

TRENDS TO WATCH 2025

POST FUTURE HANGOVER

01

INFORMALITY TAKEOVER

The informality trend has grown into something much bigger than people challenging dress codes and perfectionism. Sadly, we're witnessing breaking laws and ignoring facts in the political landscape as this trend fully unfolds.

02

FAKEFICATION

We're moving from facts to vibes. The post-factual decade is here and even more than last year trust is becoming a crucial currency.

03

TOXIC CARE

While our planet's health is getting worse individual optimization endeavours continue to flourish. The global movement is lead by Bryan Johanson's "Don't die" movement.

04

OPINION OVERDOSE

Mobile usage is starting to get the critical attention it needs. More and more countries are working on protecting kids and teens.

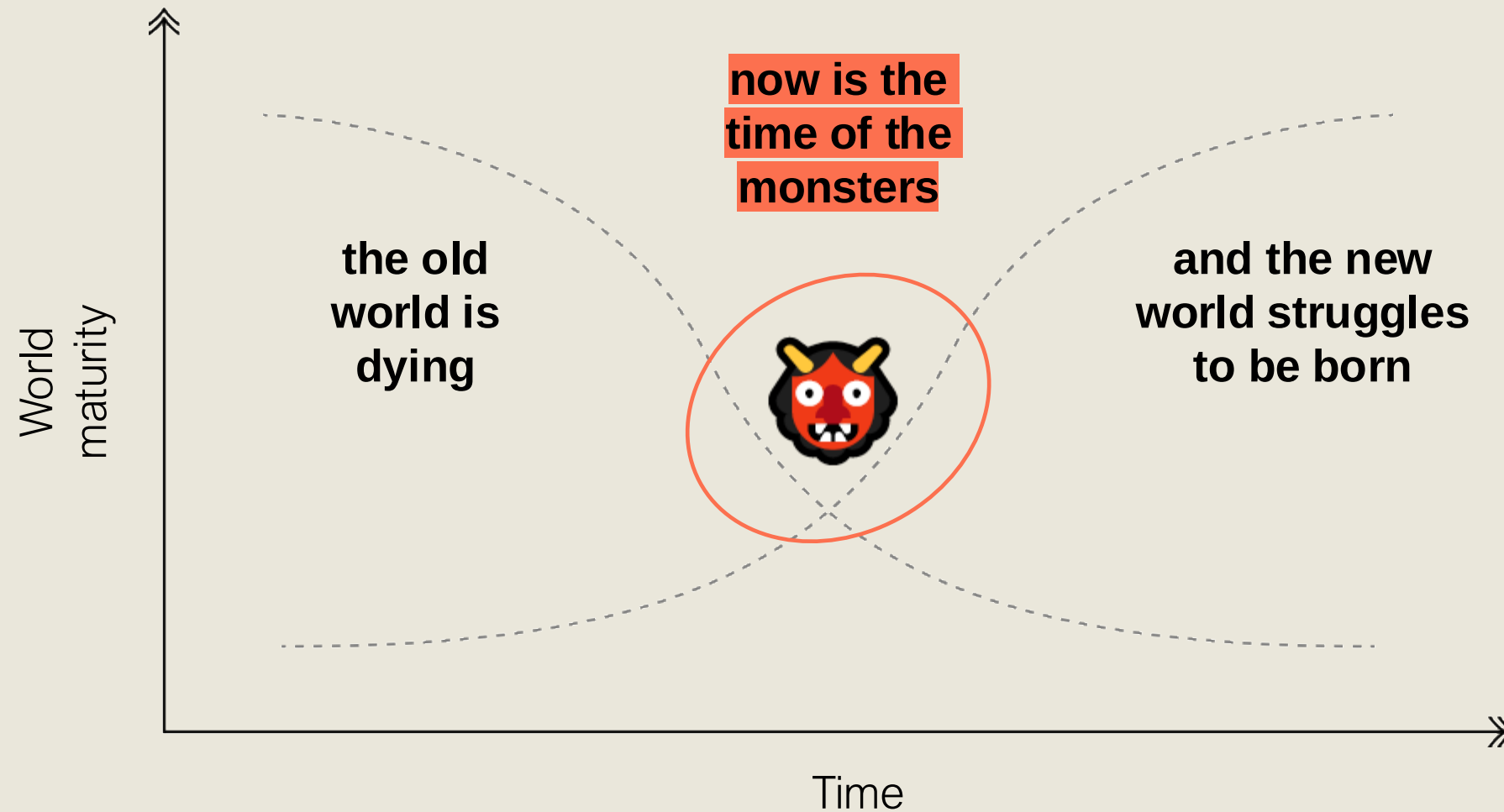
05

MARKETPLACE OF BELONGING

As brands continue to dematerialise the clubhouses, membership clubs, merch businesses and niche products continue to bring over digitized people back together.

