LS:N GLOBAL

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Future Forecast 2025

Introduction

In an ultra-connected world dominated by social media, where platforms like TikTok turn microtrends into viral moments almost overnight, it might seem that everyone already has their finger on the pulse of culture – and that anyone can become a trends expert.

How many trends have you spotted this year? If you consider the viral cucumber salad, mob wife aesthetics, and Jools Lebron's catchy 'very demure, very mindful' to be trends, probably hundreds. Yet these surface-level trends – such as olive oil becoming a status symbol or the unapologetic energy and green hue of Charli XCX's Brat Summer – are simply expressions of deeper, more complex shifts in human behaviour that we at The Future Laboratory have been tracking for years.

At first glance, these viral phenomena seem sudden, almost unpredictable. But our methodology, with human needs at its core, goes beyond the fleeting to uncover the behavioural patterns and societal needs that give rise to them.

In this Future Forecast 2025 report, we don't just spot what's next across 10 different sectors; we explain why it matters to your business now and how it connects to the larger cultural framework.

This year, curiosity is the common thread running through the 50 cross-sector trends and innovations highlighted in this report. Think robotic baristas pouring latte art in automated coffee shops, wellness tourism placing longevity at the centre of its offer globally, or bold designers saving the planet from wildfires by harnessing the natural process of 'pyriscence'. And there's much more keeping us all curious.

From functional perfumes designed to provide more than scent, to the diversification of the coffee category (including brews made from food waste) and luxury brands stepping into their tastemaker era by embedding themselves in museums, these shifts set the tone for what's new and next in 2025 and beyond.

On these pages, brands and businesses will discover the value of preparedness that foresight offers, as the pillar around which The Future Laboratory's intelligence services are built. To those ready for change, we say: you can make a better future happen if you dare to know.

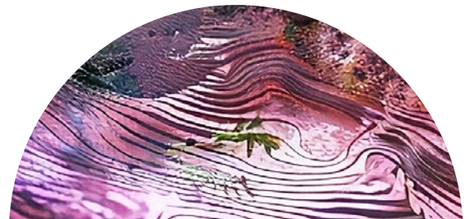
Dan Hastings-Narayanin,
Deputy Foresight Editor



Trends Intelligence
powered by LS:N Global

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Cover: Maison Kitsuné spring/summer campaign 2023, France



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Beauty



Ôrebella by Bella Hadid

From wellness-inspired Guochao to Gen Alpha beauty, the industry is evolving to meet the demands of every consumer, while simultaneously being educational, effective and soul-enriching

In 2025 the beauty sector will evolve through a blend of culture, innovation and consumer connection, with growing demand for purposeful, regional and technology-driven products. From Guochao, a movement celebrating Chinese heritage, to functional perfume offering mental stimulation, beauty brands are raising the bar on how impactful their products can be.

This shift reflects not just innovation in products but also in how consumers engage with brands through purpose-driven practices and advanced technology. Moreover, the expansion of the textured haircare and Gen Alpha markets also highlights the industry's ongoing efforts to diversify, while the growth of suncare activations shows the increasing desire for new schools of thought around beauty and wellness.

1 Regional Wellness

Guochao (国潮) is a Chinese cultural movement that is shaping wellness and beauty by celebrating the nation's rich heritage. Originally rooted in fashion and home-grown brands, the movement is now influencing beauty, resulting in the growing prevalence of premium C-beauty and traditional wellness treatments. This trend is initially targeting China's high-net-worth individuals (HNWIs), with its global influence yet to make its mark.

According to **GlobalData**, the Chinese make-up market is projected to grow significantly despite previous Covid-19 disruptions, reaching £8bn ($10.5bn, €9.7bn) by 2026, at a compound annual growth rate of 7.4%. Shanghai-based trend forecaster Grace Mou explains: 'Chinese individuals who previously embraced Westernisation without question have now become more culturally aware and are seeking to reconnect with their unique Chinese identity rooted in culture and heritage' (source: **LS:N Global**).

This rise in shopping in local businesses, combined with online platforms and companies that give back to the community, reflect a larger global move towards purpose-driven consumerism.



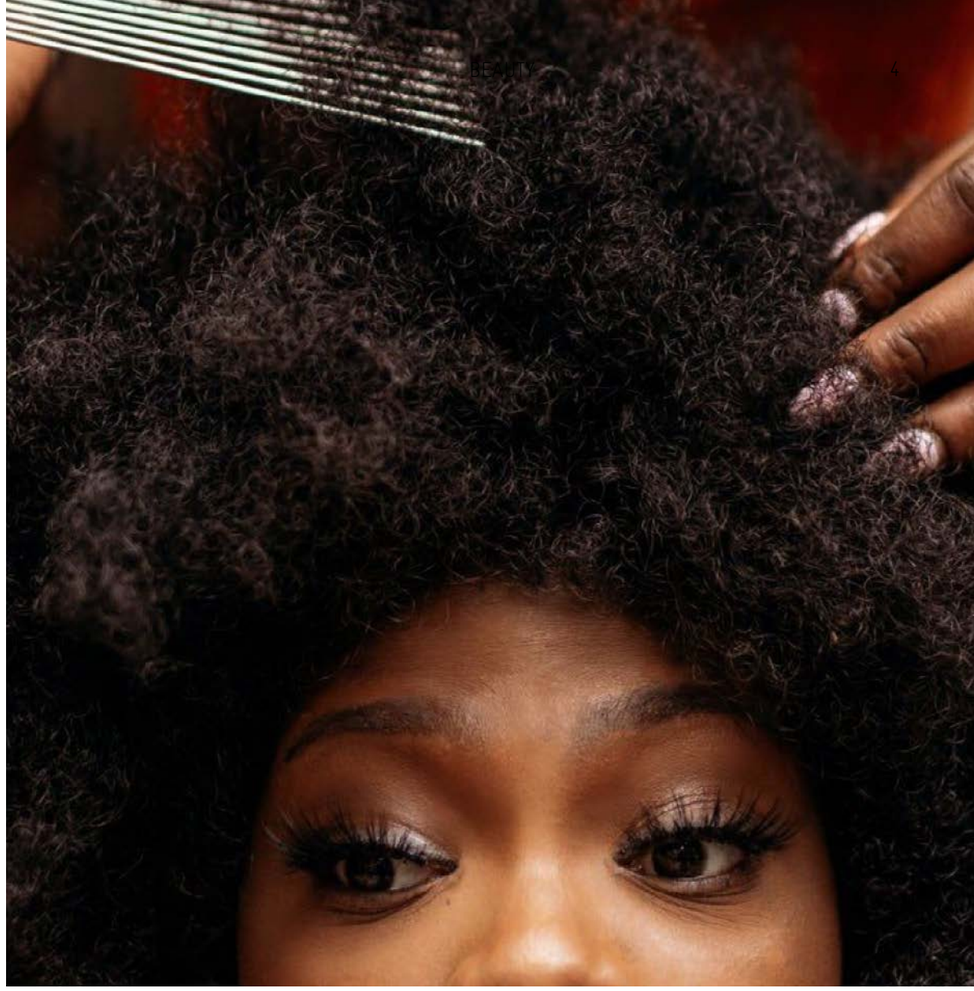
Florasis campaign, Hangzhou, China

Lab Insight

Olivia Houghton

deputy creative foresight editor

'In 2025, the focus will be on how the synergy of tradition, culture and technology can be harnessed across industries to address contemporary challenges. For brands, this means drawing inspiration from both the past and the future to create intentional innovations that preserve natural beauty while enhancing modern aesthetics for consumers'



The Texture Gap Report by Carra, UK

2 Textured Haircare Futures

The textured haircare market is evolving, driven by increased demand for products and accessories that cater for diverse hair types. We have previously analysed the changing haircare market in our **Accredited Advice** and **Next-gen Hair Accessories** reports.

This growing market is supported by a new wave of haircare brands innovating to meet the specific needs of textured hair, from highly moisturising products to accessories designed for better maintenance and styling. New brands such as Beyoncé's Cécred, Issa Rae's Sienna Naturals, Tracee Ellis Ross's Pattern and most recently, Fenty Hair by Rihanna, have all recently entered the market.

Notable innovations include Walmart's recent beauty revamp, which introduced textured haircare products backed with scientific and certified advice, ensuring that consumers with curly or coiled hair are better informed about their product choices. These changes reflect a broader trend in the beauty industry to support inclusion and cater for under-represented beauty needs.

Hair accessories including eco-friendly materials and multi-functional designs are also making waves, with brands focusing on making textured haircare more convenient and accessible. As more consumers prioritise natural hair and self-expression, the textured haircare market is expected to grow further, leading to greater product diversity and more brand innovations in the coming years.

3 Spirit-stimulating Scents

Fragrance has taken centre stage in 2024, largely driven by platforms like TikTok. According to Marina Mansour, vice-president of beauty and wellness at Kyra, an AI-powered creator agency, TikTok has created an unprecedented peer-to-peer advocacy for fragrance. The #PerfumeTok hashtag has amassed over 2.3bn views, completely revolutionising the way consumers discover and engage with scents.

Nevertheless, fragrance journalist Carla Seipp tells LS:N Global the importance of the physical retail experience, stating: 'The in-store experience will remain crucial for experiencing and discovering fragrances, given that scent is a medium that simply cannot be replicated online.'

One brand leading this evolution is UK-based Vyrao, whose latest fragrance, Mamajuju, aims to counteract stress from excessive screen time. The scent features Australian sandalwood and draws on nature-inspired themes to ground and uplift its wearers. Both Ôrebella by Bella Hadid and automotive brand Nissan have released mood-boosting, life enhancing fragrances.

In addition, beauty brand Charlotte Tilbury has ventured into this space with six 'emotion-boosting', algorithm-driven fragrances developed in partnership with International Flavors & Fragrances (IFF) with the aim of targeting emotions through scent.

'The in-store experience will remain crucial for experiencing and discovering fragrances, given that scent is a medium that simply cannot be replicated online'

Carla Seipp, fragrance journalist



Mamajuju by Vyrao, UK

4 Sun Protection 101

As awareness of sun safety increases, brands are embracing innovative methods to encourage consumers to protect their skin. Alcohol brand Kopparberg recently promoted sun safety through UPF40 football shirts distributed at pubs across England and Scotland as part of its Drink Responsibly campaign. The shirts block 97.5% of UV rays and aim to tackle the tendency of Britons to skip sunscreen during live outdoor matches.

Cross-sector collaborations between upscale grocery store Erewhon and skincare brand Vacation led to the launch of a sunscreen-inspired smoothie. A new revealing US study by **Veylinx** highlights that consumers are increasingly aware of the benefits of sun protection and are seeking sunscreen products that go beyond basic UV defence. Products with anti-ageing benefits drive a 49% increase in demand, followed by hydrating products (over 33%) and those with vitamin C (over 23%).

In The Netherlands, health insurer Zilveren Kruis has introduced a campaign to add sunscreen to restaurant menus, allowing customers to order a 'shot' of sunscreen alongside their drinks. These initiatives highlight how sun protection is being integrated into everyday experiences, promoting skincare awareness through clever, accessible interventions.

At the same time, professional surfer Kelly Slater's Freaks of Nature skincare line is incorporating environmentally conscious materials into its packaging and product formulation, reflecting growing demand for sustainable, protective skincare solutions.



Kopparberg Brewery, Sweden



Bubble Skincare, US

5 The Rise of Gen Alpha Beauty

As **Gen Alpha** (those born 2013–2025) become a driving force in consumer behaviour, beauty brands are increasingly tailoring their products to this tech-savvy and social media-driven generation. Gen Alpha are highly influenced by online content, with Mintel revealing that 66% of beauty users aged 12–14 discover new products through social media (source: Cosmetics Business).

Households with Gen Alpha children are outpacing others in beauty spending, with data showing a 27% increase in skincare purchases in US households with 6–12-year-olds in 2023 (source: **The Business of Fashion**). Brands such as Bubble, Sol de Janeiro, Elf and Touchland have capitalised on this, driving sales growth with targeted, affordable cosmetics for tweens. Collaborations between beauty brands and gaming platforms like Roblox, including Elf's virtual campus, further illustrate how brands are reaching younger consumers through their favourite online spaces.

As Gen Alpha continue to grow in influence, beauty brands must adapt to their expectations for engaging, digital-first experiences that are playful, authentic and age-appropriate.

Viewpoint:

Embracing True-Age Beauty in China

Sue Kyung Lee, global CEO of beauty brand SK-II, tells LS:N Global why its recent ad campaign in China sparked passionate discussions about how women are expected to look as they grow older

‘Chinese women are facing more expectations than ever before, and they’re responding with a growing trend towards independence and self-aspiration,’ says Sue Kyung Lee, global CEO of SK-II. ‘Consumers are at the heart of everything we do at SK-II.

In order to serve our customers better, we sought to understand their lifestyle and values on the deepest level,’ she explains. ‘We talked to them in-store, held focus groups and conducted deep dives into social conversations to find out the pressures and expectations that Chinese women were facing.’

‘When speaking to our consumers, we tell them a powerful and authentic story with our brand... and we are constantly looking to find meaningful ways to connect with our consumers through genuine stories’

The More Youthful With Age #越大越不Zhuang campaign is based on the Little Red Book social media trend Liberate Your Beauty, with its focus on bare-faced, no make-up beauty standards. ‘The dual meaning of embracing both bare skin and true self as you age has resonated deeply with our audience, many of whom have been prompted to come forward and share their own courageous choices,’ explains Lee.

The films cover a range of stories, from pursuing passions after a divorce, restarting life at 60 years old and defying marriage age expectations to giving up a high-paying job to start a dream business.

In just two weeks, the films went viral on Chinese internet platforms with over 14m views on Little Red Book, more than 400m views on Douyin, and over 400,000 engagements and inclusion on national news outlets such as CCTV, Xinhua and People’s Daily. ‘Our campaign has been met with enthusiastic acclaim from consumers in China, who deeply connect with the narrative.’

Lee adds that SK-II has pioneered world-first discoveries on skin diagnostics and skin counselling as part of its commitment to R&D investment in order to deliver on consumers’ changing needs and wants. ‘

Our most advanced contactless skin analysis tool, the Magic Scan, is an industry-first skincare counselling experience that discovers skin health by unlocking skin age and helping consumers to understand their skin strengths and potential. This tool is highly beneficial to users across age groups who want to hone their understanding of their skin, which is also what we aim to do as a brand – to be skin experts that can provide valuable experiences, anchored in Pitera [SK-II’s proprietary fermented ingredient], to all consumers regardless of age.’



Photography by Dynamic Wang, Hainan, China

Sports, Health & Wellness

The sports, health and wellness industries are undergoing significant transformations, driven by innovative biotechnology, new consumer markets and old narratives being broken

As consumer preferences shift towards sustainable, tech-driven and individualised solutions, the sports, health and wellness sectors are experiencing a major change. The rise of health-conscious consumers, coupled with advances in technology and medical treatments, has opened new avenues for businesses to explore.

From the influence of weight-loss medications like Ozempic to Gen Alpha's rising spending power, companies must adapt to meet the growing demands of the ever-evolving consumer. Moreover, inclusivity is breaking down barriers in the sports world by opening doors for more diverse players and dramatically shifting long-held perceptions.



adidas

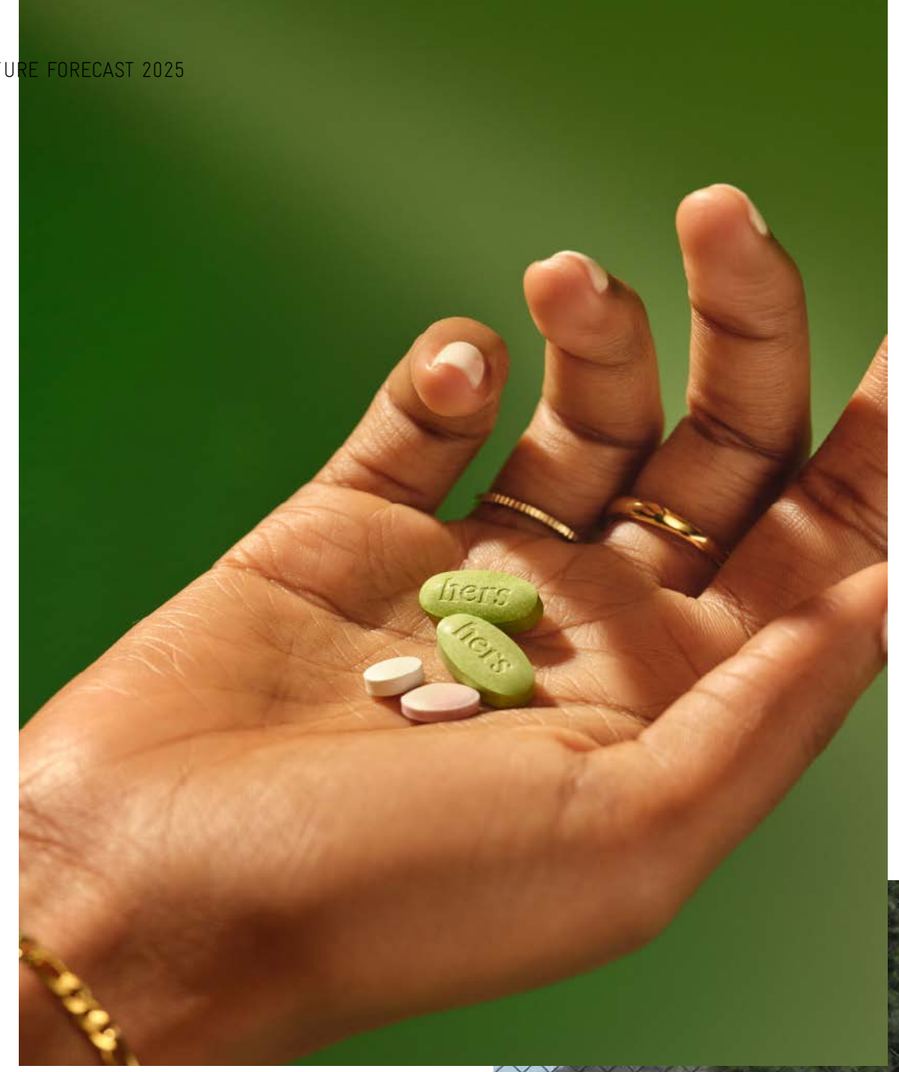
6 Ozempic Outcomes and Economic Effects

The rise of weight loss medications like Ozempic has dramatically affected the health and wellness industry, as explored in LS:N Global's **Functional Feasting** macrotrend report. The semaglutides market is expected to reach a value of £82.3bn ($100bn, €95bn) by 2035 (source: **BMO Capital Markets**). This has spawned the birth of weight loss influencers promoting these drugs via telehealth partnerships. Ozempic is a tension-filled landscape with multiple ethical concerns and growing regulation issues.

