

FUJIFILM FORECAST

The State of Content in Australia in 2026

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FOREWORD



On behalf of everyone at FUJIFILM Australia, I'm proud to introduce the second annual Fujifilm Forecast- a report exploring how Australians are creating, sharing and engaging with content today.

At Fujifilm, we believe that creativity belongs to everyone. Whether it's capturing everyday moments, telling stories through imagery, or building a community online, more Australians than ever are embracing content creation as part of their daily lives.

This belief is at the heart of our growing #greenblooded community- a collective of passionate creators, photographers and storytellers who are redefining what it means to create and share content in Australia today.

Building on the insights from our inaugural 2025 report, this year's Fujifilm Forecast expands the lens, looking not just at creators, but at broader Australian content behaviours. From how content is captured and edited, to how it's consumed, shared and valued, the findings reflect a rapidly evolving landscape.

Through this report, we hope to better understand these shifts, support the creator community, and continue to inspire more Australians to explore their own creative potential.

SHAUN MAH

General Manager
Electronic Imaging & Optical Devices Divisions
FUJIFILM Australia

Findings included in this report are based on a nationally representative omnibus survey conducted by PureProfile of 1,000+ Australians aged 18-35.

THE STATE OF AUSTRALIAN CONTENT CREATION

Russel Ord | GFX100S II





Abigail Hannah | X-T30 III

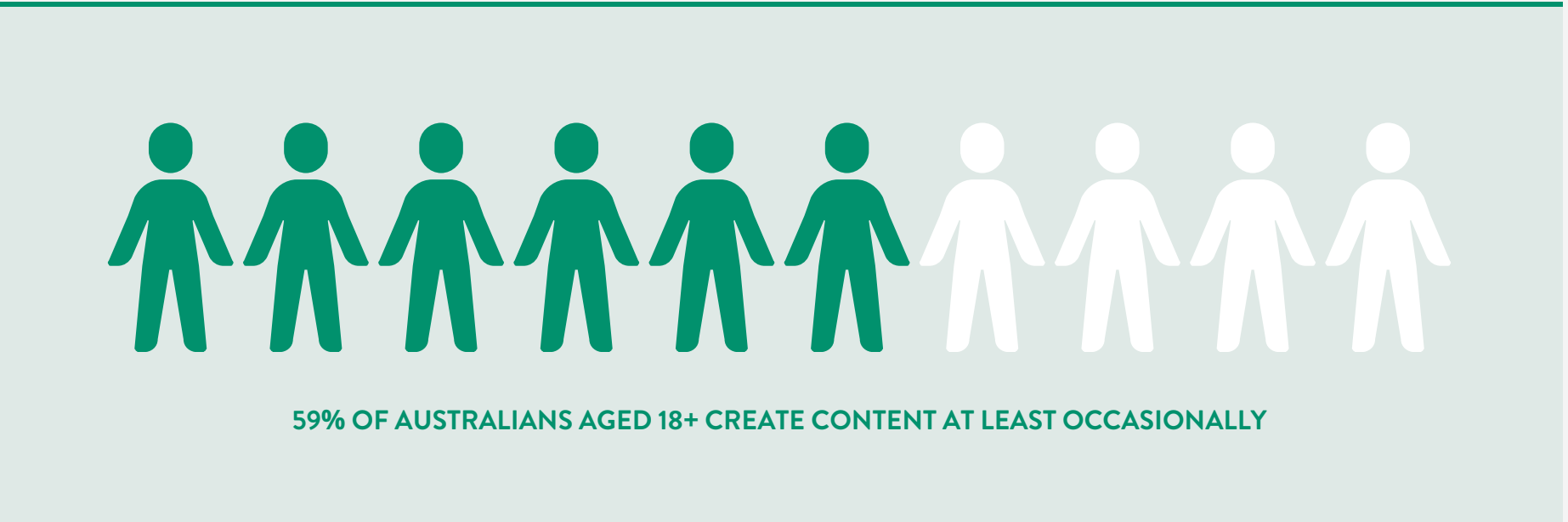
Content creation in Australia is no longer niche, it is embedded in everyday life and part of a broader global shift in how people communicate, consume and connect

Globally, more than two-thirds of people now use social media each month, while over six billion people are online, signalling a world where content is constant, accessible and always within reach.¹

At the same time, social platforms have evolved from places of connection into the primary drivers of culture and entertainment, with marketers now viewing social as critical to long-term brand building.²

In Australia, this shift is reflected in behaviour.

