

# Emergent

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# Content

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2. Reggaeton? Not anymore: Trap is overtaking reggaeton as dominant sound among youth, shaping street style and slang.
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# Hustle Culture

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Generation Z's desire for autonomy has empowered them to start side hustles (part-time activities to make money), rejecting the paths of older generations.

Hustle culture among Gen Z transcends mere motivation. It reflects a systemic shift in how young people approach success, economic instability and uncertainty; often defining colleges as “scams” and rejecting the traditional path of having to “wait for getting a degree and a corporate role” to start making money.

Over 57% of Gen Z now have or are planning multiple streams of income, with activities such as dropshipping, trading, and content creation. Besides that, there is an emerging discourse against traditional education, emphasizing opportunity cost, and lack of real-world preparation, with initiatives such as Kai Cenat’s (most followed Twitch streamer in the world) “Streamer University”, or “Hustlers University”, launched by Andrew Tate two years ago.



This completely suggest that one of the reasons why many Millennials and older Gen Z people went to college was to become millionaires, and once this expectation did not come true the only answer was to diversify side hustles and “escape the matrix” (Zeitgeist expression).

Photo by Rubaitul Azad, via Pexels

Hustle Culture

Brands should position themselves as enablers of independence, supporting flexibility, and non-traditional success. Especially for colleges, this is a chance to strengthen entrepreneurship programs for a generation already oriented toward building their own paths.

By 2026, creators will keep pushing the idea that every skill can be monetized, thus Gen Z will start to feel that pressure. Brands have the power to help people “reconnect” and enjoy their hobbies without the need to profit from them.

# Reggaeaton? Not anymore

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Trap has become a cultural identity for Gen Z, blending local street codes with global hip-hop style to define how youth speak, dress, and express pride in their “barrio” roots.

Reggaeton? Not anymore

Trap streams in Colombia have tripled since 2022, led by emerging artists like Tury (Medellín), and established artists, such as Blesd. Over 28,000 trap tracks play every minute, indicated it is a sustained cultural shift.

This genre shapes slang, fashion, and attitude, with streetwear fashion brands like Undergold and Amiri as style badges for fans and artists.

Fans connect to rags-to-riches stories, pride earned through hustle, like the rise of Drill in the United States and the United Kingdom in 2020-21.

Reggaeton? Not anymore

 **DATA TRACKS**

**2025: el trap en español se tomó el Top 50.**  
Más de una quinta parte de los artistas más escuchados en Colombia hacen trap (un 50% más que en 2024.)

Trap in Spanish has taken over the Spotify's Top 50. More than one-fifth of most-streamed artists in Colombia make trap, a 50% increase compared to 2024.

Reggaeton? Not anymore

Brands targeting Gen Z must go beyond using aesthetics or trap-inspired slang; they need to deeply resonate within the audience instead of trying to sound “cool”. How?

Trap culture celebrates the crew mentality, success is collective, rather than individual. Brands can tap into this by building community-driven campaigns or rewards that make the audience feel part of the win. Likewise, highlighting hustle and being self-built is what really motivates Gen Z. They connect more with visible progress and real effort than with polished perfection, so brands should continue leaning into authenticity by showing the journey, not just the result.

Reggaeton? Not anymore

# Boredom Avoidants

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While short-form content entertains and informs users, recent research links its heavy consumption to poorer cognitive function, especially shorter attention spans.

Gen Z's media habits are now shaped by an always-on stream of short-form content, where attention moves in seconds and fads are everywhere. TikTok set the pace, and once Instagram introduced Reels (2020) and YouTube launched Shorts (2021), the entire social ecosystem reorganized around fast entertainment and information.

For this generation, boredom is practically extinct. It only takes brief ethnographic observation in a public space to observe that people rarely wait passively.

Recent studies indicate that heavy use of short-form video correlates with reduced sustained attention, weaker memory performance, and increased impulsivity.

As these platforms become the default way to fill micro-moments, they're also reshaping expectations for how information should be consumed: fast and instantly rewarding. Long-form content is not disappearing, but it now competes with a shorter attention span on the average consumer.

Instead of pushing more content, brands can architect multi-layered narrative systems: fast-entry short-form hooks that seamlessly escalate into deeper formats (podcasts, interactive tools, etc.) for those willing to engage. It is not about posting TikToks on autopilot, it is about doing it with a purpose.

Additionally, brands can act as curators rather than noise amplifiers. For instance, they can post expert-filtered content drops that help consumers filter chaos and low-value content.

# A bit of the 2010s

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As broader cultural cycles regenerate nostalgia, a wave of early-2010s fashion has resurfaced.

A bit of the 2010s

Younger consumers are revisiting those past trends with a fresh lens: what once was outdated is now part of nostalgia for an era where most people was still in school and did not have to face “adult matters”.

This revival is not about reinventing the 2010s. Instead, it is largely a direct return to recognizable silhouettes, accessories, and aesthetics from that era, bringing back the unmistakable look.

Fashion coverage point to a clear return of early-2010s essentials: skinny or slim-fit jeans, city bags, and the noticeable comeback of wired earbuds as a nostalgic styling choice.



Getty Images, via Who What Wear UK

On TikTok, the revival became especially visible through creators posting 2010-inspired outfits set to era music, such as Bruno Mars, creating a wave of nostalgic content from August to October 2025.

A bit of the 2010s

The 2010s and multiple era revivals give brands a chance to tap directly into nostalgia through limited-era editions and fast product launches that capitalize on short-term spikes in attention, while carrying the risk of declining sales as trends cycle, and consumers moving on once it gets mainstream.

Emotional impact can be amplified through playlist-driven marketing using era-defining tracks to recreate the sensory memory of the decade, reinforcing brand personality and campaign message.

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## Hustle Culture

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## Boredom Avoidants

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## A bit of the 2010s

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