With 50% of consumers now preferring smaller portions, businesses must respond to changing dietary preferences to curb obesity and food waste. John Furner, president and CEO of Walmart US, told **Bloomberg:** 'We do see a slight pullback in overall basket… just less units, slightly less calories.' This trend extends beyond pharmaceuticals, as companies like Morinaga in Japan develop drug-free alternatives like the hunger-curbing drink In Tansan, which simulates fullness without medication.

The side-effect economy of Ozempic cannot be stressed enough, as outlined in LS:N Global's **Neozempic Futures** report. Nestlé is already adapting, launching a line of protein-enriched pizzas and pastas for individuals taking GLP-1 agonists like Ozempic and Wegovy (source: **The Independent**).

There has been a prominent rise in prescriptions for GLP-1 treatments among young people, from 8,722 in 2020 to more than 60,000 in 2023, an increase of nearly 600%. Of these prescriptions, more than 60% are going to women, highlighting a gender disproportion (source: **Journal of the American Medical Association**). Furthermore, the UK government is considering offering weight loss injections to unemployed people with obesity to improve their health and help them return to work, as obesity-related illnesses cost the NHS billions annually (source: BBC). As more than one billion people are now living with obesity, Ozempic's ability to combat this will only result in its market growing sharply in 2025 (source: **Imperial**).



Hers weight loss medication, US

Lab Insight

Alice Crossley

senior foresight analyst

'The era of one-size-fits-all health and wellness is over. Today's consumers are empowered by access to vast amounts of personal data and expect technology to deliver highly individualised and proactive healthcare solutions. Brands that lead with empathy, sustainability and personalisation will thrive in this evolving health and wellness landscape'

7 Sporting Superstars

Major brands are using the influence of sports stars to create more emotionally driven and authentic marketing campaigns. Hyundai's 2024 Summer Olympics campaign, It's OK, departed from the traditional triumph-focused narrative, instead emphasising mental health and emotional resilience.

This shift highlights the growing consumer preference for brands that prioritise personal stories and emotional connections over product promotion. A new era of sports fandom is being ushered in, driven by new technologies, as examined in our **Game-Changers: The Future of Sports Fandom** macrotrend report.

Other brands are also tapping into this trend, such as alcohol brand Peroni Nastro Azzurro's partnership with F1 driver Charles Leclerc. Its 0.0% to 100% campaign showcases Leclerc's life outside racing, positioning the alcohol-free beverage as a lifestyle choice for health-conscious consumers. This collaboration resonates particularly well with **Gen Z**, a demographic that values both motorsports and an alcohol-free lifestyle. The merging of sports with wellness further aligns with the consumer shift towards authenticity and mental wellbeing.

These campaigns reflect a broader business opportunity: brands can connect with consumers on a deeper level by highlighting wellness, emotional health and authenticity. Sports stars are increasingly becoming ambassadors of this change, providing new platforms for brands to engage meaningfully with their audiences.



Naomi Osaka for Nike

8 Child's Play

The fusion of technology and play is redefining how Gen Alpha engage with the world, with brands like Imoo and its Z7 smartwatch leading the way. The Z7 offers advanced health-monitoring, location-tracking and video call features that appeal to safety-conscious parents while encouraging kids to be active. With its dual-camera design and sport modes, the watch balances safety and fun, a crucial combination for modern families.

As discussed in our **AI Edu-play-tion** report, Faba by F!NH is an award-winning, interactive, screen-free audio player for kids aged three and up, recognised by the iF Design and European Product Design Awards. According to Alexis Bardini, design lead and partner at F!NH, AI could generate not only conversations but also real 'magic' for this generation of children.

Another key player in this trend is Lego's partnership with Nike, which promises to blend sports and creative play with co-branded experiences, starting in 2025. The collaboration aims to inspire children through innovative, imagination-driven projects, signalling the increasing importance of creativity alongside physical activity in children's development.

Other innovations from Morrama, Fruittella and Rethink underline a broader movement towards fostering holistic, tech-enhanced play for kids.

As technology continues to shape Gen Alpha's experiences, brands have a unique opportunity to blend physical activity, creativity and emotional wellbeing in their products. With a growing movement for **tech-free childhoods**, this trend underpins how tech can have a positive effective on children's lives and promote a healthy, even elevated, lifestyle.

This reflects a shift in consumer behaviour, where parents prioritise both engagement and safety, driving demand for multi-functional, innovative play solutions.



Mindful AI by Morrama, UK



Glossier in collaboration with Na Chainkua Reindorf, US

9 Female Sports Rising

Women's sports are coming into focus with initiatives across the globe championing empowerment, inclusivity and greater representation.

In New York, artist Na Chainkua Reindorf transformed basketball courts in Tompkins Square Park into vibrant canvases with her bold designs. In a collaboration with make-up brand Glossier, the Women's National Basketball Association (WNBA) and Project Backboard, an organisation whose mission is to renovate public basketball courts and install large-scale works of art, her artwork encourages women to reclaim their agency using sport as a platform for empowerment.

This initiative enhances both the aesthetics and accessibility of sports spaces for women. LS:N Global has highlighted the power of Female Fandom in our **Game-Changers: The Future of Sports Fandom** macrotrend report.

Meanwhile, finance platform Klarna's Rep Her initiative in partnership with TOGETHXR and athlete Ali Krieger highlights the gender gap in sports merchandise. A recent report revealed unmet demand for women's sports apparel, with Klarna addressing this by launching limited-edition products, donating proceeds to the Billie Jean King Women's Sports Foundation.

Strava, a fitness app, has introduced features tailored to women's safety, such as night heatmaps for safe training routes. In partnership with TOGETHXR, Strava also made a significant donation to the Alex Morgan Foundation, supporting female athletes' active lifestyles.

In fashion, Rapha and Cycle Sisters introduced performance wear for Muslim women cyclists, breaking barriers in athletics apparel, while Skims partnered with WNBA stars to elevate female athletes as cultural icons.

As women's sports gain commercial traction, with global revenues expected to surpass £1bn ($1.3bn, €1.2bn) in 2024, this trend underlines a powerful move towards greater equality and inclusivity across all levels of sport (source: **BBC, Deloitte**).

10 Unified Wellness

The push for inclusivity in health and wellness is gaining momentum as brands seek to address diverse and often overlooked needs.

Personal care brand Vuokkoset, in collaboration with TBWA\ Helsinki, introduced Tampon for Men to support transgender men during menstruation. This product addresses gender dysphoria, which 93% of trans men experience during their cycles (source: TBWA). By designing the packaging to avoid 'feminised' imagery, Vuokkoset offers a product aligned with transgender men's identities, promoting comfort and inclusivity.

Another trans-inclusive initiative comes from dating app Taimi and menstrual care company August, both US-based, together launching a collaborative care box on the International Day Against Homophobia, Biphobia and Transphobia (17 May 2024). The box includes a variety of sustainably made tampons and pads, with proceeds supporting Point of Pride, a non-profit organisation that provides healthcare access for trans people.

In the beauty sector, Monday Haircare founder Jaimee Lupton's Being brand, launched exclusively with Walmart, offers a range of haircare products tailored for all hair textures and types. From curly to fine hair, each product family is designed to embrace hair as it is, rather than forcing it to conform to traditional beauty standards. Being aims to provide high-quality, accessible products that cater for a wide range of consumers while maintaining ethical and sustainable practices.



Being Collection by Monday Haircare and Osāna Naturals, US

Viewpoint:

The Future of Women's Health

Dr Somi Javaid, founder and chief medical officer of HerMD, tells LS:N Global how its clinics can help fix a broken healthcare system and close the gender health gap

'We have a broken healthcare system, with broken providers and patients who feel broken,' says Dr Somi Javaid, founder of US-based HerMD, a start-up on a mission to eradicate the gender health gap – and the barriers to diagnosis that come with it. At present, it can take up to 10 years for a woman to get an endometriosis diagnosis.

'We had to convince a lot of men to care about women's menopause, sexuality and gynaecology – before the subjects were in vogue. But there was no other company doing both bricks-and-mortar and virtual healthcare that was physician-founded or doing it with insurance'

For years, Dr Javaid, a board-certified OB GYN, had observed invisible patients: women who were desperate to discuss topics that were considered taboo – think sexual health, menopause and gynaecology – but were met with providers who were poorly trained in the specificities of women's health while attempting to attend to 50 patients a day.

'We were set up for disaster for both the provider and the patient,' says Javaid. 'I felt like a failure – like I wasn't making an impact on my patients. So, I decided to open a centre where we had time to take care of our patients, and to develop a diagnosis and treatment plan that was individualised.' In 2015, HerMD was born in Cincinnati, Ohio.

Nine years later, and with £23.7m ($30m, €27.7m) in seed funding, HerMD has three more clinics in Franklin, Tennessee, Carmel, Indiana, and Millburn, New Jersey, with many more in the pipeline. This wasn't the plan, but according to Dr Javaid there were women trekking from 35 states and three countries, and waiting lists of up to 1,200 women per site. To her, the need for more patient-centric care that is insurance-based, with specialists in menopause and sexual healthcare, is irrefutable.

Dr Javaid sees the benefit of digital healthcare companies that are bringing attention to menopause, sexual healthcare and gynaecology, particularly in areas known as medical care deserts where people have insufficient access to healthcare due to low numbers of providers and long waiting times. But she sees greater value in the combination of virtual and bricks-and-mortar care.

'Women will often need an exam or biopsy imaging, and some women just don't feel comfortable talking about very personal topics online and want to come in. Once they've established themselves with us, they have the flexibility of an integrated care model: to continue virtually or to come in if they're experiencing, say, abnormal bleeding from hormone therapy or elevated blood pressure.'

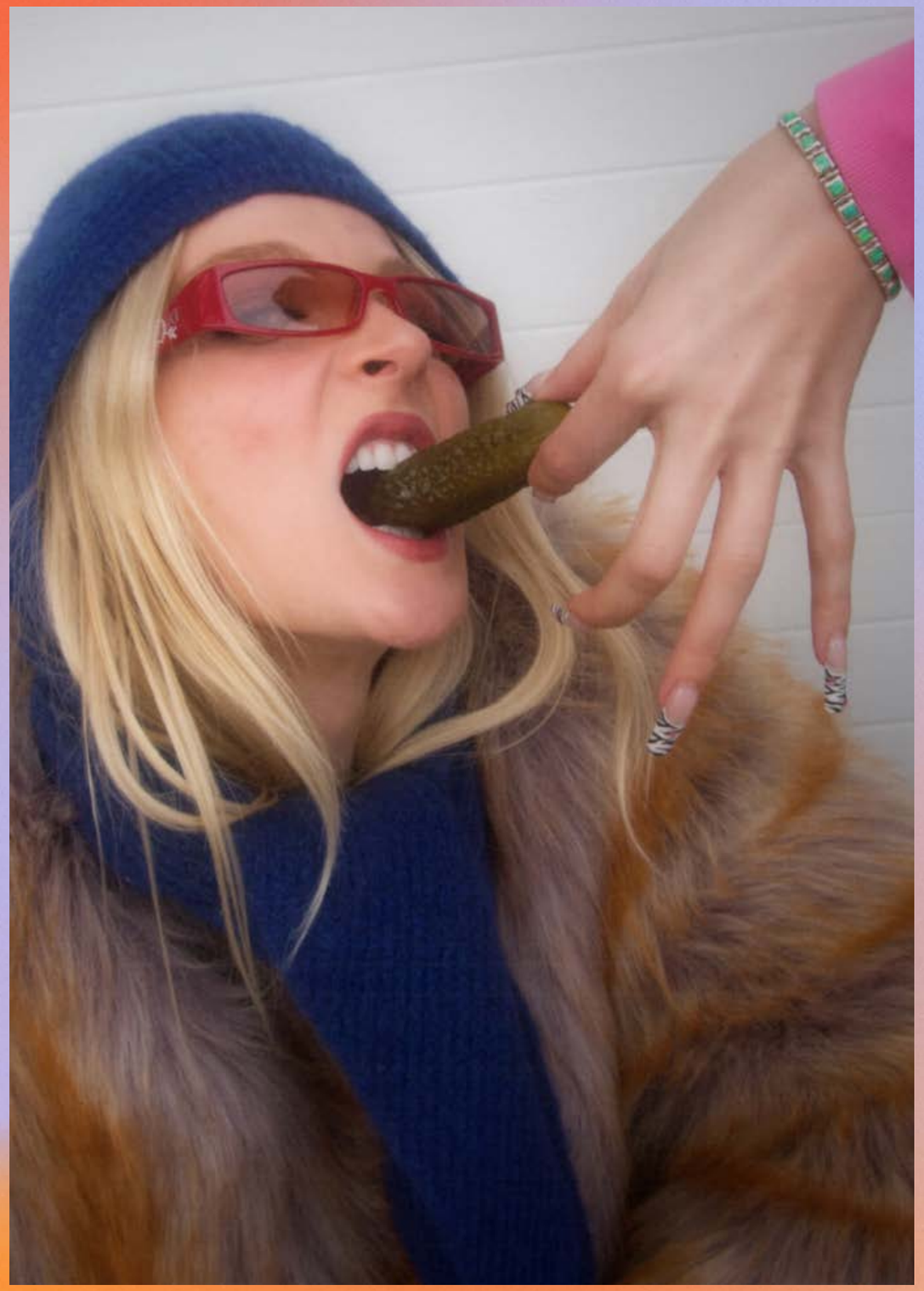


HerMD, Ohio, US

Food & Drink

From beanless coffee and fashion-forward fast food to nutrient-packed snacks and spicy-sweet flavour fusions, food and drink innovators are redefining sustainability, luxury and wellness for everyday consumption.

The food and drink landscape of 2025 promises to be a fusion of creativity, sustainability and indulgence. From cell-based coffee alternatives that combat climate change to snacks that pack a nutritional punch, the future of what we eat and drink is anything but ordinary. Whether it's turning fast food into luxury fashion or embracing bold, unconventional flavour profiles like 'swicy' (sweet and spicy), brands are catering for increasingly conscious and adventurous palates.



Good Girls Snacks, US



Pluri, Israel

Lab Insight

Gabriela Białkowska

creative foresight analyst

'As climate change and economic instability put pressure on margins for staples like coffee and chocolate, essentials like olive oil are becoming status symbols. Brands must ask: what defines the new luxury in the evolving food and drink landscape?'

11 Coffee Beyond Beans

As climate change puts the future of coffee at risk, innovators across the globe are developing new ways to ensure our daily cup doesn't disappear. From cell-based alternatives to beanless brews, the future of coffee is diverse, sustainable and full of creative possibilities.

Israeli biotech start-up **Pluri** is pioneering cell-based coffee as a sustainable alternative. Using 3D bioreactors, Pluri extracts and multiplies coffee plant cells to create coffee grounds, significantly reducing environmental impact. This method uses 98% less water and 95% less land than traditional coffee farming, all while preserving the taste of Arabica beans.

Northern Wonder is a start-up in The Netherlands taking a different approach with beanless coffee. The company replicates the taste of coffee using ingredients like lupin beans, carob and date seeds. By forgoing coffee beans altogether, Northern Wonder is addressing the environmental issues linked to coffee production, such as deforestation and high carbon emissions.

Singapore-based **Prefer** takes sustainability even further by creating coffee from food waste, such as soya bean pulp and barley grains. Its process takes just 48 hours and offers a coffee alternative that still provides the sensory experience of coffee but uses tea-derived caffeine for an energy boost.