Today, 59% of Australians aged 18+ create content occasionally, representing more than 12 million people, far beyond the six million who identified as ‘content creators’ in 2022.³



Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources:
¹Meltwater Digital 2026 Global Overview Report, 2026
²We Are Social Think Forward 2026 Report, 2026
³Adobe Future of Creativity Study, 2022



As content increases, so does intentionality

The volume of content has never been higher, yet attention is becoming harder to capture. Australians are navigating an environment where every scroll competes for a shrinking share of focus, while concerns around misinformation and trust in content continue to rise.

As a result, content creation is evolving.

Australians are no longer simply creating more, they are becoming more deliberate in what they create, share and engage with.

Motivations are shifting from performance to personal expression, from always-on posting to more selective participation, and from trend-led content to content that feels more authentic, meaningful and reflective of real life.

This signals a more mature phase of the creator economy, one where content is not just abundant, but more considered, more intentional, and more deeply embedded in how Australians experience and document the world around them.

CHANGING CONTENT HABITS

Glenn McKimmin | GFX100 II



What are Australians engaging with?

Content in Australia is becoming less about optimisation, and more about reflection.

In 2025, Australians gravitated toward content that was useful and instructional, with categories like educational (60%), DIY (49%) and photography (52%) dominating what people engaged with.

In 2026, those same categories haven’t disappeared but the way Australians are engaging with content has evolved.

Comedy (44%) and travel (43%) remain firmly top-tier, reinforcing the continued importance of entertainment and escapism. At the same time, **more lifestyle-led categories are gaining traction**, with food and drink (36%) emerging as a new priority area alongside sport (35%) and wellness (21%).

This shows Australians are broadening their interests, with a stronger emphasis on content that reflects real life, everyday moments and lived experiences.

What are Australians choosing to create?

That same shift is mirrored in what Australians are creating.

In 2025, content creation leaned toward more structured outputs, with photography (52%) and educational content (35%) leading the way. In 2026, creation is becoming more experience-led.

Travel has grown significantly as a creation category (42% vs 31%), while food and drink content has emerged strongly (28%). **Photography remains a core behaviour** at 34%, continuing to play an important role in how Australians capture and share moments- but increasingly as part of real-world storytelling rather than purely aesthetic or instructional content.

The slight **decline in educational and DIY content also shows a shift, moving from “how-to” or performance-driven content toward more personal, expressive outputs**. This aligns with broader global behaviour with audiences increasingly prioritising content that is entertaining, relatable and emotionally engaging rather than purely functional.¹

TOP CONTENT AUSTRALIANS ENGAGED WITH IN 2025

Comedy	65%
Educational	60%
Travel	54%
Podcasts	54%
Sport	52%
Photography	52%

TOP CONTENT AUSTRALIANS ARE ENGAGING WITH IN 2026

Comedy	44%
Travel	43%
Food & Drink	36%
Sport	35%
Wellness	21%
Educational	20%

TOP CONTENT AUSTRALIANS CREATED IN 2025

Photography	52%
Educational	35%
Travel	31%
Wellness	28%
DIY	26%
Comedy	25%

TOP CONTENT AUSTRALIANS ARE CREATING IN 2026

Travel	42%
Photography	34%
Food & Drink	28%
Comedy	17%
DIY	12%
Educational	11%

Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources: ¹Deloitte Digital Media Trends, 2026