DISCONTINUITY

THE TIME OF IN-BETWEEN



Quote by Antonio Gramsci/ Visual adaption of Venkatesh Rao's graphic

01

TRANSAPOCALYPTIC PRAGMATISM



The planet continues to heat up and reducing humanity's carbon footprint is unfortunately not as much of a priority anymore as it used to be. Saving people from climate instead of saving climate itself is becoming a coping mechanism to get comfortable in new realities.

2nd

According to the British Retail Consortium **weather is the second biggest influence on consumer behaviour** after the state of the economy.

175%

Scandinavian bookings were up 175% for summer 2024,
compared with May and September 2023.

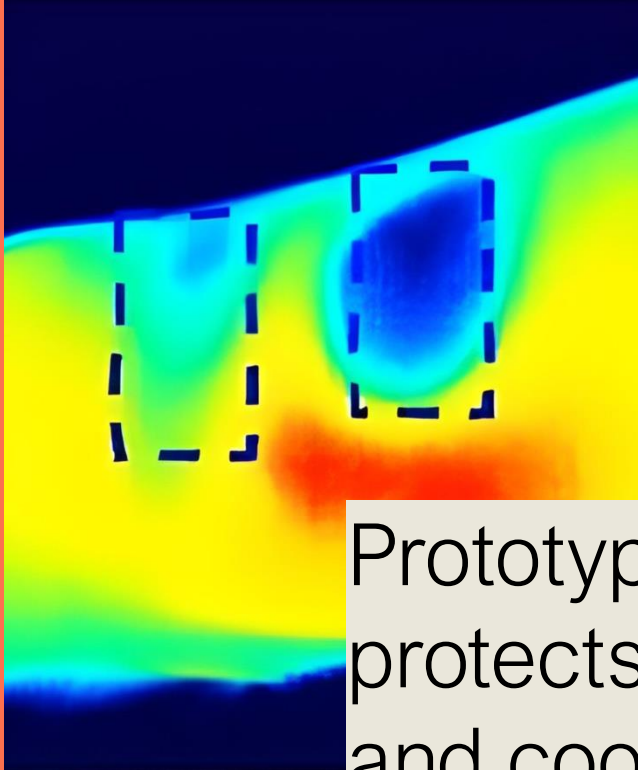
Carolyn Addison/Black Tomato

RECALIBRATING VACATION SEASONS

Coolcation: Canada relaunching itself as a "great place do something new in the winter"

Dink Dunk Pickleball Spa/ Desination Canada





Prototype sunscreen
protects your skin
and cools off at the
same time

American Chemical Society

Wildfire resilience cosmetics

Pour Moi,
Smoke Alarm Drops



Minimalist backup power that keeps appliances and devices running in case of a power outage.