12 Hype Marinade

Amid the cost of living crisis, affordable food brands are turning fast food into fashion statements.

As consumers have less money for travel and entertainment, something as ordinary as buying a croissant becomes a small luxury. This premiumisation trend has established names embracing high fashion to elevate their brands and meet growing consumer demand for food marinated in hype.

Leading the charge is UK bakery chain **Greggs** with its gold-plated jewellery collection, Baked in Gold, launched at London Fashion Week in September 2024. The range features Sausage Roll earrings and Jammy Heart necklaces, allowing dedicated fans to wear their favourite snacks. Artist Dion Kitson's hand-crafted pieces start at £36 ($47, €43), turning a humble pastry into a golden fashion statement.

Value grocery chain **Lidl** joined the trend with its Patisserie Lidl pop-up at London Fashion Week, celebrating its viral Croissant Handbag. Collaborating with designer Nikolas Bentel, Lidl transformed its cult bakery item into a luxury accessory, priced at £50 ($65, €60) and selling out within minutes.

Adding humour to the mix in 2023, **Knorr** launched the world's first handbag designed to fit a single bouillon cube. This tongue-in-cheek campaign tapped into the mini-bag fashion trend, offering foodies and fashionistas a playful way to carry their flavour essentials. Above all, this is testament to a consumer love of unashamed and affordable foodie indulgence, shining a light through the clouds of ongoing economic uncertainty.



Greggs in collaboration with Dion Kitson, UK

13 Complete Snacks

As explored in our **Functional Feasting** macrotrend report, the snacking industry is undergoing a transformation as consumers seek nutritious, convenient and flavourful options to replace traditional meals.

Research from Mondelez International highlights that 75% of consumers want snacks to boost energy, with 70% saying their snacking choices should be aligned with their fitness goals.

As demand grows for nutrient-dense, portable foods, the supersnack category is set to redefine how we think about eating on the go, offering strategic solutions for today's health-conscious consumers.

Among the newest examples is **Little Spoon's Lunchers**, launched in October 2023 in the US. These grown-up alternatives to Lunchables feature whole foods such as deconstructed pizza and chicken nacho chips, designed to offer balanced nutrition while appealing to adults. With 10g of protein and hidden vegetables in each serving, Lunchers blend indulgence with health.

Another standout is **Flings Pastries,** a line of high-protein toaster pastries introduced to more than 500 Target stores in early 2024. Gluten-free, low in sugar and featuring nostalgic flavours like Strawberry and Sticky Cinnamon, they deliver 10g of protein with only 1g of sugar per serving.

And **GoodPop's** Hydrating Freezer Pops bring a refreshing twist to hydration snacks. Made with organic fruit juice and electrolytes, they offer a healthier frozen treat option for wellness enthusiasts.



Flings brand identity by Blurr Bureau

14 Water's Glow-up

Water is undergoing a rebranding as consumers seek more than just hydration. On TikTok, the #WaterTok trend showcases 'sexy water' – creative blends enhanced with electrolytes, powders and syrups. This movement highlights how water is becoming both functional and flavourful.

Aura Bora is one brand leading the way, offering sparkling water with unusual flavours like Olive Oil Martini and Peppermint Watermelon. These eccentric combinations made with real herbs and natural ingredients have helped Aura Bora sell millions of cans, positioning it as a top indie seltzer brand. Its quirky, vibrant packaging also adds to the brand's appeal, making it stand out in an otherwise conventional sparkling water market.

Beer-like sparkling water **Not Beer** is another innovative player with packaging resembling beer cans. By tapping into the sober-curious movement and offering an alternative that combines the fun of alcohol branding with the health benefits of water, Not Beer is attracting younger consumers who drink less alcohol but still seek a social, fun beverage experience.

Adding a luxury twist to hydration is **Yacht Water**. Created as a tongue-in-cheek nod to the high-end lifestyle, its sparkling water comes with bold, nautical-inspired packaging and playful messaging. Yacht Water not only quenches thirst but also positions itself as an aspirational product that encourages consumers to 'make waves' in their lives.





Left to right: Yacht Water, US; Coca-Cola Spiced

15 Swicy Surge

The fusion of sweet and spicy, known as the 'swicy' trend, is gaining momentum as a major flavour profile for young palates.

This bold combination, while rooted in Asian and Latin American cuisines, is being embraced by brands eager to cater for adventurous tastes, particularly among Millennial and Gen Z consumers.

Starbucks has expanded its summer drinks menu with Spicy Lemonade Refreshers, featuring flavours like Spicy Dragonfruit and Spicy Pineapple. These zesty beverages pair the sweetness of tropical fruit with a chilli powder kick, appealing to those seeking layered taste experiences.

Launched in March 2024, **Coca-Cola Spiced** has also jumped on the swicy trend. This limited-edition version of the classic soda includes notes of raspberry and a blend of warm spices.

Meanwhile, **Malai** is an artisanal ice cream brand that has introduced innovative autumn flavours like Pumpkin Garam Masala Crumble and Banana Peanut Butter Garam Masala. These creations blend traditional Indian spices with dessert favourites, offering a unique twist for the adventurous eater.

Viewpoint:

New Era Nutrition

Co-founder of Lifesum, Marcus Gners, sits down with LS:N Global to discuss how tech-driven personalised nutrition is driving a new age of healthy living

From the abundance of ultra-processed foods in grocery stores to the omnipresence of nutritional misinformation online, healthy eating has never seemed so complex. Lifesum, the Stockholm-based digital tool simplifying the management of nutrition, hydration and fitness, is working to change that.

‘By incorporating biomarker data, Lifesum aims to help users effectively optimise their health objectives, suggesting foods, recipes and meal plans to support overall wellbeing based on individual needs’

With more than 65m global users, the nutrition app empowers consumers to take control of their health through nutritional knowledge and tailored health plans. Unlike traditional weight loss apps focusing on strict calorie counting, Lifesum is a health and wellness hub offering macronutrient-tracking, recipes, personalised meal plans, hydration-tracking and fitness integration, helping establish long-term healthy habits.

Where Lifesum has truly begun to establish itself above its competitors, however, is in its tech-enhanced personalised nutrition offerings. Data is at the heart of Lifesum’s plan to democratise hyper-personalised nutrition. ‘We utilise user data, including health goals, dietary preferences and activity levels, and monitor key metrics, including nutrients, hydration and calorie intake,’ explains Gners. By analysing this data, Lifesum provides personalised recommendations that align closely with users’ personal health objectives.

In June 2024, it also acquired German biomarker company Lykon, combining its nutrition expertise with Lykon’s capabilities in at-home biomarker testing to allow users to scientifically validate their health, improve it and access tools to change their behaviour and stay on track. ‘Users can expect personalised nutrition insights, including information on their nutritional status, metabolic health and specific biomarkers,’ says Gners. ‘This integration will lead to more tailored recommendations, such as adjustments to nutrient intake, personalised meal suggestions to address dietary deficiencies or health concerns, and strategies for achieving health goals.’

Looking ahead, Gners is optimistic about the tech-driven personalised nutrition’s potential to make healthy lifestyles more attainable. ‘I’m particularly excited about personalised nutrition based on biomarkers and personal online coaching, AI-driven dietary advice, smart kitchen tech and the rise of functional foods,’ he says.



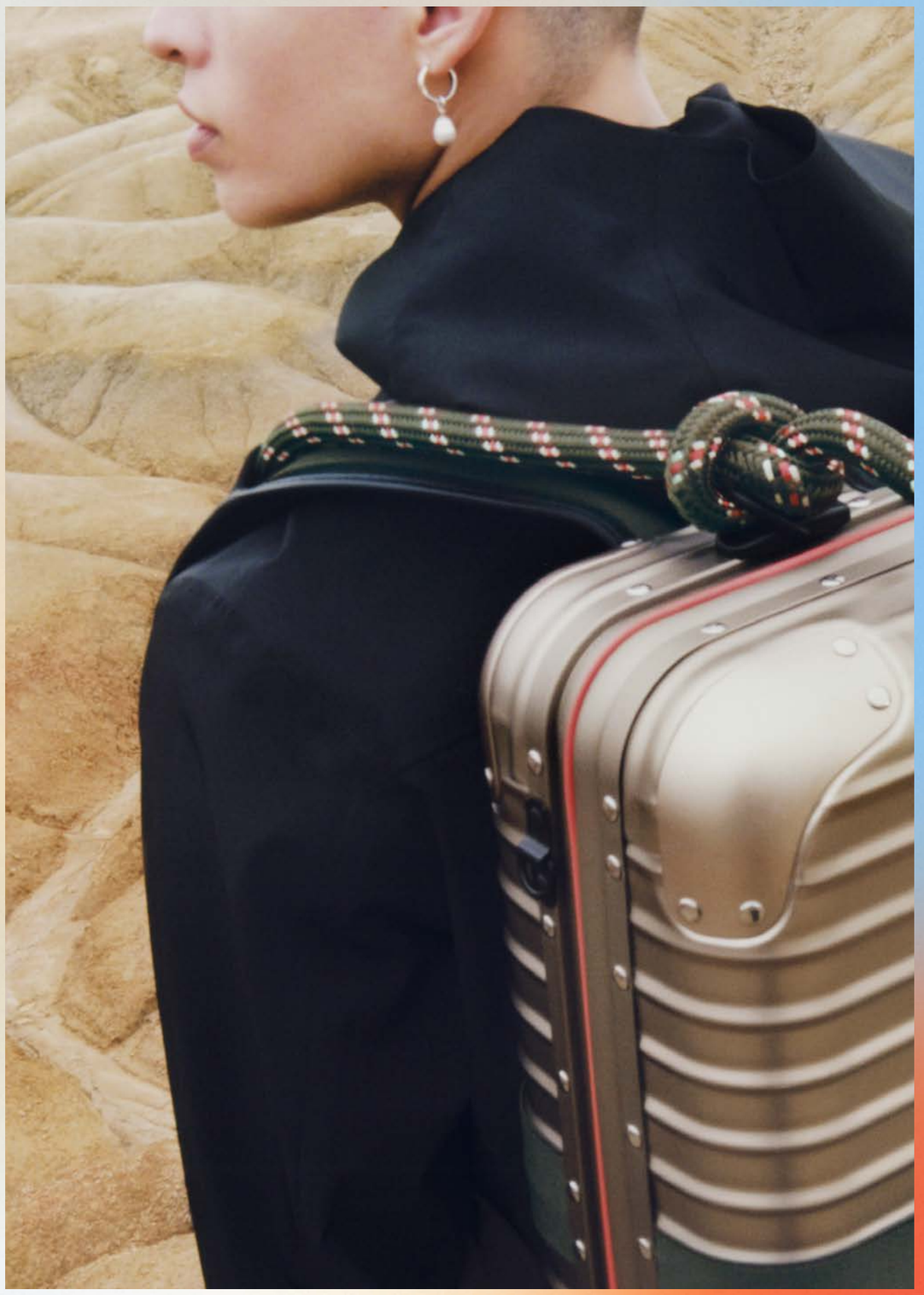
Lifesum, Sweden

Travel & Hospitality

Global macro-shifts are driving the key travel and hospitality foresight trends for 2025. The climate crisis, a loneliness epidemic, the geopolitical landscape and the importance of health are all pushing the boundaries of what consumers desire and demand from their holiday.

In 2025 the travel and hospitality industry will balance hyper-personalised science with novel fantasies, climate-motivated travel with homebody hospitality, and new consumer markets exploding in size and value. Preventative health and human optimisation travel is leading the charge, with wellness and longevity-focused retreats, while niche package holidays are rising in popularity.

Coolcations are emerging as the climate crisis hits traditional skiing destinations. Social connection is making a comeback with Club Culture, emphasising consumers' strong need for community. Meanwhile, China and India's emerging traveller markets are booming, reshaping global tourism with their growing affluence and demand for new experiences.



Adidas and Rimowa, Germany

16 Holistic Health Holidays

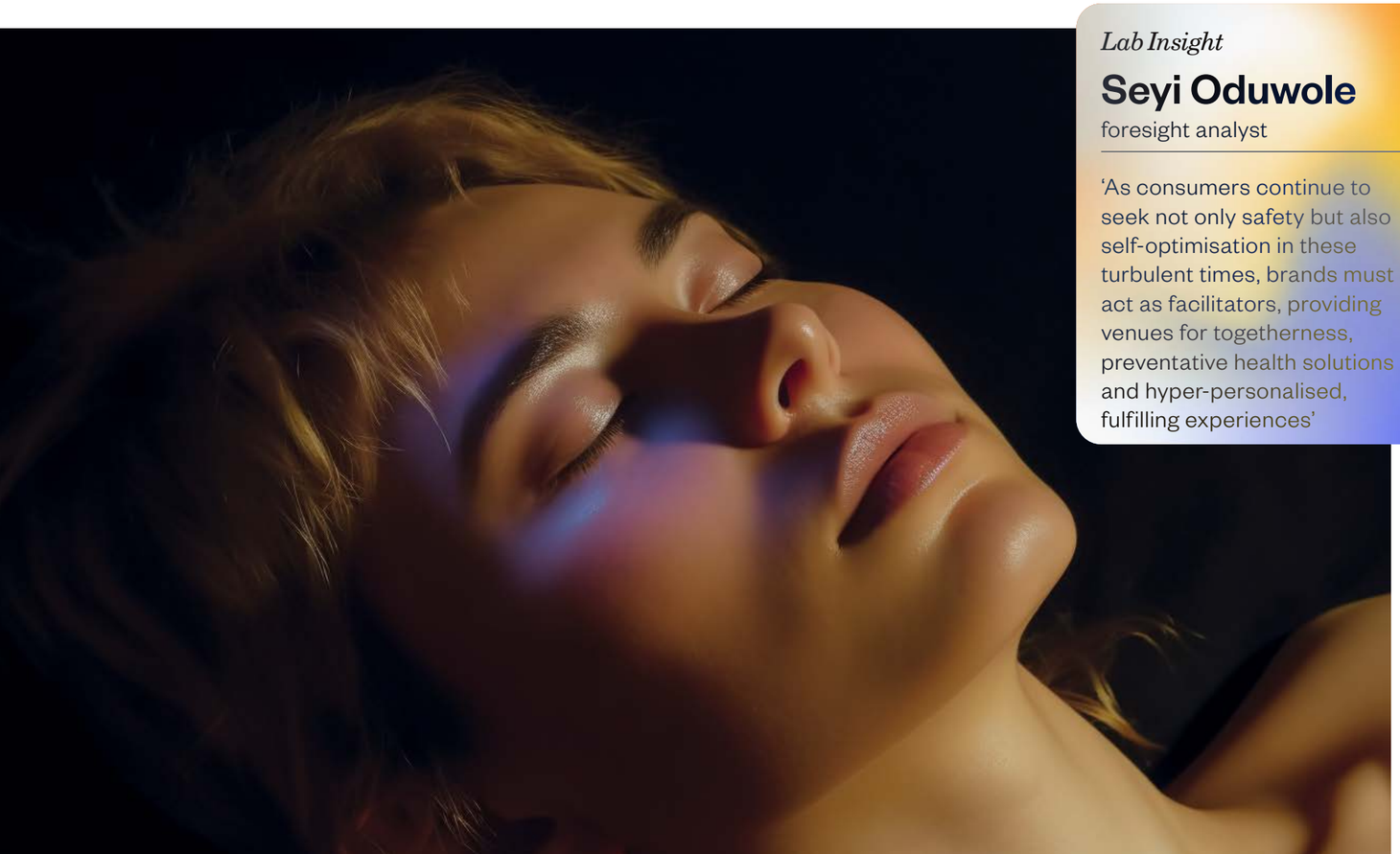
Longevity-driven travel is the name of the game in 2025. Canyon Ranch is at the forefront of the longevity travel trend with its newly launched programme, Longevity8. Making its debut at the Tucson resort in Arizona from November 2024, it is a four-day immersive wellness experience integrating advanced diagnostic technology with the resort's renowned facilities. Participants will undergo 15 diagnostic tests assessing over 200 biomarkers, including genetic testing and cancer screenings, priced at £15,275 ($20,000, €18,116) per person. Follow-up consultations extend for six months post-retreat, emphasising the programme's commitment to ongoing wellness support.

According to Canyon Ranch, the programme is particularly relevant for Gen X, as it emphasises lifestyle choices over genetics for extending lifespan and health span. Similarly, Equinox Hotels plans to open Equinox Resort Treyam in Neom, Saudi Arabia, showcasing high-performance hospitality. Christopher Norton, CEO of Equinox Hotels, said in the official press release: 'Neom embodies the future of luxury hospitality,' positioning the resort as a space for innovation and transformative experiences.

Other noteworthy openings include Surrenne at The Emory in London, UK, a spa and members' club that offers a holistic approach to wellness in a luxurious setting. The hotel features cutting-edge amenities like electrical muscle stimulation technology and partnerships with wellness leaders like Dr Lara Devgan, environmentalist Stella McCartney and fitness coach Tracy Anderson.

