

Side Hustlers Are the New Mainstream: Human Centric Group Explores the Shift Brands Can't Ignore

New insights from Human Centric Group reveal how the global rise of side hustlers is reshaping consumer behavior and brand strategy.

LONDON, GREATER LONDON, UNITED KINGDOM, April 8, 2025

/EINPresswire.com/ -- In a world where economic pressure and digital tools converge, side hustling has evolved from fringe activity to mainstream movement. [Human Centric Group](#), the boutique branding agency known for human-first marketing strategies, has published a bold new piece by Associate Giacomo Tarabelli titled "Hustle & Flow: Who Side Hustlers Are and How Brands Can Tap In."



The article paints a vivid picture of the side hustler phenomenon, revealing a global tribe of agile, ambitious individuals who blend entrepreneurship with purpose—and are rewriting the rules of modern work.

“

Side hustlers aren't a niche. They're the blueprint of where culture, work, and business are heading”

Giacomo Tarabelli

As wages stagnate and the cost of living soars, millions are launching second gigs to reclaim financial stability and personal freedom. But it's not just about extra cash. "Side hustling is becoming a cultural badge of honor," writes Tarabelli. "It represents identity, autonomy, and the desire to own one's future."

From content creators on TikTok to gig workers on Uber, side hustlers are driven, digitally native, and highly informed. They're turning free time into productive time, building e-commerce shops, coaching businesses, or trading online. And they're not just working—they're learning, investing,

and reshaping consumption patterns along the way.

According to Human Centric Group's research, side hustlers have clear passions:

- 57% are into tech
- 47% into fitness
- 44% into finance
- 41% into gaming
- 40% into business

This new breed of consumer is ROI-obsessed and trust-driven. Brands relying on flashy ads or generic messages miss the mark. What works? Educational content, community-focused tools, and transparent storytelling rooted in reality—not perfection.

“Side hustlers don’t want inspiration,” Tarabelli explains. “They want real talk, real tools, and real support.” The article argues that the brands poised to win long-term are those that act as partners, not sellers—helping hustlers grow through flexible solutions and authentic engagement.

Global Momentum, Local Nuances
The side hustle boom is a worldwide trend with local flavors. In the U.S., nearly 40% of adults have a second income stream. In Canada, it's 28%. While the UK lags behind overall (19%), participation jumps to 42% among Millennials. Across all markets, Gen Z leads the charge—seeking flexibility, independence, and personal meaning in how they earn.



Giacomo Tarabelli, Associate at Human Centric Group, sharing insights on the quick growth of side-hustlers



A collage of journal headlines featuring coverage on the growing side hustler economy, reflecting widespread media interest in how this global shift is redefining work, identity, and consumer behavior.

Tech has removed barriers. Tools like [ChatGPT](#), Canva, and Shopify mean anyone can start a

business with minimal capital. No-code platforms and AI automation are empowering solopreneurs to scale like small agencies. In this ecosystem, even small purchases—like productivity tools or ergonomic gear—become strategic decisions.

A New Playbook for Marketers

The piece closes with a call to action for brands: adapt or be left behind. Traditional marketing? Too slow. Hustlers move fast and demand value. Brands that deliver learning, flexibility, and community will earn more than clicks—they'll earn loyalty.

Tarabelli's work challenges brands to rethink outreach:

- Use case studies, not clichés
- Ditch polish, offer proof
- Build long-term relationships, not one-off sales

The [full article](#), complete with proprietary data and practical strategies for marketers, is available now on Human Centric Group's website.

About the Author.

Giacomo Tarabelli is an Associate at Human Centric Group, a boutique branding agency known for human-first marketing. He has contributed to projects for Meta, Hermès, Carlsberg, Coca-Cola HBC, and Tecnam, supporting both global brands and family-owned innovators.

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