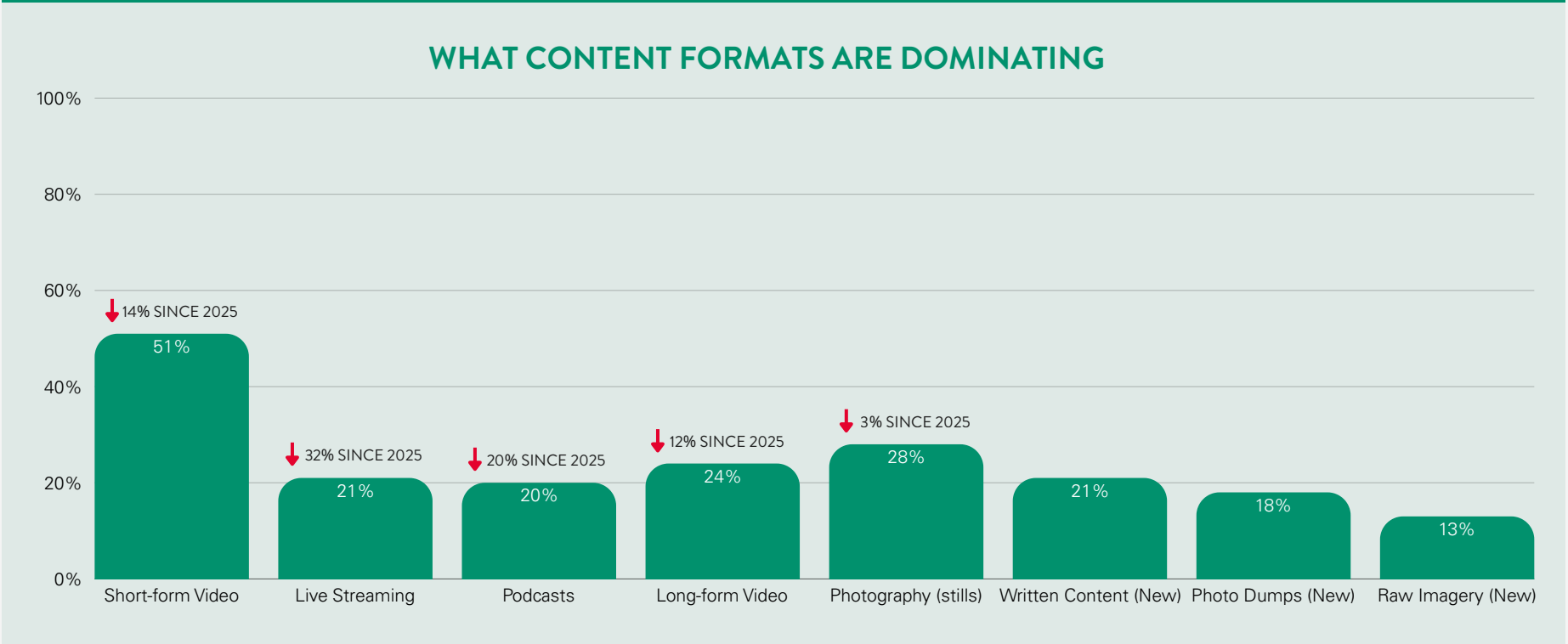
Yvette Scott | X-E5

How Australians are engaging with content (and why they stay)

While **short-form video** remains the most dominant format, its influence is beginning to soften as Australians diversify how they engage with content.

In 2025, short-form video led clearly (65%), alongside strong interest in live streaming (53%) and podcasts (40%). In 2026, those formats remain important but their dominance has reduced, with short-form sitting at 51%, and both live streaming and podcasts declining significantly.

Rather than one format replacing another, Australians are expanding their mix. **Written content (21%), photo dumps (18%) and raw, unedited imagery (13%)** are all emerging as part of the content landscape highlighting a **growing preference for “lo-fi” content**- content that feels more real, less curated and closer to everyday life.¹



Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources: ¹GWJ Social Media Report, 2025

What actually keeps Australians engaged?

Format might get attention - but it's not the only thing that holds it.

In 2026, Australians are engaging with content based on how it makes them feel. Entertainment leads (44%), closely followed by authenticity (42%) and learning (40%). Content that is easy to engage with (33%) or tells a meaningful story (31%) also continues to perform strongly.

High-quality visuals rank lower (15%) - not because they don't matter, but because they are now expected. In today's content landscape, **strong visuals are the baseline, while relatability, entertainment and emotional connection are what drive deeper engagement.**

Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources: ¹GWJ Social Media Report, 2025

AUSTRALIANS ARE MOST LIKELY TO STAY ENGAGED WITH CONTENT THAT



Michelle Hamparian | X-T50



THE MONETISATION MINDSET



Radlab | X-T5

The Monetisation Landscape

As content creation becomes embedded in everyday life, the way Australians think about monetisation is shifting.