The Mandarin Oriental Hotel Group has taken a unique approach by hiring its first in-house sleep concierge, Malminder Gill, who will offer personalised sleep improvement sessions in recognition of the importance of restful sleep as part of overall wellness at the Knightsbridge and Mayfair Mandarin Oriental properties. In addition, Gill will undertake a four-day, monthly touring pop-up across Europe. Similarly, in 2024 Clinique La Prairie created the world's most advanced brain enhancement programme, called Brain Potential. This is a week-long brain enhancement treatment designed to optimise cognitive performance and slow brain ageing. It uses advanced medical assessments like genetic testing and MRI scans, combined with personalised assessments such as cognitive training, specialist nutrition and low-frequency audio stimulation to improve brain health and resilience.

As reported on LS:N Global, **Glow-up Getaways** with comprehensive wellness programmes and science-backed hyper-personalisation are the next wave in the **Longevity** **Lifestyles** evolution, prompting brands to innovate and adopt this developing consumer behaviour.

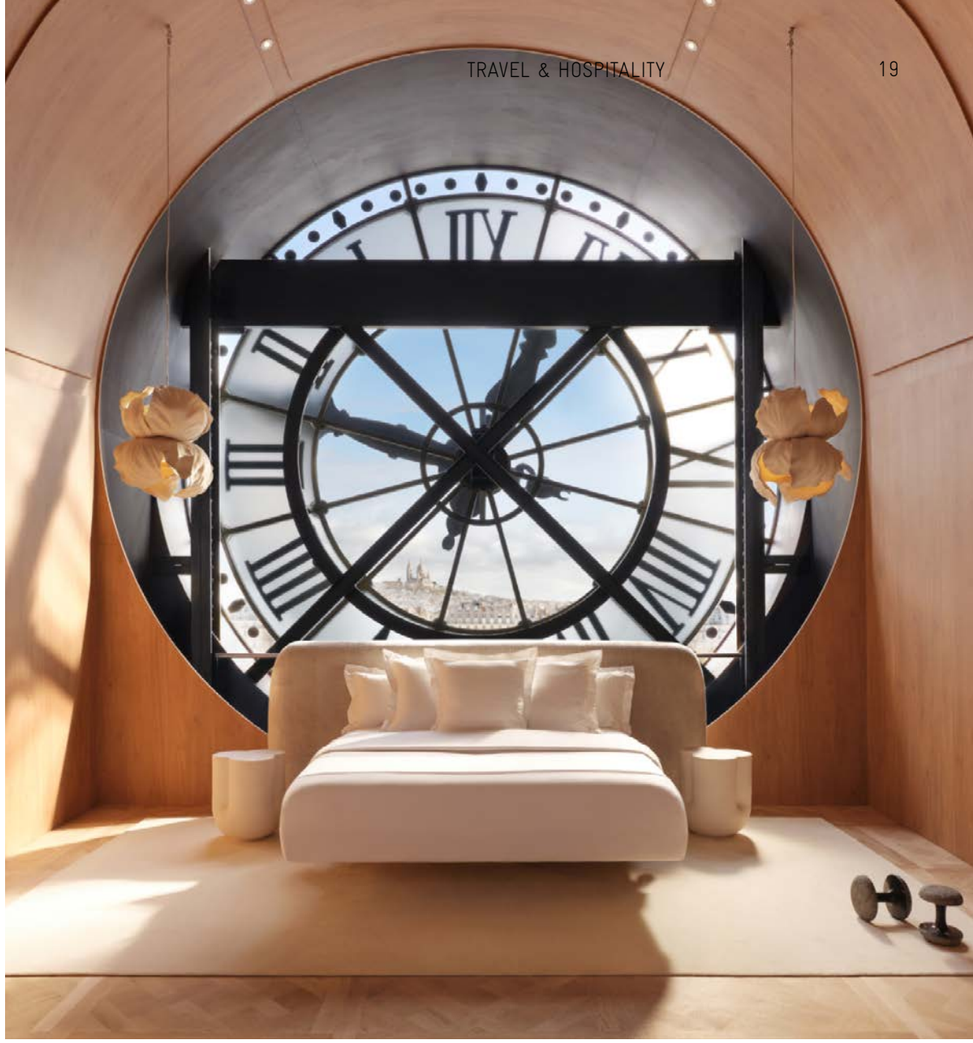


Lab Insight

Seyi Oduwole

foresight analyst

'As consumers continue to seek not only safety but also self-optimisation in these turbulent times, brands must act as facilitators, providing venues for togetherness, preventative health solutions and hyper-personalised, fulfilling experiences'



Lef to right: AI imagery by The Future Laboratory, UK; TO FILL

17 Hyper-Tailored Travel

As travellers increasingly seek unique experiences, the hospitality industry is responding with tailored packages. Champagne house Krug has partnered with luxury travel agency Indagare to launch Indagare Insider Journeys: Discover the Krug Single Ingredient, a series of culinary tours hosted by top chefs across the US.

Airbnb's Icons programme showcases curated experiences, such as a night in a clock tower at Paris's Musée D'Orsay and a recreation of the floating house from Pixar's film Up. Bookings range from free to under £77 ($100, €93), highlighting the demand for themed accommodation.

Grands Espaces, a French eco-tourism company, plans to use Airlander 10 airships for Arctic voyages in 2028, offering eco-friendly exploration of remote areas. Meanwhile, the Four Seasons Hotel London at Park Lane launched a Gig-Tripping package for Taylor Swift's Eras Tour, featuring karaoke machines and friendship bracelet-making kits.

The Standard hotels in New York offer an Inked Out package providing a £77 ($100, €93) credit towards tattoos at Atelier Eva. Tour operator Flash Pack has introduced alcohol-free itineraries for solo travellers in destinations like Iceland and Bali, while Amilla Maldives hosted its mid-life wellbeing retreat in July 2024 emphasising holistic health. These trends indicate a shift towards ever more personalised, experience-driven travel options.

18 Coolcations

As climate change threatens traditional skiing destinations, a shift towards coolcations is emerging.

A study by the **University of Bayreuth** warns that by 2100, up to 20% of skiing areas could lose 50–100% of their snow cover days. Regions like the Andes, Australian Alps and European Alps will see significant declines in snow days, prompting new skiing destinations in Chile, Norway, China and Saudi Arabia to emerge, a topic we examined in LS:N Global's **Skiing's New Frontiers** report.

These locations will challenge the dominance of Alpine resorts while highlighting the need for sustainable practices to protect mountain eco-systems.

Against this backdrop, innovative concepts are emerging. Quebec in Canada has unveiled the world's first Winter Pickleball Spa, where guests engage in friendly competition while enjoying luxurious Nordic spa treatments, including massages and outdoor saunas.

China is also making strides, with President Xi Jinping aiming to create **300m skiers**, leading to the rapid development of ski resorts, including the world's largest indoor skiing facility, Shanghai's L+Snow Resort. This trend reflects a broader evolution in winter sports of adapting to environmental challenges and appealing to a novice audience eager for new experiences.

DinkDunk Pickleball Spa by Destination Canada, Canada

19 Club Culture

As consumer interest shifts away from dating apps, there's a notable resurgence of interest in real-world social connections.

The emergence of third spaces such as the LA Chess Club, the Tea at Shiloh and the Green Tile Social Club in New York demonstrates a shared longing to unplug from technology and participate in analogue activities like board games and arts and crafts with like-minded communities.

Furthermore, traditional matchmaking services such as Eight Dating and A Whole Orange cater for **Gen Z's** new way of dating.

The rise of sober social clubs including book clubs and reading parties illustrates a growing inclination towards authentic community-driven experiences; listings for book clubs on Eventbrite soared by 350% between 2019 and 2023 (source: **The Guardian**). Events like Reading Rhythms in New York, a reading party where guests spend an hour reading quietly and engaging in conversation with strangers about the books they've brought, reflect this movement, which is helping combat loneliness through traditional hobbies.

Dinner party clubs such as The Girls NYC and Timeleft have also emerged across the US and the UK, blending exclusivity with intimacy and aiming to foster meaningful connections. Brands that recognise these changing consumer behaviours can capitalise on the demand for genuine social experiences, creating vibrant communities in an increasingly digital world.





Left to right: Photography by Tima Miroshnichenko, Mart Production, Poland; Bei Tea House at Amanyangyun Hotel, Shanghai, China

20 China and India's Emerging Travellers

In 2023, China solidified its status as the world's second-largest travel market, contributing £1 trillion ($1.3 trillion, €1.2 trillion) to its GDP, trailing only the US, which contributed £1.8 trillion ($2.3 trillion, €2.2 trillion) (source: **World Travel & Tourism Council**).

The World Travel & Tourism Council's 2024 Economic Impact **report** reveals that China's travel sector grew by a staggering 135.8% in 2023, driven by the easing of pandemic restrictions.

As international travel demand surges across Asia, China's rapid recovery positions it as a key player in the future of global tourism, projected to reach £8.5 trillion ($11.1 trillion, €10.3 trillion) in 2024.

Meanwhile, Indian travellers are increasingly setting their sights on Europe, with a **Policybazaar.com** study, conducted in April 2024, showing that 82% of respondents plan to visit France, Italy and other key destinations. The introduction of long-term, multiple-entry visas for Schengen countries further enhances this trend. Notably, 62% of Indians planned to spend more on travel in 2024 compared to the global average of 40% (source: **American Express**).

With a burgeoning middle class, UHNWI market and expanded route capacity, 2025 is poised to be a landmark year for Indian travel. In the first quarter of 2024 alone, 97m passengers passed through Indian airports, illustrating the travel boom fuelled by rising disposable incomes and an appetite for exploration (source: **Travel and Tour World**).

Major airlines have responded with increased international routes, expanding travel options for a diverse audience. As India's and China's outbound travel markets thrive, businesses must adapt to meet the demands of a more affluent and adventurous new emerging traveller.

Viewpoint:

How Climate Change is Re-routing Travel

New destinations, off-peak travel times and safety concerns are the new normal for travellers. Players in the sector must adapt accordingly, or they'll find themselves left behind in the heat.

Forest fires became a defining feature of weather-related incidents in 2023. But these fires didn't take place in remote, uninhabited areas. The regions scorched by flames were popular tourist destinations.

'Scandinavian bookings are up 175% for summer 2024, compared with last year between May and September. This year we've seen sales more than double'

Over 20,000 people were evacuated from the Greek island of Rhodes – with over 10,000 fearful British tourists left stranded at the local airport in July 2023 (source: The Guardian). A month later, tourists in Lahaina, Hawaii, slept in cars and emergency shelter points when wildfires caused by Hurricane Dora raged through the island (source: USA Today).

But what implications does this have for tourism, travellers and hospitality businesses? Perhaps one of the first significant shifts that we are already witnessing is the rise of shoulder seasons: tourists choosing to travel during traditionally off-peak seasons to avoid the ravaging summer heat in top destinations, for example. This includes visiting Japan during the cherry blossom season, which on average is occurring 10 days earlier than it used to, due to climate change (source: BBC).

A technical report on the regional impact of climate change on European tourism demand predicts that Europe's southern coastal regions will see 10% fewer tourists compared to summer 2019 if there is a 3–4°C temperature increase (source: EU Joint Research Centre). The same study also found that demand in summer will be offset by increases in spring, autumn and winter – and in aggregated terms, the month of April is expected to see the highest increase in tourist flows (source: EU Joint Research Centre).

Carolyn Addison, head of product at London-based luxury travel operator Black Tomato, tells LS:N Global: 'Across the board, destinations like Iceland, Norway, Finland and Sweden are increasingly appealing to families, as well as couples, groups of friends and solo travellers.'

There is no doubt that climate change is already affecting the travel industry. Players in the sector need to consider how they can equip themselves to absorb the shock of shifting holiday patterns and changes in consumer travel behaviour. No longer can restaurants rest on their laurels in March or November. Big tourist destinations need to prepare themselves for longer, albeit lighter, tourist traffic trickling through all year. Similarly, hotels should re-evaluate whether their pricing models and package deals remain aligned with busy periods, and adjust rates accordingly.



Dubbed Norway's coolest hotel, Sommerro in Oslo offers lavish 1930s interiors, seven restaurants and bars and a 15,000-square-feet spa for the luxury traveller, Norway

Luxury

Luxury brands are using cultural heritage, craftsmanship and entertainment to foster strong relationships with their consumers, while the rising dupe economy will only mature in size and value

Luxury has long been synonymous with exclusivity and prestige, but today's brands are shifting beyond traditional boundaries. From hyperphysical retail spaces to collaborations that blend fashion with art, entertainment and technology, luxury brands are re-imagining how they interact with their audiences. Meanwhile, the growing dupe economy is expected to expand further, forcing luxury labels to innovate to maintain their unique allure and remain competitive. This evolving landscape highlights the delicate balance between the old world and the new, compelling brands to remain culturally relevant in a highly dynamic market.



Jimmy Choo Ramadan Collection 2024

21 Tastemaker Brands

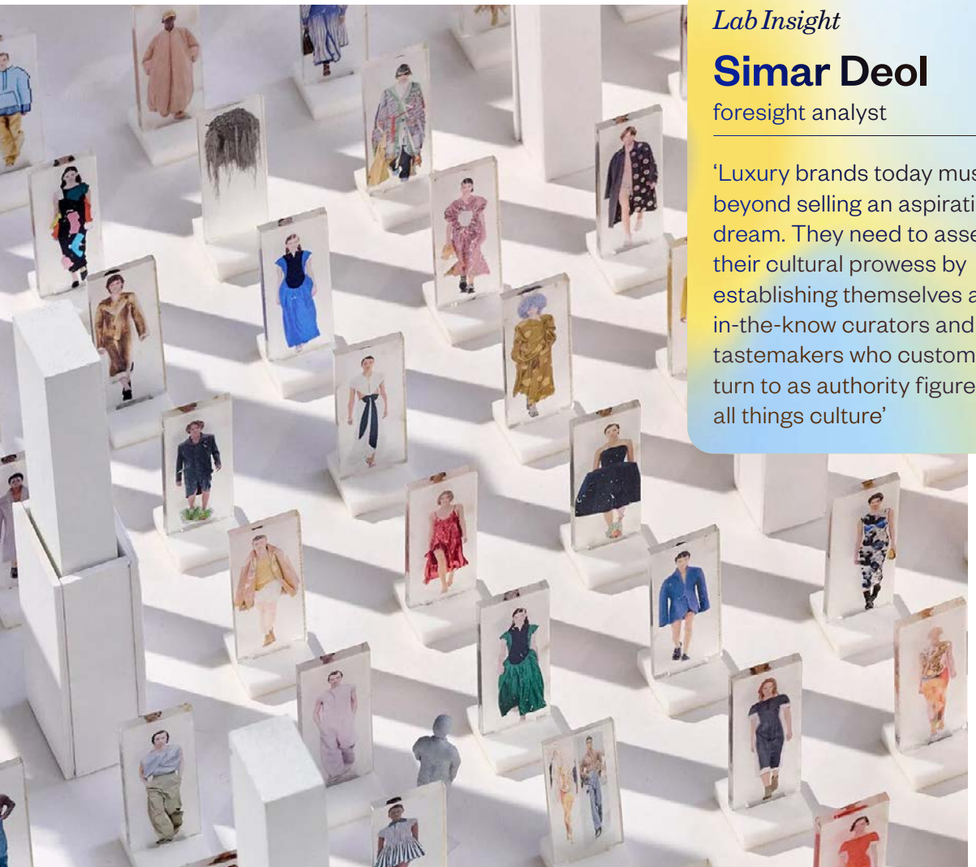
Luxury houses like Loewe are leaning into their heritage to tell immersive stories.

Loewe's Crafted World exhibition (22 March to 5 May 2024) in Shanghai, which showcased the brand's 178-year journey through craftsmanship, collaboration and cultural influence, is a prime example. The exhibition was curated by creative director Jonathan Anderson and explored the evolution of the brand through six immersive chapters, with key pieces including Rihanna's Super Bowl suit and collaborations with Japanese animators, Studio Ghibli.

By offering a multi-sensory experience, Loewe positioned itself not just as a luxury brand but as a tastemaker in art and culture, strengthening its connection with global audiences – a theme discussed in LS:N Global's **Luxury States: New Codes of Luxury 2024–2025** macrotrend report.

Bottega Veneta is also redefining how luxury is experienced through its exclusive Palazzo Bottega Veneta in Venice, which offers personalised services and exclusive events linked to the city's cultural calendar. This appointment-only venue targets the brand's most loyal clients, creating bespoke, intimate experiences that extend beyond products into lifestyle and community. Appointing Barbara Zanin, previously head of leather goods at the company for 23 years, as the head of craft and heritage further reinforces Bottega Veneta's commitment to preserving its artisanal roots, elevating craftsmanship as a key pillar in its identity.

These examples highlight the growing consumer desire for authentic experiences and cultural engagement, and offer brands an opportunity to build lasting relationships by aligning with art, history and craftsmanship.



Lab Insight

Simar Deol

foresight analyst

'Luxury brands today must go beyond selling an aspirational dream. They need to assert their cultural prowess by establishing themselves as in-the-know curators and tastemakers who customers turn to as authority figures for all things culture'



Left to right: Louis Vuitton launched exclusive NFTs giving owners access to limited products and experiences, France; Hermès' revamped flagship store on Madison Avenue, New York, US

22 Jewellery Juggernauts Heritage

Driven by sustainability, technological advances and creative collaborations, the luxury jewellery sector is evolving. As consumers become more eco-conscious, values including traceability, ethical sourcing and innovative designs are emerging as central to successful luxury jewellery offerings.