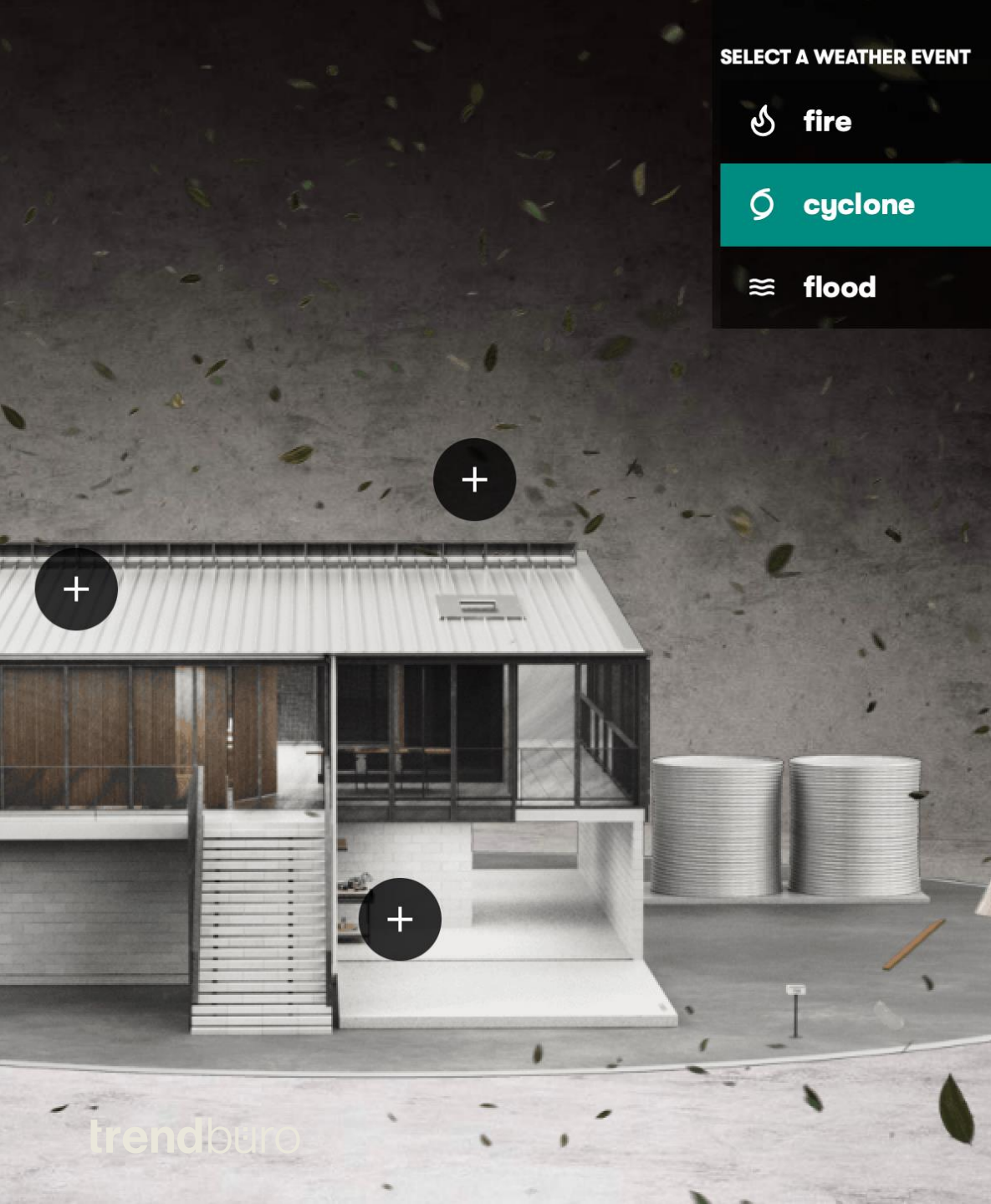
BioLite, BackUp



Staying safe from invasive species

Mosqitter, Mosqitter Mini





RESILIENT HOUSING

“One House to
Save Many”

Suncorp Insurance

PRECIOUS NATURE

Tracking the last insects in your garden.

Bird Buddy, Wonder

trendburo





Pacific Northwest Laboratory in partnership with Microsoft have **discovered 32 million new candidate materials** to accerate the search for **more efficient rechargeable** battery material.

Forbes

02

SEA OF SAMENESS

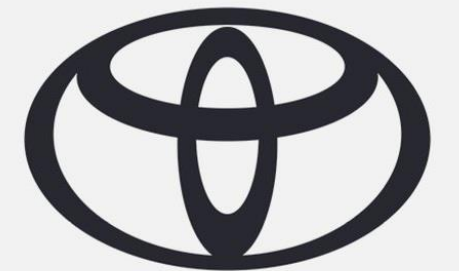
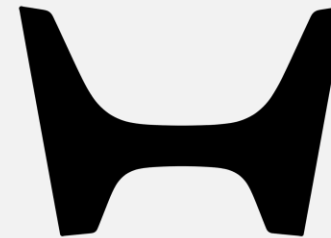


With more and more opportunities we are creating less and less original. As success becomes predictable daring the unreasonable, surprising and unexpected seems harder than ever.

STREAMLINING UNIQUENESS

The borification of
brand identities.

Alex Murrell



3 / 20

Three out of 20 movies in the 2024 top 20 list **were not prequels, sequels, spin-offs, remakes, reboots or extensions of the film universe.**

Source: Boxoffice data, Trendbüro



INDEPENDENT CONTENT BOOMING

Fanfiction platform “Archive of our own” has 14,360,000 works in 70,050 fandoms and keeps growing.