Among those creating content, **17% are currently earning, while 25% have monetised at some point.** At the same time, **45% say they are not yet earning, but would like to**, revealing a significant pipeline of emerging creators actively looking to commercialise their output.

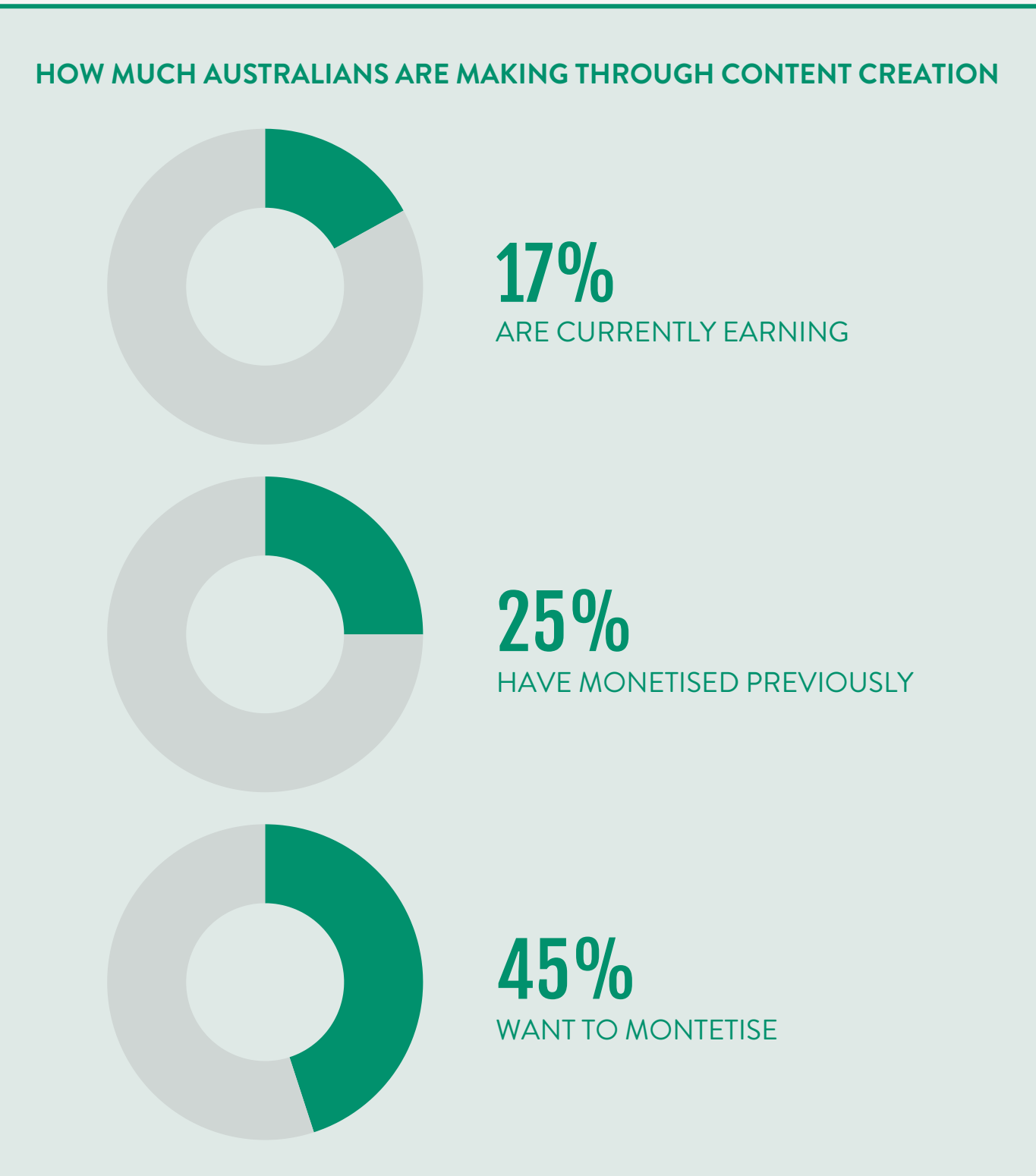
However, earnings vary significantly. Among those already monetising, only around **a quarter are making more than \$500 per month** highlighting a broad spectrum that spans from emerging creators through to more established professionals.