Danish jewellery brand Pandora has made headlines by shifting its entire production to 100% recycled silver and gold, cutting indirect CO_2 emissions by about 58,000 tonnes annually. Mads Twomey-Madsen, the senior vice-president of communications and sustainability, said that the company is investing about £7.7m ($10m, €9.3m) per year in this initiative, absorbing the costs rather than passing them on to consumers.

Elsewhere, the UK's Royal Mint has opened a factory in south Wales to recover gold from e-waste. This approach resonates with eco-conscious buyers, particularly **Millennials** and **Gen Z**. Similarly, British company Skydiamond produces carbon-negative diamonds using CO_2 extracted from the atmosphere, appealing to environmentally aware shoppers.

Technological innovation is also shaping the luxury landscape. German jewellery brand Sian Design uses algorithms and 3D modelling to create intricately designed jewellery defined by delicate lattices and geometric details. The brand's approach combines technology with traditional craftsmanship.

Nostalgia-driven innovations have also been at the forefront of recent jewellery releases, notably Hublot's collaboration with artist Daniel Arsham on a teardrop-shaped pocket watch and Chanel's wired headphone necklace. Furthermore, Chanel's new US store solely dedicated to jewellery and watches underpins the growing demand for this category. This evolution signals a shift in consumer expectations, where sustainability and technology are pivotal to luxury.



Lunge. Identity by Porto Rocha, US

23 Affluent Animals

The luxury pet market is booming, reflecting a shift in behaviour in which pets are treated as family members, with high-quality products and experiences designed for their wellbeing.

Pharrell Williams' latest collection for Louis Vuitton, DOG LVers, epitomises this trend by combining luxury menswear with dog-centric designs. This innovative line features everything from Dalmatian-patterned footwear to luxurious pet accessories including monogrammed kennels. Williams emphasises that the collection caters for city dwellers seeking stylish alternatives to traditional dog-walking attire.

In Toronto, Hound House – described as a 'canine social collective' – is set to open at the end of 2024, offering a blended space including indoor dog park, co-working space and premium pet shop. The space allows owners to work while their dogs play in a supervised environment, catering for the **Pet Hospitality** market.

Meanwhile, New York running club Lunge's collaboration with Porto Rocha is redefining luxury pet accessories with a vibrant branding initiative inspired by the energy of city dog walkers.

Technological innovations are also part of this luxury evolution, with products like Carepet's smart bed, which monitors pet health, and the Oro dog nanny robot, designed to provide comfort and engagement. LS:N Global has previously reported on the **Prestige Pets** market, and as pets become increasingly integral to affluent lifestyles, brands are seizing opportunities to elevate their offerings.



Left to right: The RealReal, US; Dream of the Desert by Arsenale Group and Saudi Arabia Railways, Saudi Arabia

24 The Dupe Dilemma

The rise of the dupe economy signifies a shift in consumer attitudes to value, especially among younger generations. Recently, The RealReal, a US-based online luxury marketplace, unveiled an installation of counterfeit handbags in New York's Canal Street, igniting dialogue about authenticity in a marketplace rife with fakes. This installation, showcasing 35 confiscated bags that were nearly indistinguishable from the real thing, challenged passers-by to consider the value of genuine luxury products and invited them to turn in counterfeits for a chance to win authentic items.

According to research, about 31% of US adults intentionally buy dupes of premium products, driven largely by financial considerations; 67% cite savings as a primary motive (source: **Morning Consult Pro**). Fuelled by the cost of living crisis, the appeal of affordable alternatives is significant, with 71% of Gen Z admitting to purchasing cheaper versions of brand-name products (source: **Morning Consult Pro**). Social media amplifies this trend, with dupe discourse prevalent across platforms like TikTok and Instagram.

While dupes provide accessible options for fashion and beauty, they pose a risk of brand dilution for luxury labels. As affordability and trendiness become primary purchasing motivators, brands like Elf and Target are capitalising on this shift, creating products that mimic high-end counterparts without the hefty price tag. As this economy evolves, it offers both challenges and opportunities for luxury brands to engage with a more price-sensitive consumer base.

25 Middle Eastern Magnificence

The Middle East, particularly Saudi Arabia, is transforming into a global luxury hub. Recent findings show that 88% of affluent Saudi nationals believe luxury brands should contribute to women's empowerment, with 47% of these consumers favouring digital shopping methods (source: **LS:N Global**).

The fashion sector is pivotal to the growth of the luxury market in the region, and is projected to add about £9.6bn ($12.5bn, €11.6bn) to Saudi GDP, thanks in part to the newly established Fashion Commission, an initiative that aims to elevate local designers on the world stage, reflecting a shift towards authenticity and craftsmanship that resonates with modern luxury consumers.

Innovations like the luxurious Dream of the Desert train, set to launch in 2025, will connect Riyadh to historical sites over a scenic 1,239km journey, taking in multiple UNESCO World Heritage sites.

Furthermore, Riyadh Air is combining high fashion with aviation, collaborating with Ashi Studio to unveil a bespoke lifestyle collection that celebrates Saudi culture.

As Saudi Arabia diversifies its economy away from oil, it is investing heavily in digital entertainment and luxury experiences. The region is redefining what luxury means, focusing on innovation, customisation and the seamless integration of technology, ensuring that the desires of its young, affluent population are met. For more insights into the world of luxury in Saudi Arabia, delve into our **New Codes of Luxury in Saudi Arabia** report.



Viewpoint:

Practical Paths to Planet-Positive Luxury

Diana Verde Nieto tells LS:N Global about Reimagining Luxury, her latest book on how to build a positive and sustainable future for brands.

‘This is a book about hope,’ Diana Verde Nieto said at the launch event in London for her book, Reimagining Luxury. Replacing doomerism and cynical climate communications with pragmatism, Verde Nieto offers a refreshing sustainability manifesto rooted in innovation and creativity. ‘We have to change the storytelling,’ she tells LS:N Global. ‘We need a positive, cohesive, hopeful vision for the future.’

‘Right now, there are so many companies that are about to be Nokia, but they don’t know it yet,’ she tells LS:N Global. ‘Don’t be Nokia’

Armed with positive thinking, Reimagining Luxury seeks to drive change and inspire action via practical frameworks and concrete examples. The book advocates a holistic approach to tackling environmental and social challenges, for those issues are interconnected. On the agenda is practical advice on how to shift mindsets, heartsets and practices to build – or re-build – a sustainable luxury business with longevity.

How can a business improve people’s lives and drive positive outcomes for nature? If such broad and open questions may feel daunting, Reimagining Luxury offers a simple methodology to help companies take achievable, practical steps.

The Reimagining Way framework suggests a shift from trying to limit the negative impact of business to seeking to deliver net-positive outcomes.

According to Verde Nieto, the brand mission isn’t about achieving ‘Less Bad’ social and environmental impact, but chasing ‘Positively Good’ outcomes that benefit the company, while simultaneously creating value for people and the planet. She says: ‘If you align your mission, your vision and your values, and keep it consistent in everything that you do, the ‘less bad’ will become positive.’

Orientating business strategy towards positive outcomes is particularly crucial in the luxury industry. The Argentina-born executive rejects the assumption that luxury is traditional, claiming that the sector is an innovation hotbed that is sometimes likened to tradition by amalgamating heritage. But in reality, luxury inspires and pioneers, making it a prime breeding ground for marrying desirability with responsibility.

Alongside defining sustainability mindsets, Diana Verde Nieto introduces a persona you would typically find moving the dial in the sector and embracing these ideas: the reimaginers. This leader profile defines action-orientated individuals, known for challenging the status quo, as a catalyst for meaningful change and future-proofing brand strategies.



Ahluwalia teamed up with Microsoft and Eon for the Symphony Unlocked collection to create digital IDs that provide transparency and care advice, UK

Fashion

In 2025 fashion will become functional and fun, and embrace new retail formats. From collaborations between high-end designers and everyday value brands to the rise of performancewear, fashion is becoming responsive to the needs of modern consumers in new meaningful ways.

The future of fashion in 2025 is set to be dynamic, blending creativity with sustainability, functionality and digital innovation. As high-end designers collaborate with everyday brands, we are seeing a shift towards more inclusive and accessible fashion. Trends like performancewear and zero-waste initiatives are gaining traction, reflecting a growing consumer focus on both practicality and environmental impact. Meanwhile, legacy looks are emerging as a platform for personal and national storytelling. The rise of 'shopper-tainment' is also transforming retail, merging shopping with entertainment to engage a tech-savvy, digitally native audience in new ways.



WB Adios Neftenga by adidas Originals and Wales Bonner

26 Hi-Lo Fashion Formations

Fashion weeks have transformed into marketing platforms, drawing attention from luxury and mass-market brands alike. Ebay has introduced its first-ever Pre-Loved Fashion Week in partnership with the Council of Fashion Designers of America (CFDA) and the British Fashion Council (BFC), marking a significant shift towards sustainable fashion. A live, shoppable runway event, Endless Runway, featured pre-loved looks from renowned designers like Khaite, Off-White and Christopher Kane, offering consumers accessible high-end fashion with a circular twist.

Cross-industry partnerships between high-end and mass-market brands can produce unique, limited-edition collections that attract attention and democratise luxury fashion. What was once a buyer-centric event has turned into a viral spectacle, emphasising inclusivity and the importance of consumer engagement. Hi-Lo collaborations, like Tesco's F&F Home couture-inspired campaign created by BBH Global and Ikea's presence at Paris Fashion Week, further showcase how fashion is embracing everyday accessibility and creating buzz-worthy displays while doing so.





Lab Insight

Simar Deol

foresight analyst

'Against the backdrop of economic uncertainty and a 'vibecession', consumer perceptions of value are shifting. A new scrimp-and-splurge mindset is emerging so brands must take note – and adapt accordingly'

Left to right: Biorestore, Sweden; 323 blends maximalism and quiet minimalism to create joyous and humorous clothing to be worn and enjoyed by anyone, US

27 Performancewear

As performancewear gains mainstream appeal, brands are integrating functionality into everyday fashion.

Gymshark has designed a sweat headband specifically for textured hair, showcasing the industry's move towards more inclusive design.

Nike's Pegasus 41 features advanced Air Zoom technology and ReactX foam, exemplifying how sportswear is pushing boundaries to meet the needs of both athletes and casual wearers.

EcoFlow is revolutionising performancewear with its Power Hat, an innovative cap that incorporates solar panels to charge devices on the go. Lightweight, foldable and water-resistant, this design is perfect for tech-savvy travellers and outdoor enthusiasts. This shift towards practicality without compromising on style appeals to a growing demand for fashion that serves a dual purpose.

Champion's collaboration with US-based weighted apparel brand Thera has taken functional fashion further with the introduction of a therapeutic hoodie. This weighted garment features sensory-friendly elements and supports neurodivergent individuals by incorporating fidget stim tools.

UK women's activewear brand Sweaty Betty's partnership with femtech company Hertility offers a range of activewear tailored to women undergoing significant life changes, like post-partum recovery and menopause. LS:N Global has previously analysed how protective designs are emerging to meet the needs of the modern consumer in our **Wellbeing Wear** report.

Performancewear will expand as a category in 2025, reflecting the world's changing pace, where fashion must cater for a variety of lifestyles and physical needs.

28 Zero-Waste Fashion Futures

Sustainability remains at the forefront of the fashion industry, with brands creating circular design collections that prioritise longevity and recyclability. UK department store chain John Lewis's 20-piece collection includes nightwear and bedding, integrating higher levels of recycled content while ensuring durability.

This approach aligns with the growing consumer focus on social responsibility and sustainability, with 46% of shoppers making purchasing decisions based on these values (source: PwC).

UK high street chain Marks & Spencer is also addressing the sustainability trend by launching a clothing repair and alterations service. Customers can send their M&S clothes for repair, promoting the idea of extending product lifecycles rather than replacing items.

Similarly, UK supermarket retailer Tesco's Digital Product Passports are set to improve transparency and traceability in clothing ahead of impending EU regulations aimed at reducing waste.

In California, legislation is being introduced that will hold fashion brands accountable for textile waste. This could pave the way for nationwide efforts to reduce landfill waste by focusing on the entire lifecycle of a product, from creation to disposal.

In our **Upstream's Fashion Remix** viewpoint, we revealed how the new fashion app allows users to trial, rent or purchase fashion items from emerging and established brands.

The fashion industry's zero-waste initiatives mark a critical turning point, embracing circularity and encouraging both consumers and brands to be more mindful of the environmental impact of their clothing choices.



Recess creates high-quality pickleball paddles, clothing and other accessories designed to fit the racquet culture revival, US



Polo Ralph Lauren exclusively for Morehouse and Spelman Colleges, US

29 Culturally Coded Couture

For fashion week's spring/summer 2025 collections, brands embraced their national identity with a sense of cultural pride.

This was particularly evident in British Nigerian designer Tolu Coker's range. Inspired by the vibrant aesthetics of British working-class families from the 1960s and 1970s, Coker's designs weave personal and cultural narratives into her pieces, resonating deeply with her audience.

This trend also extends to retail spaces. Luxury brand Loewe's Casa Loewe store in Seoul merges fashion with art, showcasing Spanish craftsmanship in the heart of South Korea's vibrant Gangnam district. The store acts as a cultural hub, blending fashion, art and local architecture in a way that reflects the brand's heritage.

International cultural symbolism is being highlighted in fashion as well, with Mongolian designers Michel & Amazonka creating ceremonial uniforms for the 2024 Paris Olympics. These garments incorporated national symbols like the Nine White Banners and Gua-Maral, deeply rooted in Mongolian mythology and bringing cultural pride to a global stage. Read LS:N Global's **South Africa's Luxury Surge** to understand how African brands are embracing their national identity.

Fashion is more than a visual art; it's a vehicle for storytelling and cultural identity. Designers and brands are increasingly looking to their roots for inspiration, creating collections that not only appeal aesthetically but also resonate on a deeper, cultural level.

30 Shopper-tainment

At the intersection of entertainment and retail, 'shopper-tainment' is transforming how consumers engage with fashion.

Social commerce, driven by platforms like TikTok, is expected to double its value in the UK to nearly £16bn ($20.7bn, €19.2bn) by 2028, according to **Retail Economics**. Brands are increasingly integrating shoppable video content into their marketing strategies, with Amazon planning to launch interactive and shoppable video ads in 2025 (source: **Channel X**).

The trend is gaining momentum as companies like Netflix and Google collaborate to bring shoppable integrations to shows like Emily in Paris. Through Google Lens, viewers can purchase items directly from the show, blending entertainment with instant consumer gratification. Such developments reflect a broader trend in which shopping becomes an integral part of digital media experiences, particularly for younger audiences like **Gen Z** and Gen Alpha.

Gaming is another platform embracing shopper-tainment, with a US study from PYMNTS revealing that 26% of connected device owners want to buy real-world products while playing video games. In the report, Walmart's head of brand marketing innovation, Justin Breton, notes that consumers are more engaged with brands that offer immersive, gamified shopping. New shopping experiences will grow in 2025 and beyond, as shown in LS:N Global's **X-tended Retail** report, which highlights the emergence of immersive retail combining virtual stores and extended reality (XR) technologies.

Shopper-tainment is set to reshape retail by creating interactive experiences that cater for a digitally native audience.



Google partnered with Netflix to create shoppable content for its hit show Emily in Paris

Viewpoint:

Moving African FashionForward

Fashion business consultant Ramata Diallo sits down with LS:N Global to unpack what's new and next for the African fashion industry.

'African fashion is now recognised in the international fashion scene,' states Ramata Diallo at the start of our conversation. She explains how the Africa Fashion exhibition in the Brooklyn Museum and the V&A Museum has introduced it to a wider audience with gravitas and prestige. Several African fashion designers, such as Kenneth Ize, Thebe Magugu and Lagos Space Programme, have won or been shortlisted for the LVMH fashion prize.

'Africa is not late in terms of awareness about sustainability. Reducing, repairing and reusing is a crucial part of all African cultures'

As indicated by the 32 annual fashion weeks across the continent, Africa is rich with talent in haute couture and design techniques. Projections suggest a 42% surge in demand for African haute couture in the 2030s (source: Unesco).

It's not just about culture, sales are also following the buzz. In 2024, the revenue in the apparel market in Africa is valued at £56.3bn ($70.58bn, €65.5bn) and is projected to grow annually by 5.16% between 2024 and 2028 (source: Statista).

According to Diallo, fashion brands have even more people to dress because the African consumer has three different wardrobes. 'One of them is definitely the Western wardrobe. Everything from a French luxury brand to Zara,' she explains. The second wardrobe is traditional fashion inspired by pre-colonial styles for ceremonial events such as weddings, baptisms or funerals where people dress up: 'From the children to the grandparents, everybody is going to be dressed up and dressed very well.' Fashion is taken very seriously, Diallo explains, to the extent that fashion designers aren't always allowed to say for whom they work or to post about it on social media. It's not even possible to wear the same outfit twice. The third and last wardrobe is a blend of contemporary and African-inspired fashion with a modern twist.