Archive of Our Own

MAINSTREAM ESCAPES

Bottom Up Bookstore

Honmaru Bookstore





„(...) when I was a teenager, I took the train to go to the record store to find rare stuff. Spotify is way more convenient, but that wasn't the point. **The point was to get out and to feel like you're hunting (...).**“

Source: Don Hertzfeld, Cartoonist & Film Producer



trendburo

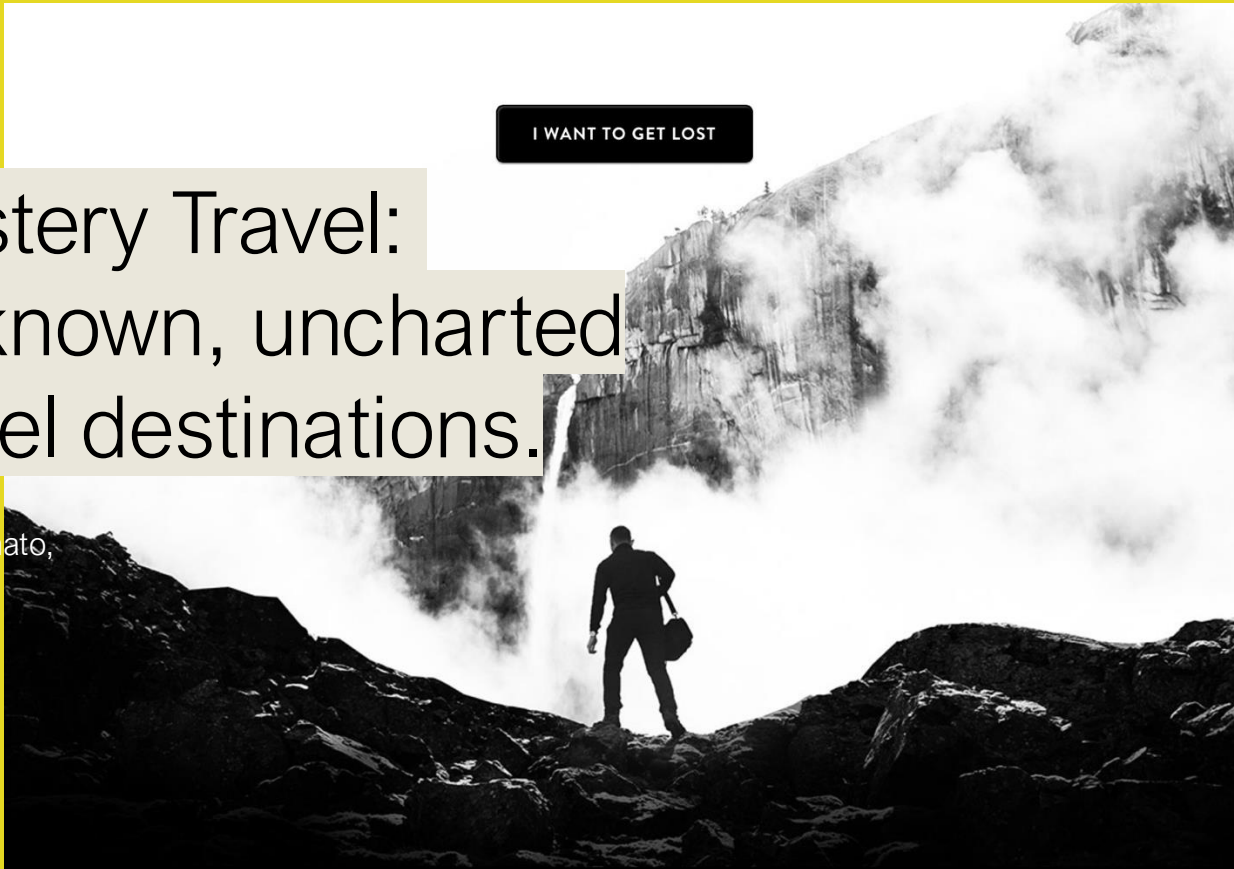
UNIQUENESS TIMES TWO

Revolutionised Rugs

Rug Riders

Mystery Travel: Unknown, uncharted travel destinations.