This shift is also being reflected at an industry level.

Influencer marketing in Australia is projected to become a \$1 billion industry this year, as brands continue to invest more heavily in creators as part of their media mix.¹

At the same time, recent industry reporting suggests Australian brands are already spending over \$800 million annually on influencer activity, with continued year-on-year growth expected.¹

Together, this signals a more mature creator economy - one that is expanding not just in size, but in structure, with creators participating at different levels depending on scale, audience and ambition.



Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources: ¹Meltwater Digital 2026 Global Overview Report, 2026



Beyond Monetisation: Why Australians Create

Creativity is more important than financial success

Despite the rise of monetisation, **content creation in Australia continues to be driven primarily by intrinsic motivations.**

Personal enjoyment leads at 55%, followed by documenting life (41%) and creative expression (33%). Community building (26%) and sharing knowledge (23%) also rank highly- all sitting well above income (18%) and career ambitions (13%).

This reinforces a key dynamic within the creator economy: **monetisation is growing, but it is not replacing creativity**, it is building on top of it.

What’s changing as creators grow

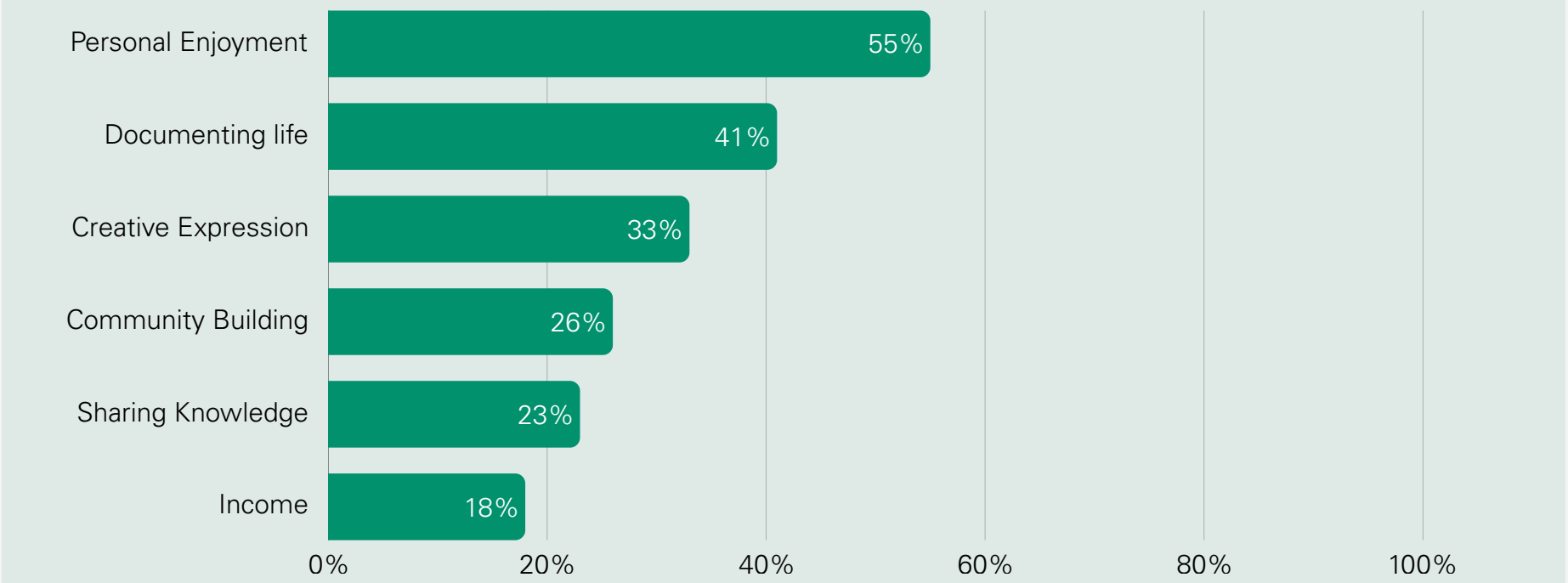
As the creator economy expands, the barriers are becoming more practical, not structural.

