

Adobe - State of creativity

How a global pandemic and cultural movements are impacting the industry.

Adobe surveyed global creative professionals to explore what new challenges and opportunities are emerging. [Read the full report.](#)



AdobeStock / #350127927

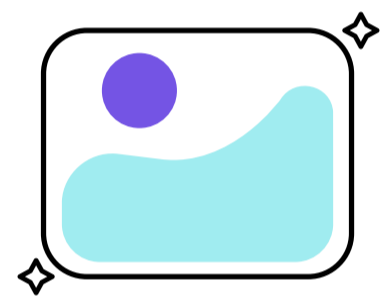
Creativity is moving faster!

Research finds that teams are feeling the pressure to do more with less...



81%

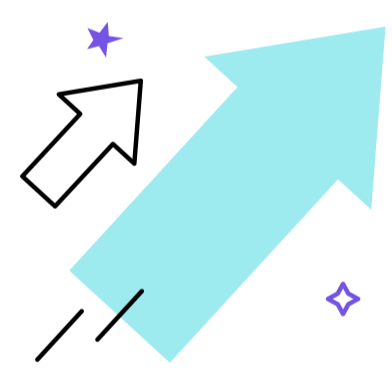
are being asked to develop more content in less time.



87%

the events of 2020 have made it necessary to reevaluate the subject matter of the stock imagery being used in upcoming campaigns.

Trends and culture evolve at a rapid pace.
The challenge is keeping up!



90%

creatives feel trends in visual culture and topics are evolving faster today than ever before.

Creators struggle with:

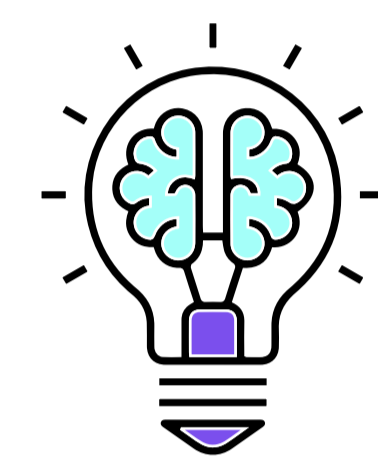
"Finding content that stands out from the crowd that nobody else is using."



74%

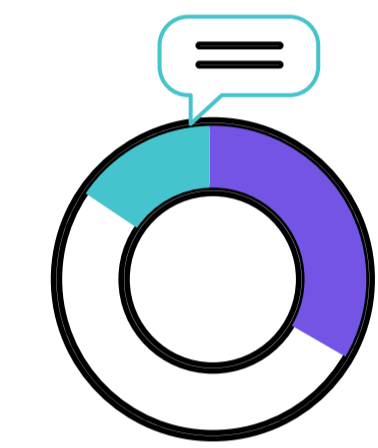
creators struggle with finding stock content that resonates with the audiences of today.

Creating opportunities...



Teams feel inspired by:

- Real-world issues
- Social-driven content
- Inclusion

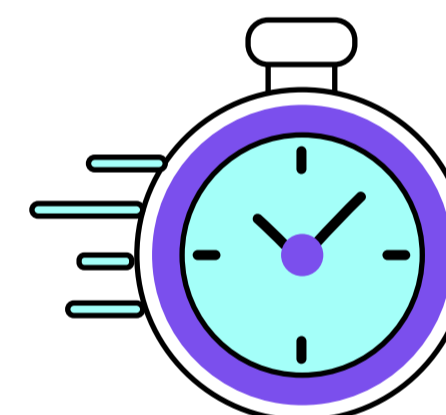


89%

show interest in diverse and inclusive stock collections.