'We need to avoid comparing fashion business in Western countries and Africa,' states Diallo. Retail strategies, for instance, must be adapted to local consumer behaviours. She describes the strong customer-designer relationships formed through real-life interactions in showrooms, shops and workshops and personalised communication channels such as direct WhatsApp video calls and voice notes. If live-streaming is only emerging in Europe and North America, it has been a standard for digitally savvy African consumers for a while. Smartphones and apps like Orange Money and WhatsApp Business are facilitating business transactions and fostering direct connections with customers.

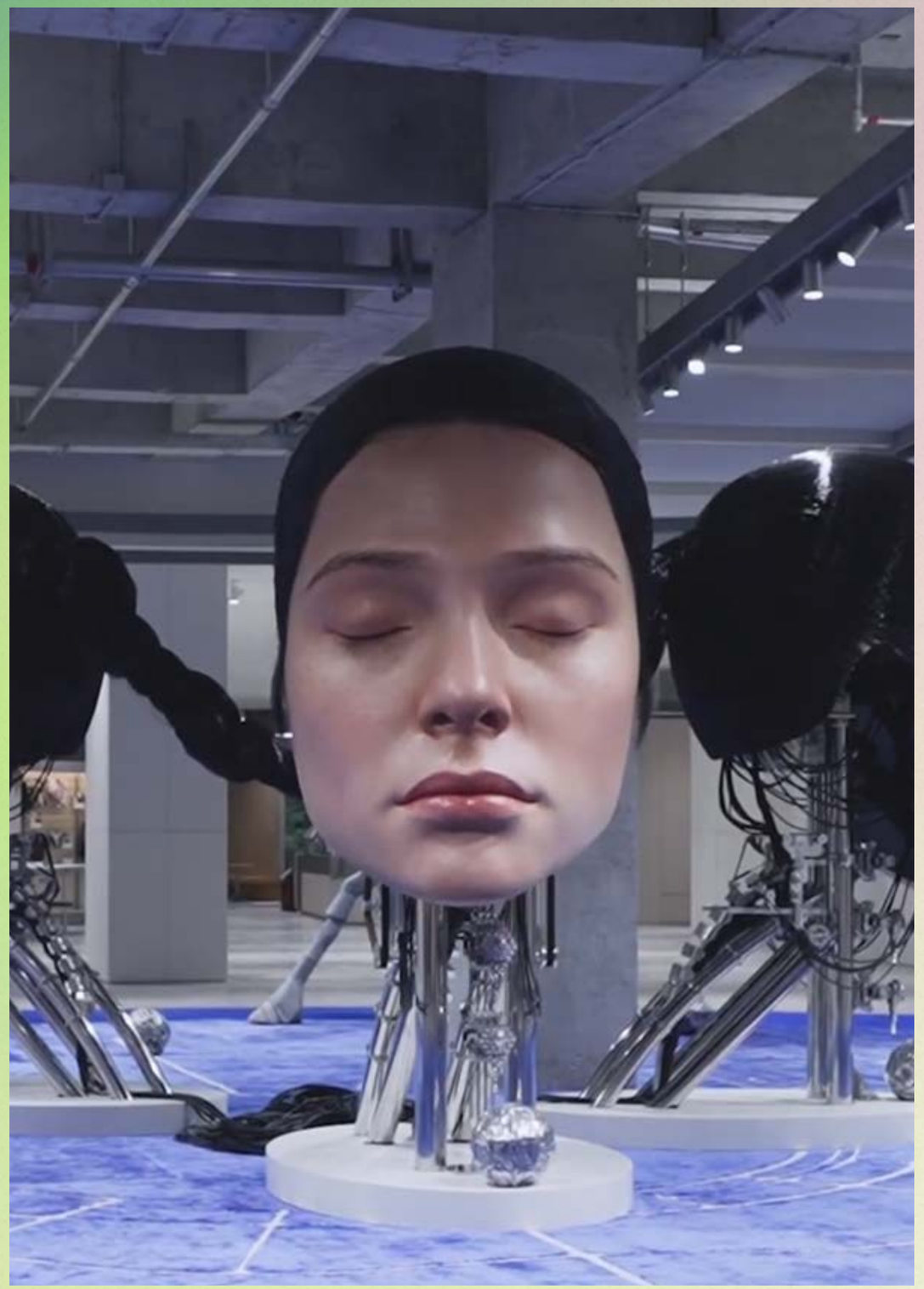


IAMISIGO spring/summer 2024 collection, Lagos, Nigeria

Retail

As consumers navigate the value contradiction during a cost of living crisis, retailers in 2025 are embracing a renewed sense of in-store wonder while fostering more meaningful in-person connections

In 2025, shopping experiences are becoming more immersive, interactive and socially conscious. From pop-up shops that serve as cultural hubs to AI-powered stores that personalise every purchase, brands are re-imagining how they connect with customers. Whether by combining content with commerce or redefining second-hand shopping, these trends are reshaping retail to be more inclusive, sustainable and technologically advanced.



Hermès Madison Avenue, US



Pluri, Israel

Lab Insight

Emily Rhodes

creative foresight analyst

‘Consumers now expect hyper-personalised retail experiences that go beyond convenience. They seek meaningful interactions with brands that align with their values, creating deeper connections. It’s no longer just about efficiency, but about fostering a sense of community where consumers feel understood, valued and authentically engaged’

31 Purpose Pop-ups

Pop-up retail has evolved beyond mere commercial ventures, and now serves as a platform for social good and community engagement. Brands are using temporary spaces to foster cultural enrichment, inclusivity and charity.

In Paris, Youssouf Fofana, Jordan’s creative director for the 2024 Summer Olympics, launched **District 23**, a cultural hub in the diverse 18th arrondissement. Featuring exhibitions like Diaspora Renaissance and youth programmes, the initiative was designed to leave a lasting positive impact on the community by providing opportunities for under-represented groups and creating a legacy of cultural empowerment.

In London, alcohol brand **White Claw** introduced the UK’s first pop-up corner shop for house parties. Located in Shoreditch, this unique experience accepted ‘social currency’ instead of money, offering party essentials like snacks and drinks while engaging the 18–24 demographic in a creative, community-centred way that redefined the corner shop experience.

In Cardiff, Wales, **Co.Lab** is a collaboration between Lone Design Club and Landsec empowering small brands with short-term retail spaces in St David’s shopping centre. Hosting more than 80 direct-to-consumer brands, the store fosters innovation, providing a platform for emerging businesses to engage with consumers, test products and build community-driven relationships.

32 Content Commerce

As consumers demand more immersive and interactive experiences, content commerce is reshaping the retail landscape by merging entertainment with instant purchasing opportunities.

By integrating retail directly into popular media, brands are not only driving sales but also strengthening consumer engagement through innovative, shoppable content.

In August 2024, **Google** partnered with Netflix to create shoppable content for its hit show Emily in Paris. Viewers can now use Google Lens to scan Emily Cooper’s outfits on screen and shop for similar items.

For those on Netflix’s ad-supported plan, customised ads feature Lily Collins as Emily explaining how to use Google Lens for fashion purchases. This seamless integration of content and retail is enhanced by pop-up events, such as the Emily in Paris season four premiere in Los Angeles, where fans could engage with the technology in real time.

Elsewhere, **Shopify** teamed up with Roblox to allow brands to sell physical goods directly within the gaming platform. This partnership empowers entrepreneurs and developers to reach Roblox’s 80m daily users, combining immersive game play with e-commerce.

Another notable partnership is **TikTok and Amazon**. Users of the short-form video app can now purchase products directly from their For You feed. This collaboration strengthens TikTok’s position in social shopping, offering users real-time pricing and Prime delivery estimates without leaving the app and the content they’re watching.



Shopify commerce integration on Roblox

33 Pre-loved Rebranded

The resale market is being transformed as brands reposition second-hand shopping as a fashionable and sustainable alternative to fast fashion.

In a notable shift, tv show **Love Island** partnered with eBay UK as its first pre-loved fashion sponsor. Contestants wore second-hand clothing, highlighting sustainable fashion and promoting the circular economy.

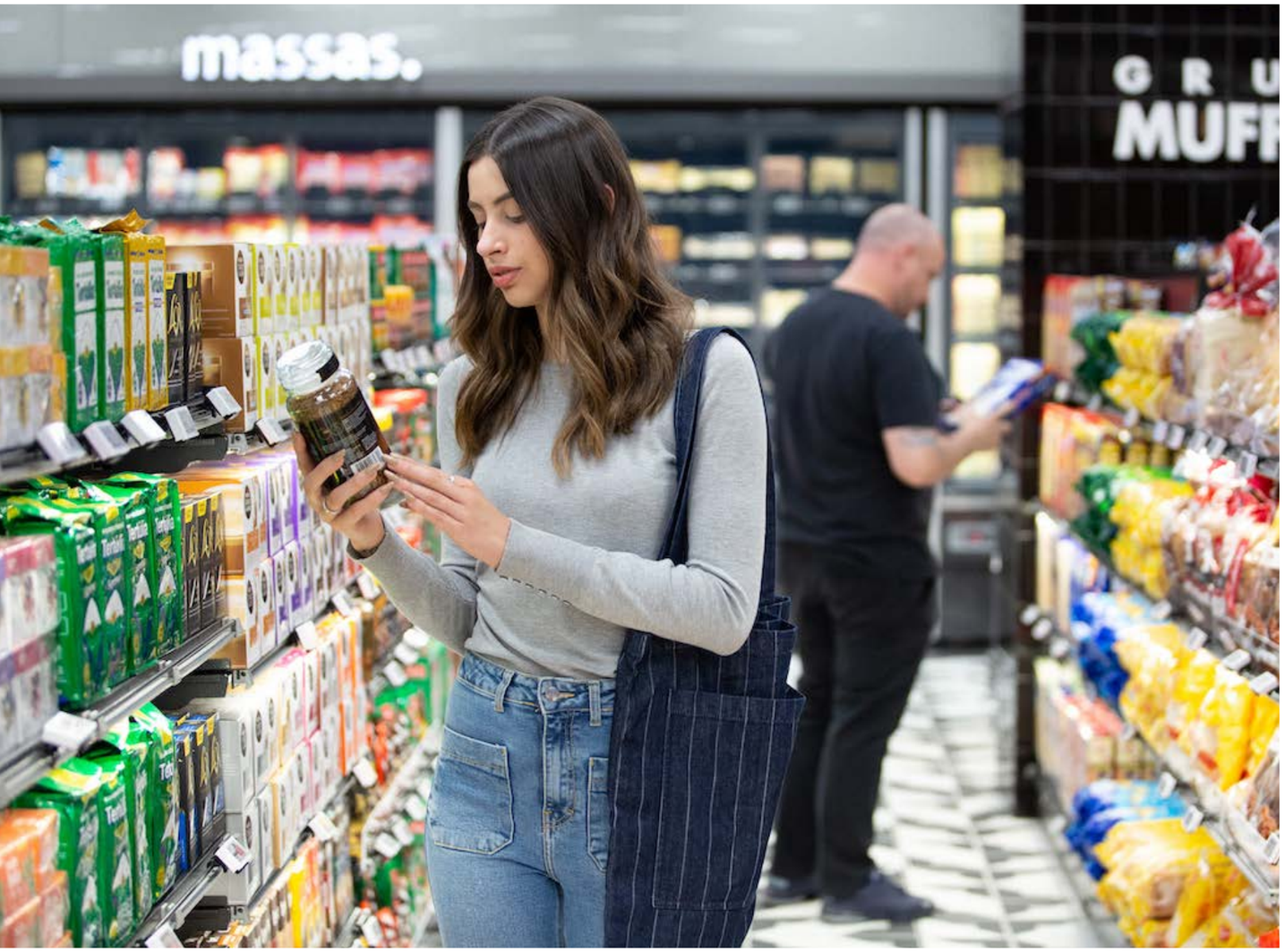
eBay research shows that 20% of Britons now buy more pre-loved fashion than they did two years ago. Celebrity stylist Amy Bannerman curated the Love Island villa's pre-loved wardrobe, giving second-hand fashion a fresh spotlight.

Luxury resale platform **Luxe Collective** created buzz in early 2024 with its Real vs Fake pop-up in Liverpool, UK, challenging shoppers to spot counterfeit designer items. After securing investment on Dragon's Den, the famous TikTok company is changing perceptions of pre-loved luxury.

UK charity **Oxfam's** Second Hand September returned to London Fashion Week 2024 with a catwalk styled by Bay Garnett. Partnering with resale platform Vinted, Oxfam promoted second-hand shopping to raise funds for global poverty.

In July 2024, **Upstream** launched a subscription model merging fashion and music, allowing users to stream and buy surplus stock from various brands. Similarly, Ikea also introduced **Ikea Preowned** in Madrid, Spain, supporting its circular economy goals by offering a peer-to-peer marketplace for second-hand furniture.

Upstream, UK



Left to right: Sensei, US; Maison Margiela has also embraced exclusivity with its MetaTABI NFT programme

34 AI Storefronts

Artificial intelligence is reshaping the retail landscape, making autonomous shopping a reality in more stores. As retailers adopt these technologies, they are creating faster, more efficient and more personalised shopping experiences for consumers.

One key player in this area is Lisbon-based **Sensei**, which launched Dojo, a 500-square-metre autonomous retail lab, in 2023. Dojo uses AI and sensors to track customer movements and product choices in real time, eliminating the need for checkout queues. 'We aim to make shopping as effortless as a single click,' says Sensei COO Joana Rafael.

In beauty retail, **The Fragrance Shop** unveiled the UK's first AI-powered fragrance machine in November 2023 at its London flagship store. The system asks customers personalised questions to craft a unique scent profile, revolutionising how consumers discover fragrances. 'A super-immersed fragrance consumer appreciates any chance to explore scent in new ways,' says fragrance expert Carla Seipp.

Meanwhile, Ulta Beauty is experimenting with robotic services. The company is testing automated manicure and eyelash extension systems to streamline beauty treatments alongside AI innovations in product try-ons and sampling programmes. At the **NRF Retail's Big Show**, CEO Dave Kimbell highlighted the potential for AI to elevate beauty services and enhance customer personalisation.

35 New Loyalty

As brands look to strengthen customer loyalty, innovative programmes that offer more personalised and exclusive experiences are emerging. From invitation-only memberships to gamified platforms, retailers are rethinking how they connect with loyal consumers.

Take British menswear brand **Represent** and its unique Prestige programme. Customers earn points to access its Vault, a tier offering limited-edition products and exclusive drops. With a focus on community, Represent engages 143,000 members through its Facebook group, Rep Talks, using customer feedback to shape future collections.

Maison Margiela has also embraced exclusivity with its **MetaTABI NFT** programme, which gives loyal customers access to digital collectables and physical products like customised leather wallets. This initiative fosters long-term loyalty by blending the virtual and physical worlds.

In June 2024, Heat's mystery box platform introduced **Mile**, an invitation-only subscription service. Members can access exclusive luxury items from brands like Off-White and Brunello Cucinelli. 'We're offering more curated experiences based on user feedback,' says co-founder Joe Wilkinson.

Elsewhere, **Hyatt** has partnered with Peloton to integrate wellness into its loyalty programm e, allowing guests to earn points for using Peloton equipment at more than 800 Hyatt properties.



Viewpoint:

Autonomous Retail Futures

Lisbon-based start-up Sensei's just-walk-out technology places convenience and intuition at the heart of the retail experience, says co-founder Joana Rafael.