Technical skills (23%) and time (19%) are now the leading challenges, followed by cost of equipment (16%). In contrast, fewer Australians point to platform access or saturation as primary blockers reinforcing how embedded content creation has become.

At the same time, expectations around content quality are rising. **60% of Australians say better image quality would make them consider using a professional camera**, while 39% cite the look and feel, and 31% creative control as key drivers.

This reflects a natural progression in how Australians create content, from capturing moments to crafting them more deliberately, with greater control over how those moments are expressed.

WHAT’S DRIVING CREATION



FROM CREATING TO CRAFTING

BARRIERS TO GROWTH

Technical skills	23%
Time	19%
Cost	16%

WHY A CAMERA OVER A SMARTPHONE

Better image quality	60%
Look & feel	39%
Creative control	31%

Source: Fujifilm Forecast: Content Creation Trends Survey, 2026

THE ANTI-TREND ERA

Elisa Waves | X-T30 III



From Always-On to Opting Out

The pace of content culture is accelerating, and Australians are starting to respond.

47%

say they only post when something meaningful happens

28%

say they post to keep up with their community

26%

say they post, but rarely or never to keep up with trends

80%

say they are becoming more selective about what they share online

New research from TikTok shows that **trends in Australia now last just three days on average**, with more than half disappearing within a single work week.¹ As trends move faster, the pressure to participate in real time increases, making it harder for audiences to keep up.

This is starting to reshape behaviour. **Only 20% of Australians post multiple times a week, while 41% now post monthly or less often**, signalling that frequent posting is no longer the norm.

Even among creators, output remains higher but still considered, with 31 % posting weekly or more, highlighting a growing divide between those creating content professionally and the broader population becoming more selective.

Together, this points to a **clear shift away from always-on posting and toward a more intentional, considered approach** to content sharing.

It’s also being reinforced by fatigue.

Audiences are **increasingly disengaging from overproduced, “soulless” content, favouring posts that feel more real, considered and human.**² On TikTok alone, three in four consumers skip content that feels overly polished or inauthentic.¹

Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources:
¹TikTok & Publicis Groupe APAC ‘The Art & Science of Authenticity’, 2026
²Hootsuite Social Media Trends, 2026

Bryan and Emily Daugherty | X-T30 III



The Engagement Disconnect



The Rise of Private Content

While posting is becoming more selective, content creation itself hasn’t slowed, it’s simply becoming more private.

With 77.7% of Australians (21 million people) using social media¹, it’s notable that a growing share of content is no longer being shared publicly. In fact, **61% of Australians regularly create content they never intend to post**, with a further 27% doing so occasionally.

This reflects a new behaviour we can define as **“Quiet Creation”** where content is created for personal value rather than public validation. This is reinforced by a broader desire to reconnect with content beyond the feed.