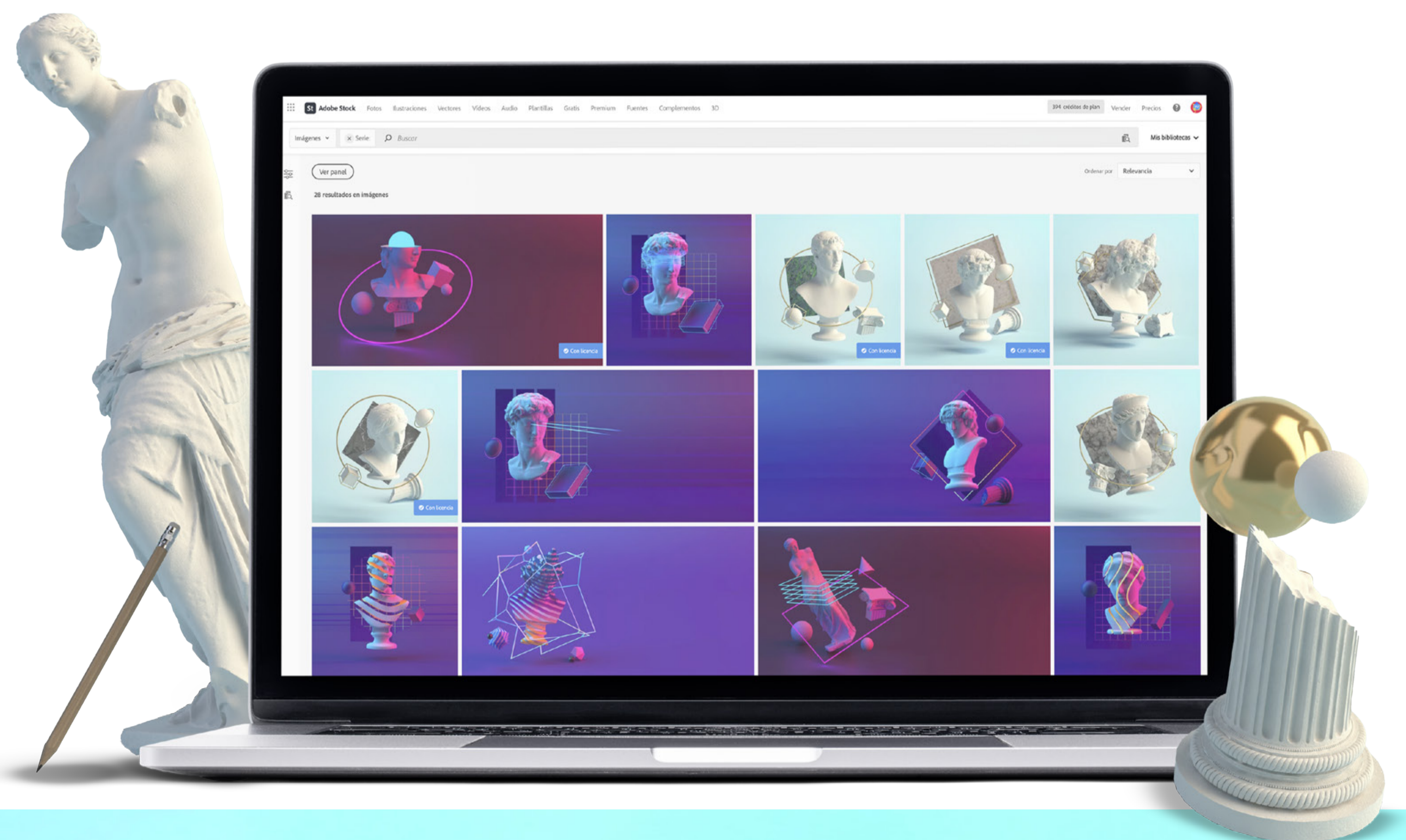
With creativity evolving, Adobe also evolves to be a better creative partner...



Create content faster, with images that fit your inspiration.

In Adobe Stock, creatives can find high-quality content that rises to the moment:

- Diverse and inclusive.
- Inspired by emerging aesthetic trends.
- Culturally relevant.



Creative Cloud for enterprise Pro Editions offers the world's best apps and services, plus unlimited downloads of Adobe Stock standard assets (over 250M).