Black Tomato,
Get Lost



Gamblification

NICHEISM

Reconnecting to Relevance

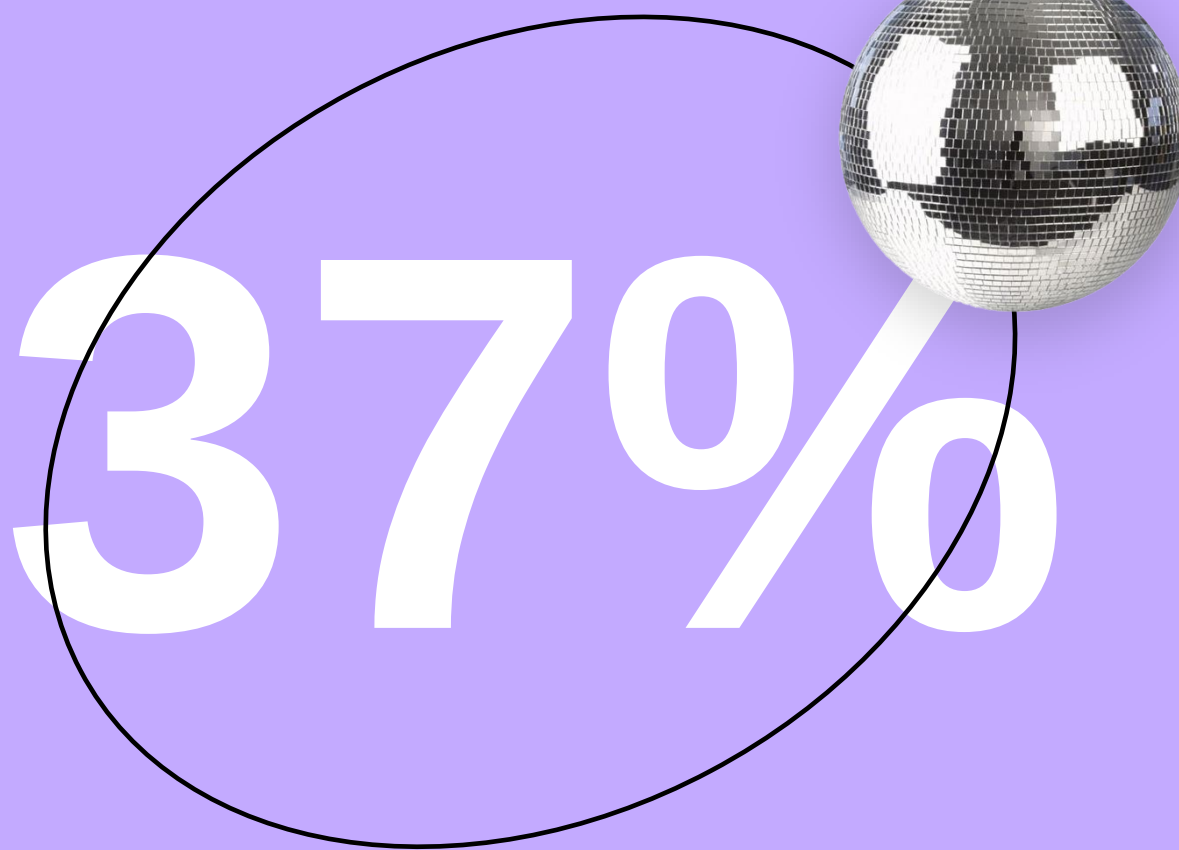
Bark Air



03

ANEMOIC FUTURES

Does the past make more sense than the future? Some GenZers think so. And while we can observe a self-confident boomer generation that neglects the notion of “being old” younger people long for the stability of the past. Exploring intergenerational common ground will become crucial in times when we are torn between past and future.



37%

of young Americans **feel nostalgic for the 1990s**, despite most of them **not having been born until the 2000s.**

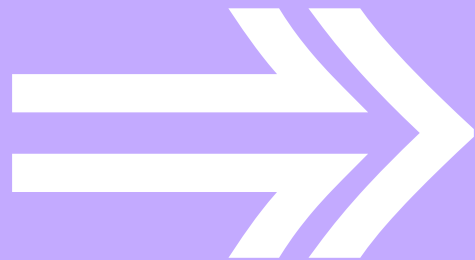
Source: Kantar, 2024

“I think having a culture that **celebrates the aggression** a bit more has its own merits that are really positive.”

Source: Mark Zuckerberg, commenting the corporate world

On feminism, **16% of gen Z males feel it has done more harm than good.** Among over-60s the figure was 13%.

Source: Ipsos



GenZ's & Gen Alpha's obsession with Looksmaxxing



Trad Wife Movement



RAPPER RIN FOR LBS

52% of Gen Z worry about their security and stability that's more than double than the percentage in older generations.

Source: Oliver Wyman

TACO BELL POP-UP

“New research shows that Gen Z are more risk-averse than previous generations. (...) Gen Z are dating less. Having less sex.”

Freya India, Risk-Aversion is Killing Romance



Enshittification of Tech:
The big downgrade

Tech Radar

Electrified comeback of the historic *Renault 17*.

R17 Electric Restomod



Converting digital playlists into cassette tapes.