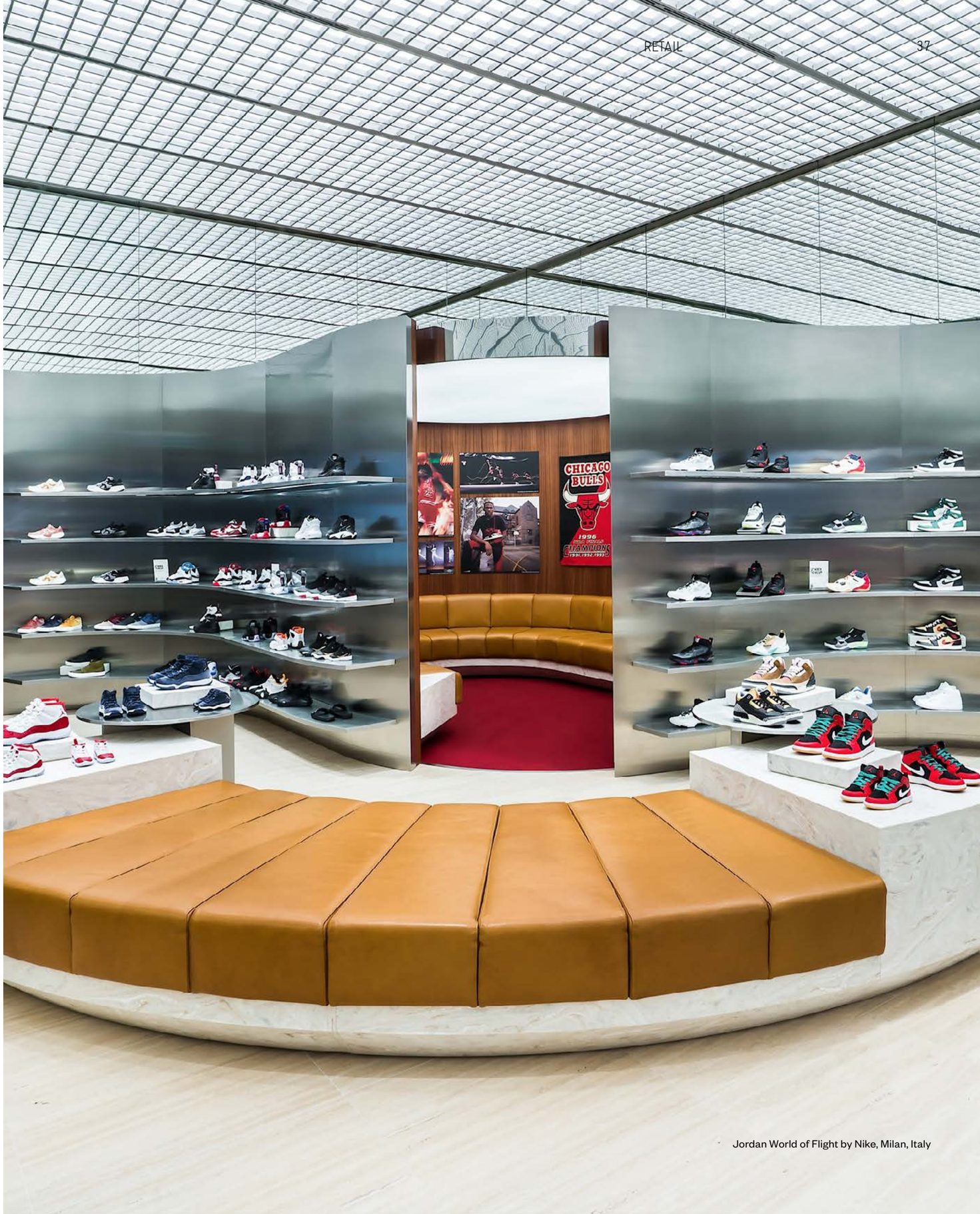
Founded in Lisbon, Portugal, in 2017, Sensei self-identifies as Europe's leading provider of autonomous stores. It uses AI, data and automated tracking of products on shelves to help deliver efficient shopping solutions. 'Amazon's first-mover advantage has created positive pressure for other large retailers to explore and adopt autonomous store technology,' Joana Rafael, chief operating officer (COO) and co-founder of the start-up, tells LS:N Global. 'As they continue to expand, the demand for such innovative solutions increases, providing an opportunity for players like Sensei to enter the market – with a focus on superior technology and customer experience.'

'Our real-time security monitoring is designed to detect any suspicious activity in terms of cyber-security and physical surveillance. As a result, immediate alerts are triggered by any unusual patterns or behaviours'

In March 2023, Sensei launched Dojo, a 500-square-metre test lab in Lisbon, marking it as 'the most sophisticated autonomous retail environment in the world'. Created in collaboration with Hewlett Packard Enterprise (HPE), the retail space mirrors a typical supermarket but without any checkout points. The lab features a range of cameras that link with an AI system to capture when products are removed from the shelves. 'We are on a mission to transform the traditional shopping trip into something as effortless as ordering with a click,' says Rafael. The technology is even designed to cater for human indecisiveness: you can pick a product, change your mind and put it back, and the system will recognise your change of heart.

Cameras, trackers and foot-mapping technology form the foundation of Sensei's autonomous technology system, but this data can also offer retailers another service – valuable customer data about shopping habits. 'Our product revolutionises the way brands can harness customer data,' says Rafael. '[That] information was once merely a dream for retailers and brands.'

Autonomous stores could also be the panacea to the rising levels of in-store theft and retail shrink (damaged or lost goods). 'With our interactive virtual basket, our technology has the potential to nearly eliminate shrinkage from 3% to 0.7%,' reveals Rafael. In Britain, shop theft cost retailers £1.3bn ($1.6bn, €1.5bn) in 2023, according to Centre for Retail Research, forcing many to seek legislative and technological solutions. Given all the data collected and retained, Sensei was also designed to protect all retailers from cyber-attacks.



Jordan World of Flight by Nike, Milan, Italy

Pop Culture & Media

From immersive experiences to creator-driven content and innovative storytelling, pop culture and media innovators are reshaping how audiences engage with entertainment.

Soon, the world of pop culture and media will redefine how we consume entertainment, seamlessly blending the digital and real worlds into immersive experiences. Picture books paired with sensory elements and streaming platforms will offer interactive fan experiences in malls. Influencers are also shifting towards authenticity and multi-platform strategies, while sports teams and media giants are experimenting with virtual reality and spatial computing to enhance fan engagement. As more brands and businesses seize these opportunities, 2025 promises to be a pivotal year in how we interact with and experience culture.



Email is Dead exhibition at Design Museum, London, UK

36 Beyond Books

As books become more than just products and instead symbols of lifestyle, a range of reading-adjacent ventures are transforming how we engage with literature. These innovations go beyond the page, blending sensory experiences with social and digital elements.

Writer **Sable Yong's** debut book, Die Hot with a Vengeance, introduced readers to an immersive experience by pairing the essays with a signature fragrance. The scent, designed with Hoax Parfum, mirrors the themes of beauty and vanity from the book, adding a sensory dimension to reading.

To fight against loneliness among Gen Z, **Reading Rhythms** offers social reading parties in locations like parks and bars across New York, Los Angeles and Croatia. These events feature mindful reading sessions accompanied by soft music or live piano, followed by casual book discussions, all while banning smartphones to create a serene, literary-focused environment. Attracting more than 200 attendees per event, it has become a popular alternative to traditional book clubs.

Penguin Random House Canada is rethinking how children engage with stories through its Living Stories app. By synchronising bedtime stories with smart home devices, it creates immersive, multi-sensory experiences using dynamic lighting and soundscapes, enhancing children's connection to literature in an increasingly digital world.





Left to right: Modern Home by Rob Christian Crosby, New York, US; Roblox

37 Influencer Authenticity Rising

The creator economy is set for more changes in 2025 as platforms, brands and creators adapt to new tools and approaches.

Influencers, once driven by short-term trends, are now moving towards deeper authenticity, cross-platform strategies and **intellectual property ownership** to sustain their influence.

One significant shift comes from Roblox, which launched a £27.7m ($35m, €32m) **Creator Fund** in April 2024 to support developers and creatives alike. This fund extends beyond gaming to incorporate intellectual property from partners like Nickelodeon, empowering creators to develop fresh experiences. Matt Curtis, Roblox's vice-president of developer relations, emphasised that the platform's vision is to enable creators to make 'anything, anywhere, by anyone'.

A **March 2024 report** by CreatorIQ showed that brands are increasingly investing in creator-driven content, with 66% of brands acknowledging its superior return on investment (ROI) compared with traditional ads. But creator content remains under-utilised, with only 13% of brands making it central to their strategies, despite growing recognition of its value.

Meanwhile, whereas Instagram has started quietly **limiting political content** by default, platforms such as Twitch have become alternative news hubs, particularly for younger audiences. Live-streamers offer raw, real-time coverage of events, providing a counter-narrative to traditional news.

This shift towards grassroots journalism, spurred by movements like Black Lives Matter, highlights the growing demand for unfiltered content in the creator economy.

38 Immersive Streaming

While recent disappointments like the unofficial and scandalous Bridgerton-themed ball in Detroit or Glasgow's viral Willy's Chocolate Experience remind us that not all immersive events meet fans' expectations, the future looks brighter for experiences redefining how audiences consume film and television well beyond the sofa.

Netflix is spearheading this transformation with two ambitious projects. Scheduled to open in 2025, **Netflix House** will be an immersive retail and entertainment venue located in Pennsylvania's King of Prussia Mall and the Galleria Dallas in Texas. Fans can expect experiences inspired by hit series, including Bridgerton and Stranger Things, featuring replica sets, interactive games and themed dining options.

'Imagine waltzing with your partner to an orchestral cover of a Taylor Swift song on a replica Bridgerton set,' said the company.

In addition, Netflix is set to release **14 new video games** based on popular titles such as Emily in Paris and The Lord of the Rings. The move highlights a growing trend towards the gamification of entertainment, allowing fans to engage interactively with their favourite shows.

Moreover, the upcoming stereoscopic 3D VR horror series **The Faceless Lady**, directed by Eli Roth, aims to plunge viewers into a chilling narrative filled with Irish folklore. It will offer an unprecedented interactive experience through Meta's Quest headset technology.

Lab Insight

Dan Hastings-Narayanin

deputy foresight editor

'Despite an oversaturated entertainment market and shrinking attention spans, consumers are still hungry for culture, connection and community. But the power is now in the hands of unique and bold storytellers, whether they are Olympic athletes or local screenwriters – this is no longer the time to be demure or mainstream'

Netflix branding by Studio Nari, UK

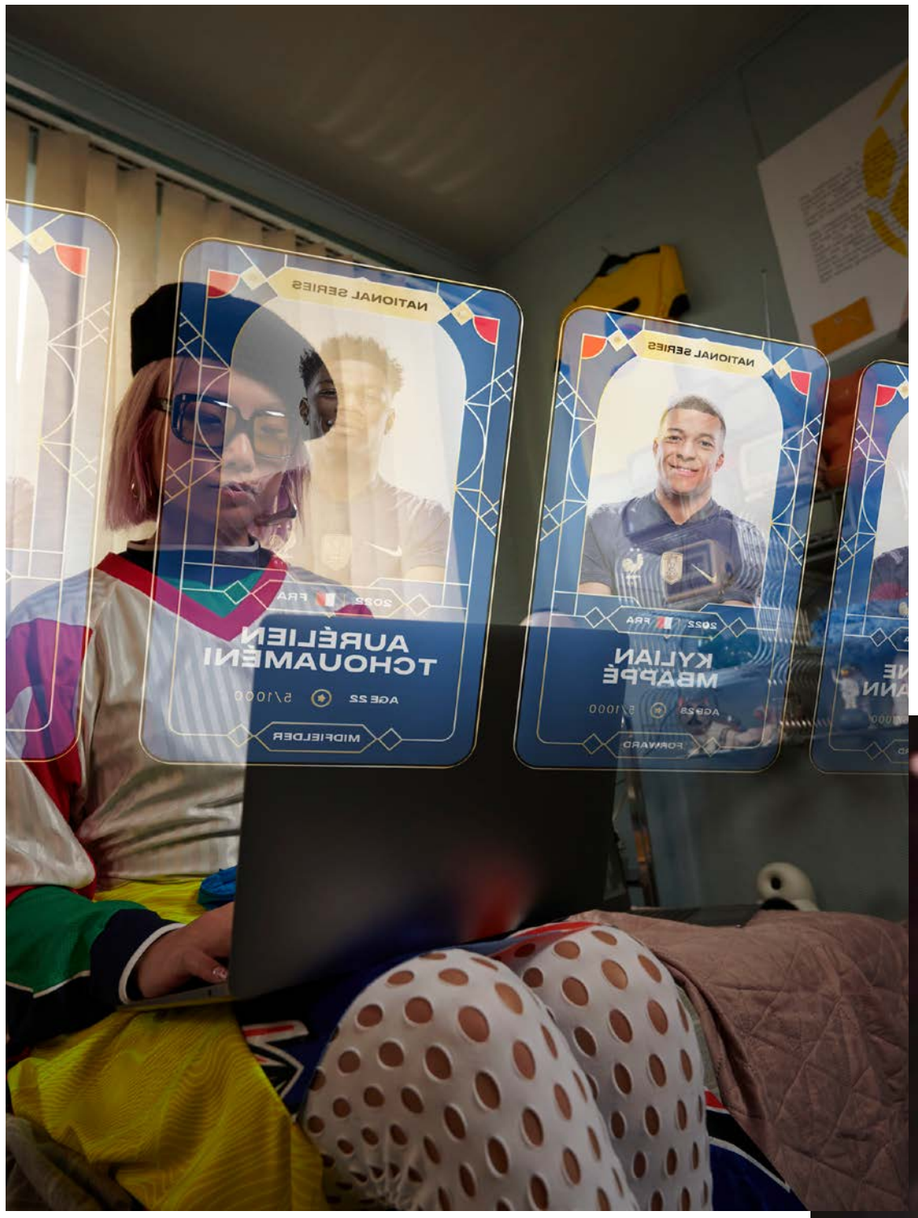
39 Sports Fandom Futures

As sports fandom evolves, technology is transforming the live game experience and engaging fans in unprecedented ways. From immersive stadium displays to virtual gaming arenas, the integration of advanced tech is reshaping how we consume sports.

In Los Angeles, the LA Clippers have unveiled the **Intuit Dome** featuring the Halo Board, a massive 4K LED screen that enhances the fan experience. Spanning 44,000 square feet, this wraparound display immerses spectators in real-time game data, multiple replay angles and interactive features such as social media feeds and in-game fan prompts.

Meanwhile, Manchester City has ventured into the eSports realm with a **bespoke Fortnite map**. Launched in July 2024, The Ladder allows fans to engage in competitive one-to-one matches inspired by the club's heritage. This venture underlines Manchester City's strategic push into digital fan engagement and the metaverse.

On the cutting edge of immersive experiences, the National Basketball Association (NBA) and Major League Baseball (MLB) have launched spatial computing apps for **Apple's Vision Pro headset**. These applications enable fans to watch live games with multiple streams, overlaying real-time stats and 3D visuals, transforming any space into a virtual sports arena. With this, fans can enjoy unprecedented levels of interaction and customisation from anywhere.



Sorare is a fantasy sport cryptocurrency-based video game, France

40 Human Curation Over Code

In an age of algorithm-driven content, human curation is gaining in popularity, particularly among Gen Z. Reddit CEO **Steve Huffman** highlighted this shift at **Cannes Lions 2024**, emphasising the growing value of communities built on real human interaction in a world dominated by artificial intelligence.

One example of this trend is the US podcast **I've Had It**, which taps into everyday grievances for comedic relief. Hosted by Jennifer Welch and Angie Sullivan, the show offers listeners a cathartic escape from the pressure of constant positivity, reflecting a movement where sharing dislikes fosters connection and intimacy.

As **dating app fatigue** grows, Gen Z are moving away from algorithmic matches like those on Tinder and Bumble. Instead, they are embracing in-person, community-based alternatives. Spaces such as the LA Chess Club and New York's Green Tile Social Club allow young people to meet through shared interests. Traditional matchmaking services like Eight Dating and queer-focused A Whole Orange in the UK offer curated introductions, bypassing swipe culture.

In media, platforms like **The Sandy Times**, a new lifestyle publication in the Middle East, are blending educational content with entertainment to engage Emirati readers and curious Westerners. The magazine aims to re-ignite a sense of discovery that algorithms have muted by servicing the same content, beliefs and aesthetics to users trapped in a micro-bubble.



The Sandy Times, UAE

Taylor Swift's Eras tour generated **£4bn** ($5bn, €4.7bn) for the US economy

Source: QuestionPro

Viewpoint:

Archi-tainment

A new generation of transformative structures focused on next-level entertainment experiences are set to influence commercial, public and third spaces.

In the arenas of architecture and spatial design, the architecture itself is becoming the artwork – and now, the entertainment too.

‘My view is that if what you’re seeing out of your windows is what you see at The Sphere, then it’s not a relaxing place’

With digital artist Refik Anadol creating the visuals for entertainment venue Sphere’s inauguration in Las Vegas, we are leaving behind an age of analogue architecture and moving towards buildings whose surfaces shift, entertain, communicate and offer content. But how well are they succeeding in connecting with – and forging connections between – humans?

‘More Sphere-like projects may be on their way,’ architecture critic and lecturer Christopher Hawthorne wrote in The New York Times. With audiences already experiencing gigs with virtual stars, including at Abba’s Voyage in London, Sphere is questioning analogue architecture’s ‘ongoing ability to compete with digital wizardry for popular attention’. Sphere features a record-setting number of speakers – more than 168,000 – with a permeable screen that stops reverb. It’s an advanced audio system which, above all else, makes for a more intimate connection with each audience member.

This impact will be seen in the £400m ($500m, €467m) tech-drenched development of One Times Square, New York, a hyper-modern update of the 118-year-old former HQ of The New York Times. It is set to become a screen-laden visitor centre with viewing decks, a museum and a 12-floor, brand-focused space offering – according to its website – ‘immersive, technology-enabled activations including digital, virtual and augmented reality experiences’.

‘One of the things that we often talk about is the idea of humanising technology or technology that allows us to be more human,’ Jonathan Chippindale, co-founder of London-based digital studio Holition, tells LS:N Global. ‘A lot of the work that we do is very much in that space of hiding technology and technology that allows us to understand something about ourselves as humans.’

For Chippindale, the influence of these new archi-tainment spaces on retail, leisure and domestic environments could be overwhelming if not handled with a human use case as a driver.

‘We should ask whether this technology really is humanising or is putting ring fences, rails and gates around people and preventing them from connecting,’ he advises, suggesting live-stream feeds to other global locations, like a rainforest waterfall, as opposed to fantastical digital displays that could leave the user cold.