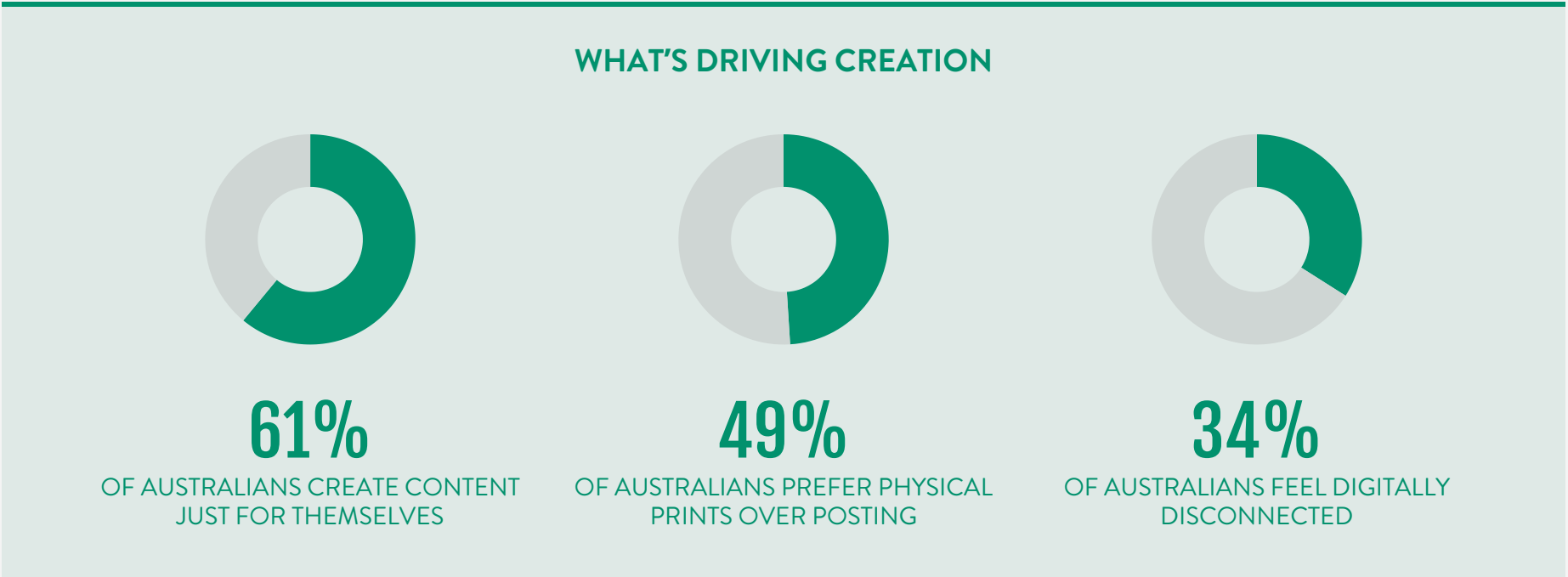
When Consumption ≠ Connection

At the same time, Australians are consuming more content than ever- but engaging with it less meaningfully:

- 53% say they scroll as a habit, not to engage
- 49% retain very little of what they see or hear
- 41% find themselves stuck in “doomscrolling” loops
- 47% say they crave slower forms of media to escape digital noise

This growing disconnect between time spent and value gained is reshaping behaviour, contributing to a move away from reactive, trend-led participation and toward more intentional engagement.

Rather than chasing trends or constant visibility, Australians are redefining their relationship with content, choosing to **step back, slow down, and engage more meaningfully on their own terms.**



Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources: ¹Meltwater Social Media Statistics for Australia, 2026

AI AND THE AUTHENTICITY SHIFT

Giulio Di Sturco | GFX100RF



AI is now mainstream, but fatigue is setting in

Today, 44% of Australians have used AI tools for content creation or editing, rising to 84% among content creators, highlighting how adoption is being driven by those actively shaping content.

More broadly, Australians are already integrating AI into everyday life with 46% using AI tools for information, entertainment or work¹, reinforcing how quickly the technology has moved into the mainstream.

From AI photo editing (28%) and image generators (24%) to video editing and caption writing (both 15%), these tools are making content creation faster and more accessible with 51% of Australian content creators agreeing AI makes capturing or creating content easier.

But as adoption grows, so too does fatigue. Australians are increasingly feeling the impact of AI at scale.



AI Generated Image



Dan & Zora Avila | GFX 100II

VS

Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources: ¹[Australian Digital Inclusion Index, 2025](#)

AI ADOPTION AMONGST AUSTRALIAN CONTENT CREATORS

44%

have used AI tools for content creation or editing

66%

are either already using AI editing tools or are open to doing so in future

51%

agree AI makes capturing or creating content easier

AI FATIGUE AMONGST AUSTRALIAN CONTENT CREATORS

75%

say there is too much AI-generated content online

56%

say they find it difficult to tell AI-generated content from real imagery

75%

say AI is changing the quality of content online



Jo Howell | X-T30 III

Why Real is Winning

In an AI world, authenticity becomes a signal of trust

As AI becomes embedded in how content is created, it is also reshaping what audiences value.

Today, **77% of Australians** say it’s important that content is real and authentic, while **59% trust brands and creators more when content is labelled “Not AI Generated” or “Captured on Camera.”** This shows a distinctive difference since 2025, when 28% of creators highlighted their excitement around AI and only 39% were worried about misinformation and the impact on creativity.¹

In a landscape where content can be generated, enhanced or manipulated instantly, realness becomes a signal of credibility.