Nonna's Cam

The Surfers



Flat Age Mindset

Lacoste

04



FULL CIRCLE



We're trying to own, destigmatize and individualize more and more areas of our bodies and souls. After menstruation, menopause, neurodivergence and ageing we're now ready to give death and disease the loving attention they deserve.

Immersive experience
for kids that undergo
chemotherapy
treatments.

Golisano Children's Health Center Naples



MRI noises scared
children. But what if
they were part of an
audiobook?

Siemens Healthineers





Designing for Care & Death

Finally Design





„The funeral business has
**remained largely unchanged since
Victorian times.**“

Source: Oliver Peyton, Exit Here

REVAMPING THE FUNERAL EXPERIENCE

Death, the way
you want it.

Exit Here



Surfing Trauma Away

Resurface



Death Retreats

Talk Death





Tangible alternatives
to transient cloud
services.

Modemworks



Memory Machine

Modemworks

05

SENSONOMICS

Connecting to the present moment is a powerful technique to cultivate optimism. In a cultural landscape where the unbelievable and unseen hardly exists any longer the unfelt becomes a quality of unmeasurable impact.



+20%

The **pursuit of wellness is increasingly tied to personalized, sensory-focused experiences** driven by technological innovation, with interest growing 20% between 2022 and 2024.

Source: Deloitte

A wearable system
making it possible to connect to
a plant's feelings

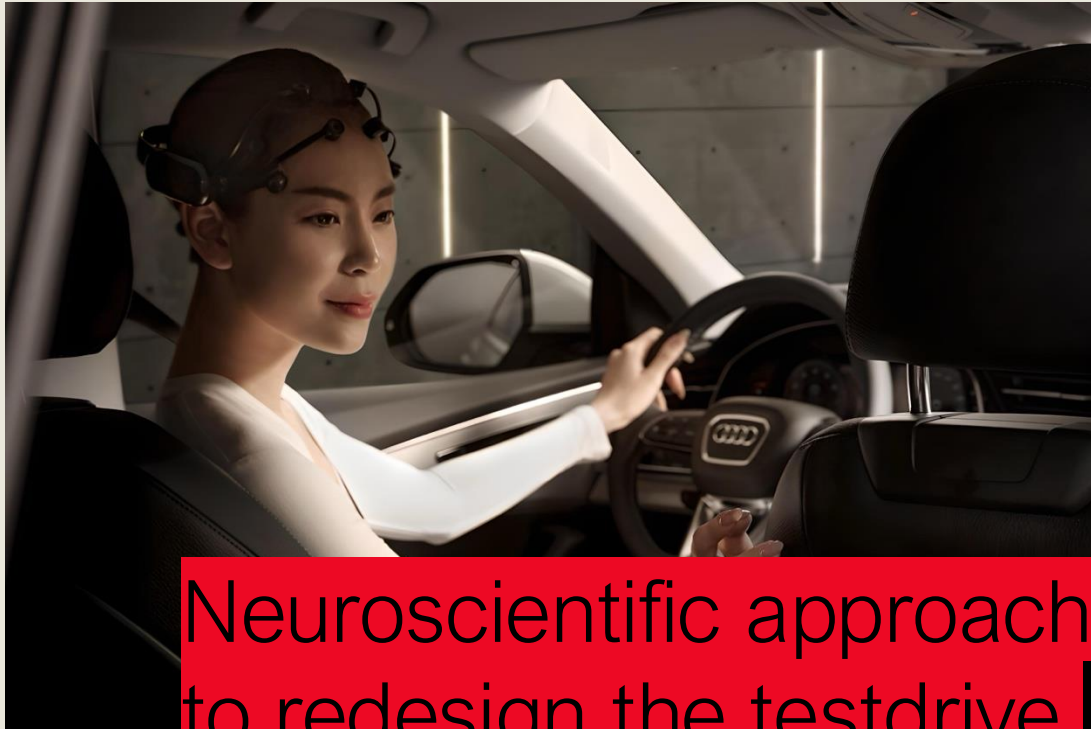
Inxects, GAIA



TRANSFORMATIONAL BRAND EXPERIENCE

Nike Breath Lab: Instant in-store wellness portal

BreathLab for Nike



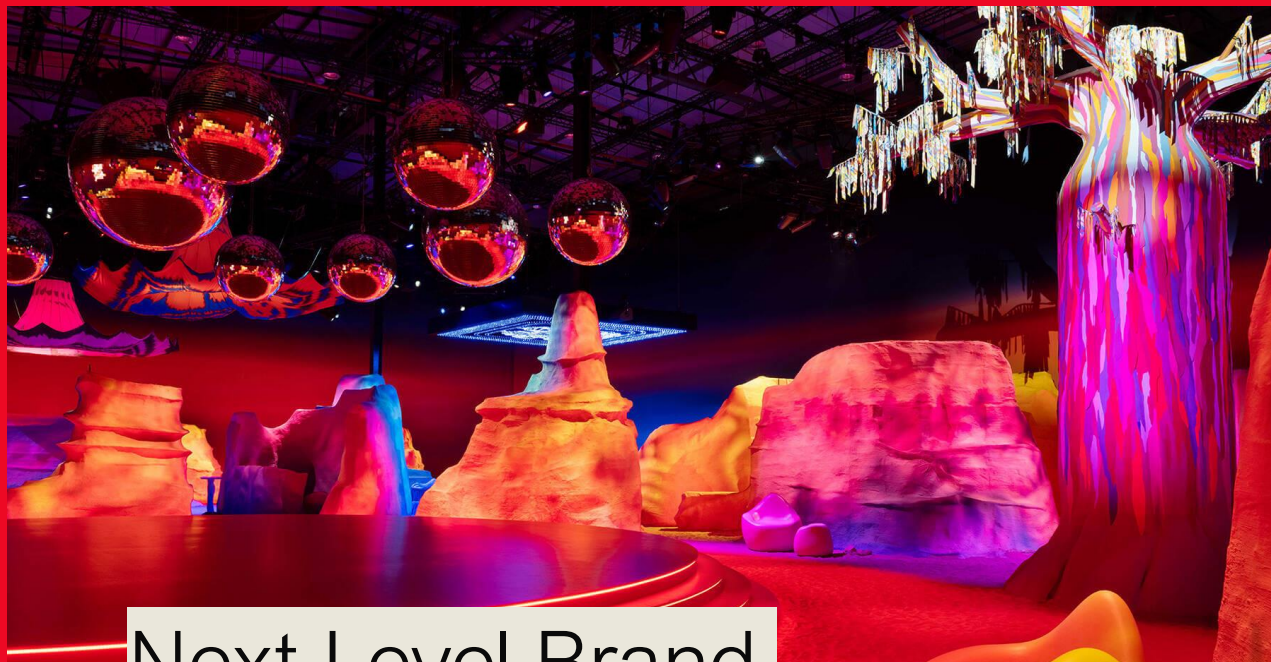
Neuroscientific approach
to redesign the testdrive
experience.

Audi Vietnam

Storyliving: Participate in what
you've seen on screen.

Squid Game: The Experience, NYC

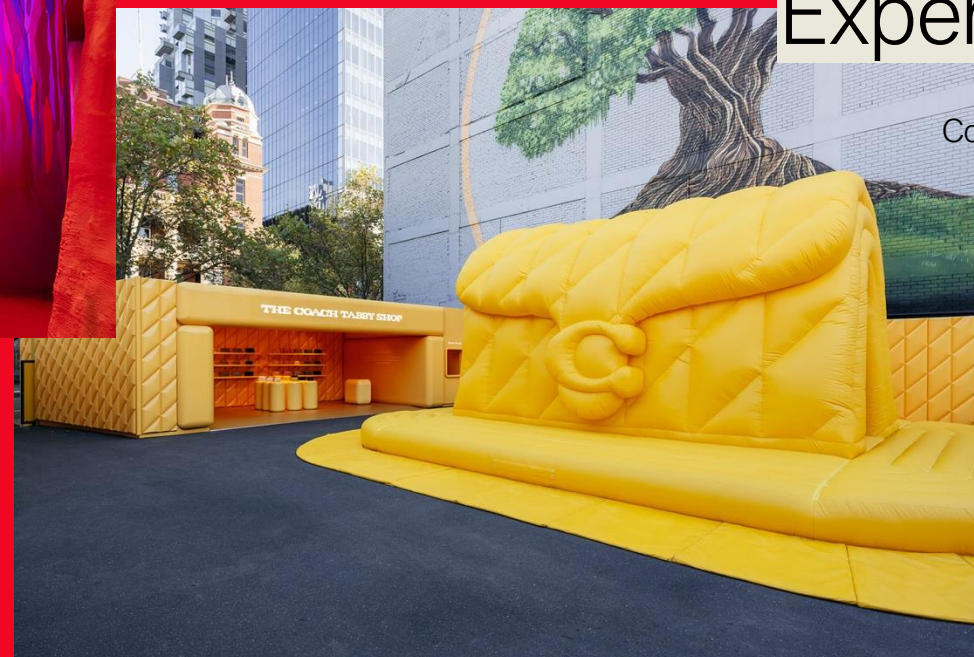




Next Level Brand Immersion

Hermès, Brides De Galaxy

Inflatable Shopping Experience



Coach Melbourne



Neuroaesthetic Placemaking

Avestan

Emirates: the
first airline
certified for
autism.

