



# ISOLATIONISTS



## WHAT?

The Isolationists refers to a segment of society who are anxious to re-enter society after over a year of isolating due to the pandemic. Post-pandemic, this group will find it a challenge to re-integrate and will prefer to remain somewhat detached from society. This tribe is part of the broader trend of people re-treating from society.

## WHERE?

Hikikomori is a term used to describe a growing number of young gentlemen who opted to withdraw from life and assume the life of a hermit. This behaviour was first spotted in Japan in the 1990's when the country experienced a highly compressed recession that hampered young people from achieving the milestones that they expected to. It has become a mental health phenomenon with 1.2 % of the population experiencing this extreme withdrawal from society.

**KIN TRIBES:** Hikikomori, agoraphobics

**INDUSTRY:** Sociocultural, Post-pandemic, Health and Wellness

**TAGS:** #isolationists #incognitos #socialanxiety #facemasks #fogo #postpandemictribes

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