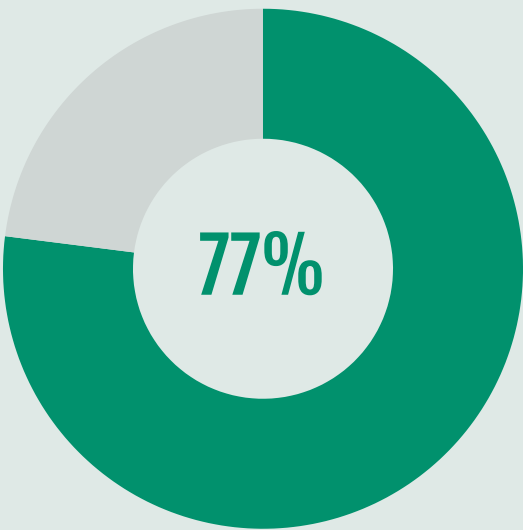
This shift is also influencing how Australians approach content creation. **There is a clear move away from heavy post-production and toward simplicity and immediacy:**

- 60% lean towards minimal or no editing
- Only 17% spend significant time editing content
- 35% prefer content that looks good straight away

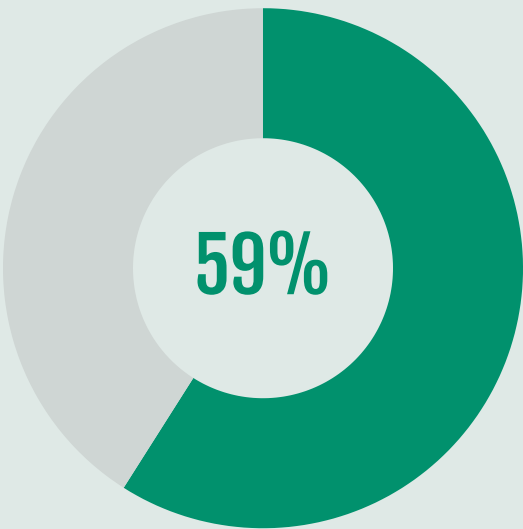
The emphasis is shifting from refining content after it’s created to capturing something that feels real in the moment.

This isn’t a rejection of technology, but a reset in how it’s used. The **value is no longer in how much content can be enhanced, but in how believable and considered it feels from the outset.**

This shift is already influencing behaviour at scale with 76% of consumers more likely to take action- from searching to purchasing- after engaging with content that feels authentic.²



of Australians say it is important that content is real and authentic



of Australians say they trust brands or creators that explicitly state their images or videos are “Not AI Generated” or “Captured on Film/Camera”

Source: Fujifilm Forecast: Content Creation Trends Survey, 2026
Additional Sources: ¹Fujifilm Forecast: Content Creation Trends Survey, 2025

THE NEW RULES OF CONTENT



What defines content creation in Australia now

Content in Australia has entered a new phase

It’s no longer defined by platforms, formats or trends but by how people choose to create, share and engage. Across this report, one thing is clear: Australians are becoming more intentional, more selective, and more self-directed in how they participate in content culture.

These shifts aren’t temporary, they represent a reset in the role content plays in everyday life.

What this signals is a more mature content landscape

Australians aren’t creating less, they’re creating with more purpose. They aren’t disengaging, they’re redefining how they engage.

For creators and brands, the opportunity is clear: not to just create more content, but to create content that is more considered, more human, and more reflective of real experiences.

THE INS AND OUTS OF CONTENT IN AUSTRALIA IN 2026	
IN	OUT
Intentional sharing Posting when it matters	Always-on posting Sharing for the sake of staying visible
Real, authentic content Captured in the moment	Overproduced content Polished for performance
Creating for self-expression Enjoyment, memory, creativity first	Creating for validation Likes, trends and algorithms
Private creation Content that isn’t meant to be shared	Public-by-default content Everything created for an audience
Selective participation Choosing when and how to engage	Trend-driven behaviour Feeling pressure to keep up
Authenticity as a signal of trust “Captured”, not generated	AI saturation Content without clear origin
Craft and creative control Intentional capture and quality	Pure convenience Defaulting to the easiest option



FUJIFILM FORECAST

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