Emirates



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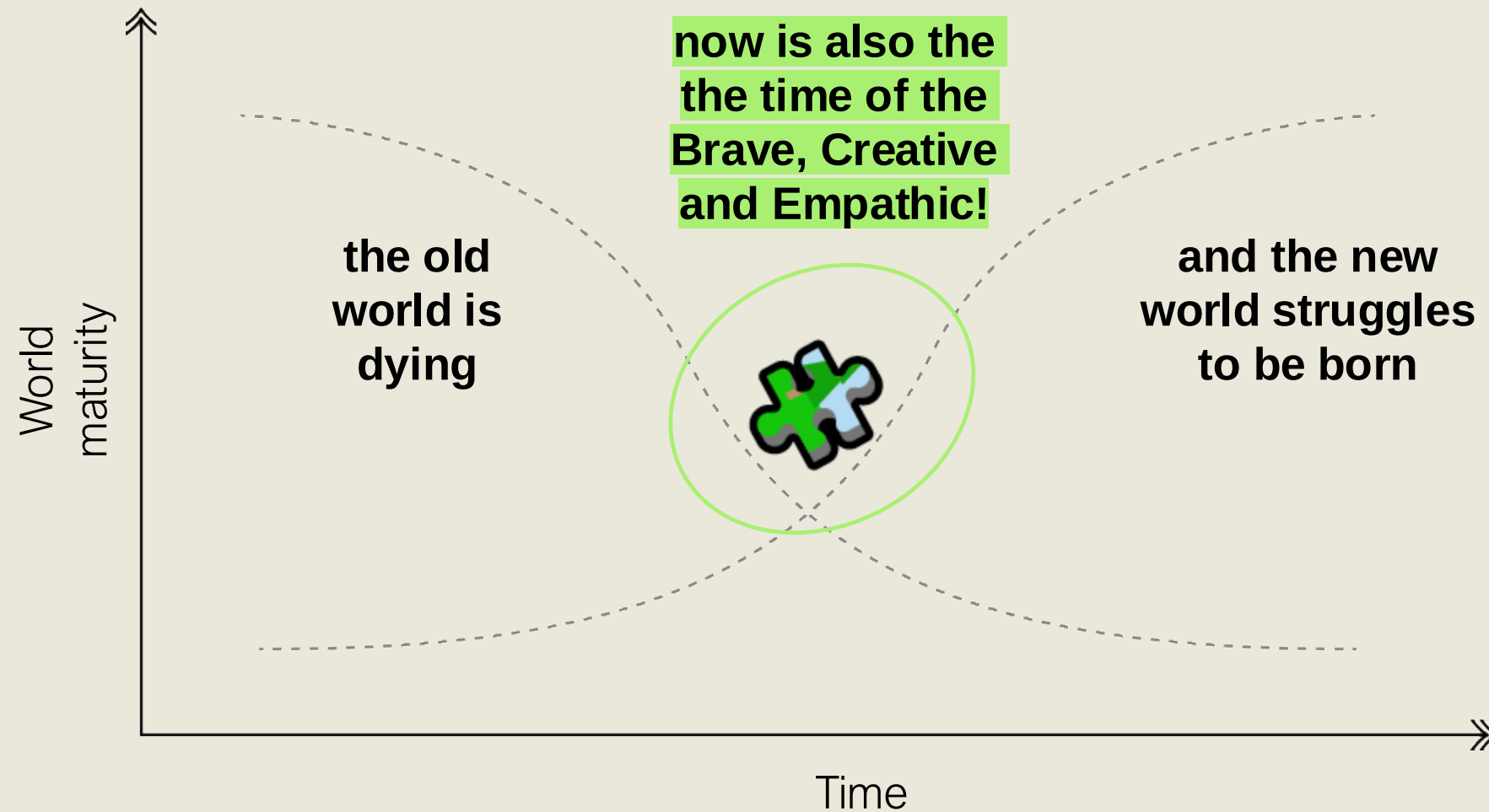


SENSONOMICS

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Quote adaption of Antonio Gramsci/ Visual adaption of Venkatesh Rao' graphic

01

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Chart 9: [Dink Dunk Pickleball Spa/ Destination Canada](#)
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