when paired together, produce a distinctive sensorial experience -- layer a track from Strings over a clip from The Sublime, sit back and enjoy.

Trend to Watch

After the events of the past year, creatives are on the hunt for the [Unexplored](#). From *biodiversity* stemming from the wildfires and natural disasters, to 2020's SpaceX launch and the fascination with *space*, and the upswing in yoga, meditation and the uncharted phenomena of our *mind-body*

connection.

In addition to these 10 global trends, the 2021 report outlines the top search terms from 26 countries around the world, from *fairy tales lifestyle* in Australia, to *colorful landscapes* in South Africa. This year's report not only offers hand-curated collections for each of the trends from Shutterstock images, video and music, but also images from Offset.

Looking at the search terms with the highest growth year-over-year, the annual Creative Trends report analyzes data gathered over a 12-month period from billions of customer searches for images, footage, and music content. The data, combined with analysis from Shutterstock's internal Visual Intelligence Panel, determines patterns and styles that are unique and reflect cultural trends from around the world.

Explore the full 2021 Creative Trends Report [here](#).

About Shutterstock

Shutterstock, Inc. (NYSE: SSTK), directly and through its group subsidiaries, is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#) and [music](#) to businesses, marketing agencies and media organizations around the world. Working with its growing community of over one million contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 350 million images and more than 20 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company's brands also include [Bigstock](#), a value-oriented stock media offering; Shutterstock Studios, [an end-to-end custom creative shop](#); Offset, a [high-end image collection](#); PremiumBeat a curated [royalty-free music](#) library; and Shutterstock Editorial, a premier source of [editorial images](#) and [videos](#) for the world's media.

For more information, please visit www.shutterstock.com and follow Shutterstock on [Twitter](#) and on [Facebook](#).



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