Sphere Entertainment, Los Angeles, US

Technology

Amid accelerating technologies, consumers are exploring divergent paths: from simplified ‘dumb tech’ for digital detox to AI-generated creativity and robotic retail. These trends for 2025 highlight the evolving balance between connectivity, efficiency and mindful technology use.

The future of technology presents a fascinating dichotomy. On one side, consumers are embracing dumb tech, seeking minimalist devices to escape the relentless demands of digital life. Flip phones and neo-Tamagotchis offer Gen Z and Millennials a refreshing sense of control, while initiatives like **Eton College’s** smartphone ban in the UK reflect concerns about mental wellbeing.

Meanwhile, technological advances such as AI-driven creative tools and robotics are transforming industries from retail to automotive, creating more efficient, intelligent and personalised experiences. These contrasting trends highlight how society is simultaneously rejecting and embracing technology, reshaping how we interact with both the digital and physical worlds.



Heirloom Hardware by Modem and HB-AS, The Netherlands

41 Dumb Tech Detox

As digital detox becomes a rising trend, consumers are seeking simplified tech experiences that minimise constant connectivity.

The appeal of dumb tech is growing, with retro-inspired phones and devices offering a refreshing – often screen-free – escape from digital overload, particularly among Gen Z and Millennials looking to reclaim balance in their digital lives.

One example is **HMD Global's** Barbie-inspired flip phone, priced at £99 ($129, €118). Aimed at those looking for a digital detox, the phone features basic functions like calling and texting, with no internet or social media. 'It's about reclaiming control of one's digital life,' says Lars Silberbauer, chief marketing officer at HMD Global. This minimalist design targets consumers' nostalgia for simpler tech and their concerns about screen time.

Terra, developed by Dutch design studio Modem Works and Swiss agency Panter & Tourron, is an AI-driven, pocket-sized device designed to guide users on phone-free walks using haptic feedback. It encourages mindful connections with people's surroundings by providing unobtrusive guidance through vibrations, allowing users to enjoy routes like Parisian strolls or architectural tours in Kyoto.

Meanwhile, Heineken and Bodega have launched **The Boring Phone**, a limited-edition device designed to foster offline social connections. Introduced at Milan Design Week in 2024, this phone strips away internet access, allowing users to focus on in-person interactions, particularly during social gatherings.

Lab Insight

Fiona Harkin

director of foresight

'The space between fast-paced tech development and our personal wellbeing will create the friction that drives meaningful innovation in 2025. This will be dominated by increased awareness of, and legislation around, Gen Alpha's access to technology, particularly in relation to smartphones and social media'



The Boring Phone by Heineken and Bodega, Milan Design Week, Italy



Aimagination by Fred & Farid, US

42 AI Co-creators

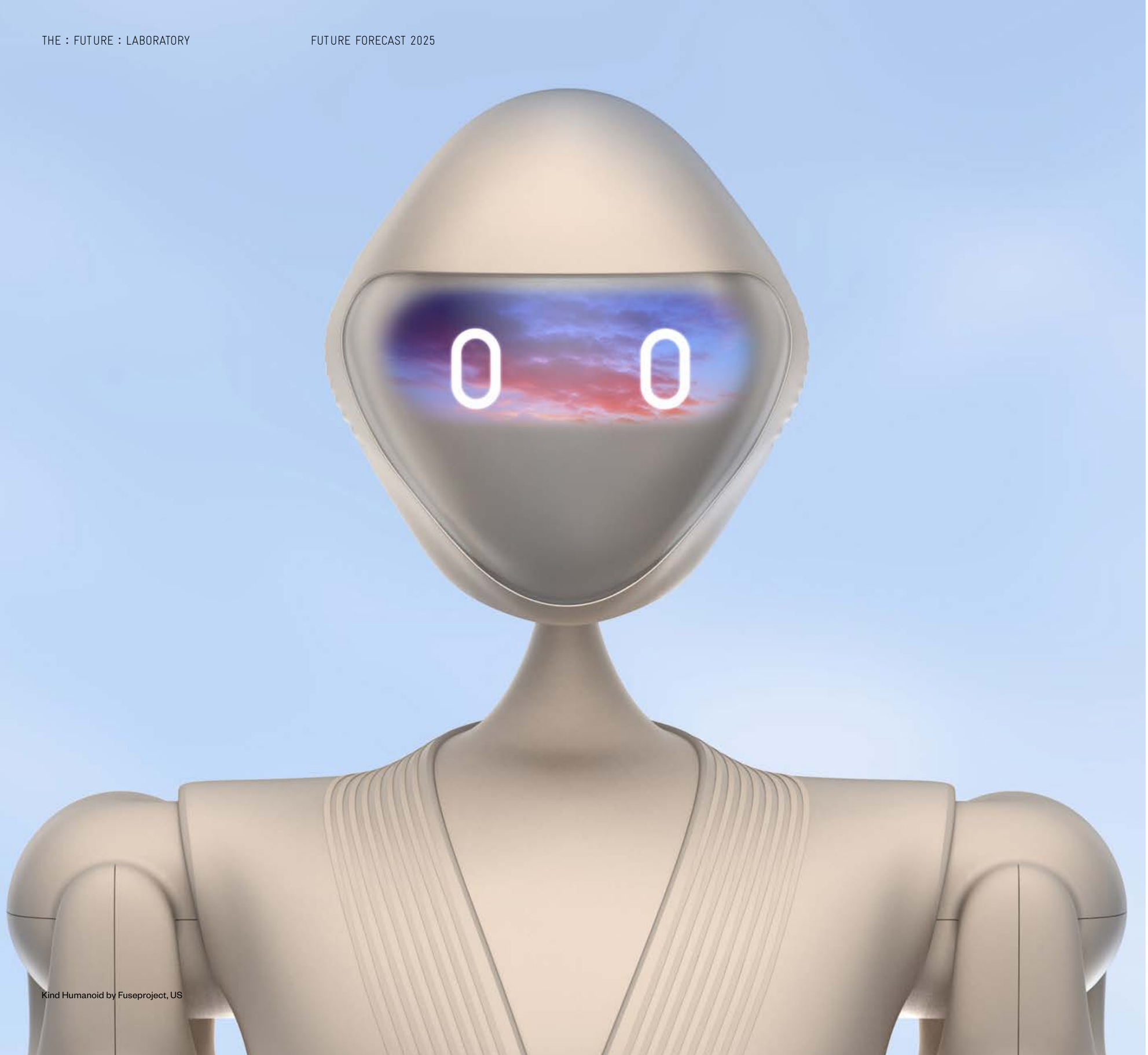
As artificial intelligence continues to evolve, its ability to generate complex visual content and video will expand the horizons of what is possible.

By democratising creativity, AI will give smaller businesses and individual creators access to high-quality production capabilities previously reserved for larger enterprises. In 2025, we can expect to see more creatives embracing AI as a collaborator – one that boosts productivity while inspiring new forms of artistic expression.

GoDaddy's Airo empowers small businesses by generating logos, websites and marketing campaigns from simple prompts, and has boosted users' sales by 28%, according to a press release. The platform's streamlined approach allows entrepreneurs to focus on creativity, turning ideas into fully branded products and campaigns.

Equally bold is the launch of Fred & Farid's AI production studio **Aimagination**, which harnesses AI to produce entirely AI-generated advertising content. By eliminating traditional film and photo shoots, it opens new avenues for brands to explore limitless creative possibilities, revolutionising how advertising campaigns are conceptualised and executed.

Meanwhile, journalist Sophia Smith Galer's AI tool **Sophina** brings AI into the world of viral video creation, helping users script TikTok and Instagram content optimised for engagement. By training the AI on her successful short-form video scripts, Galer has created a tool that empowers individuals and businesses to produce attention-grabbing content, even without professional scriptwriting experience.



Kind Humanoid by Fuseproject, US

43 Robotic Retail

As retail robotics evolve in 2025, autonomous systems will transform how we shop, consume and interact with everyday services.

These innovations are paving the way for smarter living, where efficiency, personalisation and cost-effectiveness are prioritised through advanced robotics and AI. From crafting premium coffee to tailoring drinks based on emotions, robots are becoming integral to delivering seamless, intelligent consumer experiences.

Artly Coffee is reshaping the coffee industry with its Barista Bot. Using computer vision and robotics algorithms, this system captures the expertise of championship baristas to create premium drinks. At just 20 square feet, the compact bot offers café-quality beverages at a fraction of the cost, with construction expenses only a sixth of those for a typical Starbucks store.

Expanding into beverages beyond coffee, **Yo-Kai Express** has introduced its boba-making robot. This automated system prepares boba pearls and a variety of hot and cold drinks. The first machine will be shipped to Netflix's headquarters, marking the start of a broader roll-out across corporate campuses and universities.

For a more interactive experience, **Doosan Robotics' Mixmaster Moodie** uses AI to detect a customer's mood and serve a drink tailored to their emotional state. With rubber muscles and 24 pre-programmed cocktails, Mixmaster Moodie adds a new dimension to the art of bartending, bringing human-like intuition to an automated experience.



Nissan NEV Epic Concept, China

44 AI on Wheels

While flying cars may remain out of reach in 2025, the rapid advances in AI-powered vehicles offer a compelling look at how the future of driving is evolving. From emotion-sensing technology to cars that grow smarter over time, the future of mobility is quickly shifting towards artificial intelligence.

At the 2024 Beijing Motor Show, **Nissan** unveiled a fleet of experimental vehicles featuring AI-powered Internet of Things (IoT) eco-systems. Among these, the Epoch and Epic EVs stand out with their emotion-reading virtual assistants capable of responding to drivers' needs in real time. This technology is a significant leap forward in personalising the driving experience.

Qualcomm, a leader in wireless tech, has a bold vision for the future of AI-powered cars, comparing tomorrow's vehicles to modern laptops and smartphones. Qualcomm's Snapdragon Cockpit platform integrates business tools like customer relationship management (CRM) software into cars, allowing drivers to manage work on the go. This step towards turning vehicles into mobile workspaces exemplifies the next stage of AI integration.

Sony Honda Mobility's Afeela prototype takes things further by incorporating a PlayStation controller as a steering wheel. With in-car AI-driven personal assistants and immersive entertainment systems, Afeela highlights the convergence of mobility and gaming.

45 Spatial Computing Revolution

Spatial computing, combining augmented reality (AR) and mixed reality (MR), is reshaping how people interact with their surroundings. While AR has already found a place in home design, MR promises more integrated experiences, blending digital content with physical environments.

Roomvo exemplifies AR's practical home applications, allowing users to visualise new home designs before making purchases. This immersive approach simplifies renovation planning and empowers consumers to make informed decisions about flooring, furniture and decor, all in a digitally rendered, realistic environment.

In the education sector, **Hitachi** is using the metaverse for virtual reality (VR)-based training. This technology enables risk-free demonstrations for skilled labourers, preserving traditional craftsmanship while addressing labour shortages in Japan. By using immersive environments, workers can practise complex tasks safely and efficiently, boosting cognitive retention and skill transfer.

Lovense is also redefining long-distance intimacy with spatial computing integration for the Apple Vision Pro. Using intuitive hand gestures, partners can control each other's toys, making virtual intimacy more immersive and organic.

Meanwhile, **Elf Cosmetics'** VisionOS app taps into spatial computing for a more immersive beauty shopping experience, allowing users to explore products in high-quality 3D and engage in activities like guided meditations, all through Apple Vision Pro.



Apple Vision Pro, US

Viewpoint:

Cracking the Algorithm Code

With global tech giants wielding increasingly pervasive power, a revaluation of individual liberty and agency is under way.

As we move towards a society dominated by algorithms, the effects on how we shop, live, work and play must also be examined. Consumers crave convenience and, as a result, brands are creating more personalised, AI-driven recommendations. But this comes at a cost, increasing surveillance over our purchases, lifestyles and personal lives.

'Kyle Chayka, author of Filterworld, argues that AI-powered algorithms have turned us into passive consumers and homogenised our preferences and interests, and our culture at large'

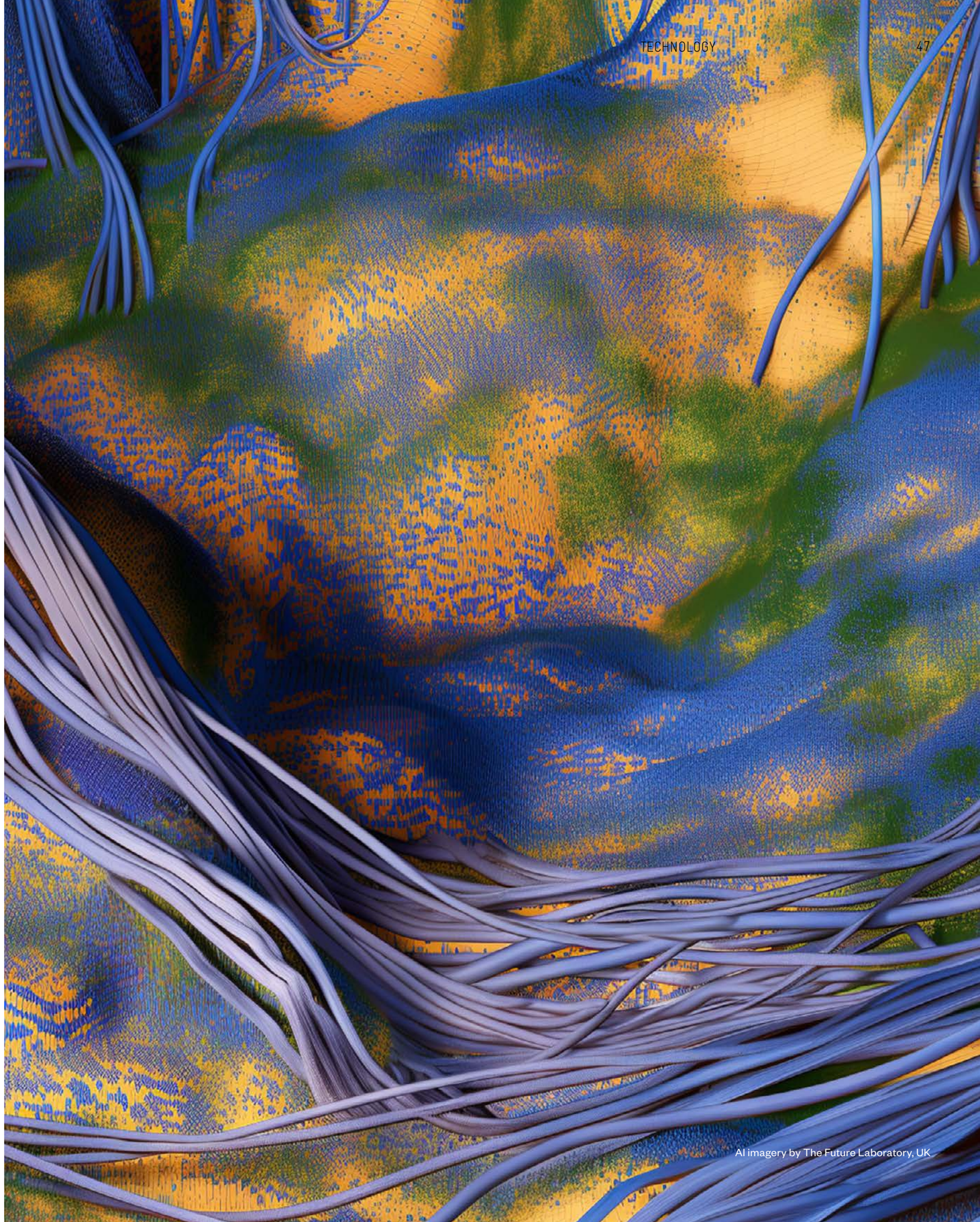
Another driving force behind the move towards increased technological tyranny is the geopolitical struggle for data control, largely between the US and China. Concurrently, because of this algorithmic dominance, there are concerns about a 'flattening' of wider culture. The trend innovation curve, for instance – innovators, early adopters, early majority, late majority and laggards – has been shattered into multiple smaller groups, in turn affecting the creator economy and creativity in general.

This point is further echoed in the 2023 book Technofeudalism by Yanis Varoufakis who argues that we are now at a point at which big tech overlords are extracting value from users through data and free labour, enabled by the rise of cloud computing and AI. According to Varoufakis, for the foreseeable future, we will see a prolonged struggle between big data's control over the Internet of Things, innovation and novelty.

As people spend more time online, an attention war has been ignited, specifically between the US and China, as seen with the US government's attempts to ban the Chinese-owned company TikTok earlier this year. The concentration of power in the hands of unelected tech bosses could pose a threat to democratic government due to the growing ability of these companies to influence public discourse and shape societal outcomes.

As artificial intelligence improves how it creates personalised recommendations, human connection will become even more desirable and rare. Brands should strive to offer human touchpoints and human-centric AI to ensure personalisation feels intimate and genuine.

Organisations will move towards more direct channels of communication through decentralised platforms such as Discord, and newsletter sites such as Substack, that speak to their individualism; however, this must be done with care. Mindful consumers will increasingly seek out safe havens that protect them from the big, bad tech wolves hungry for their attention, time and data.

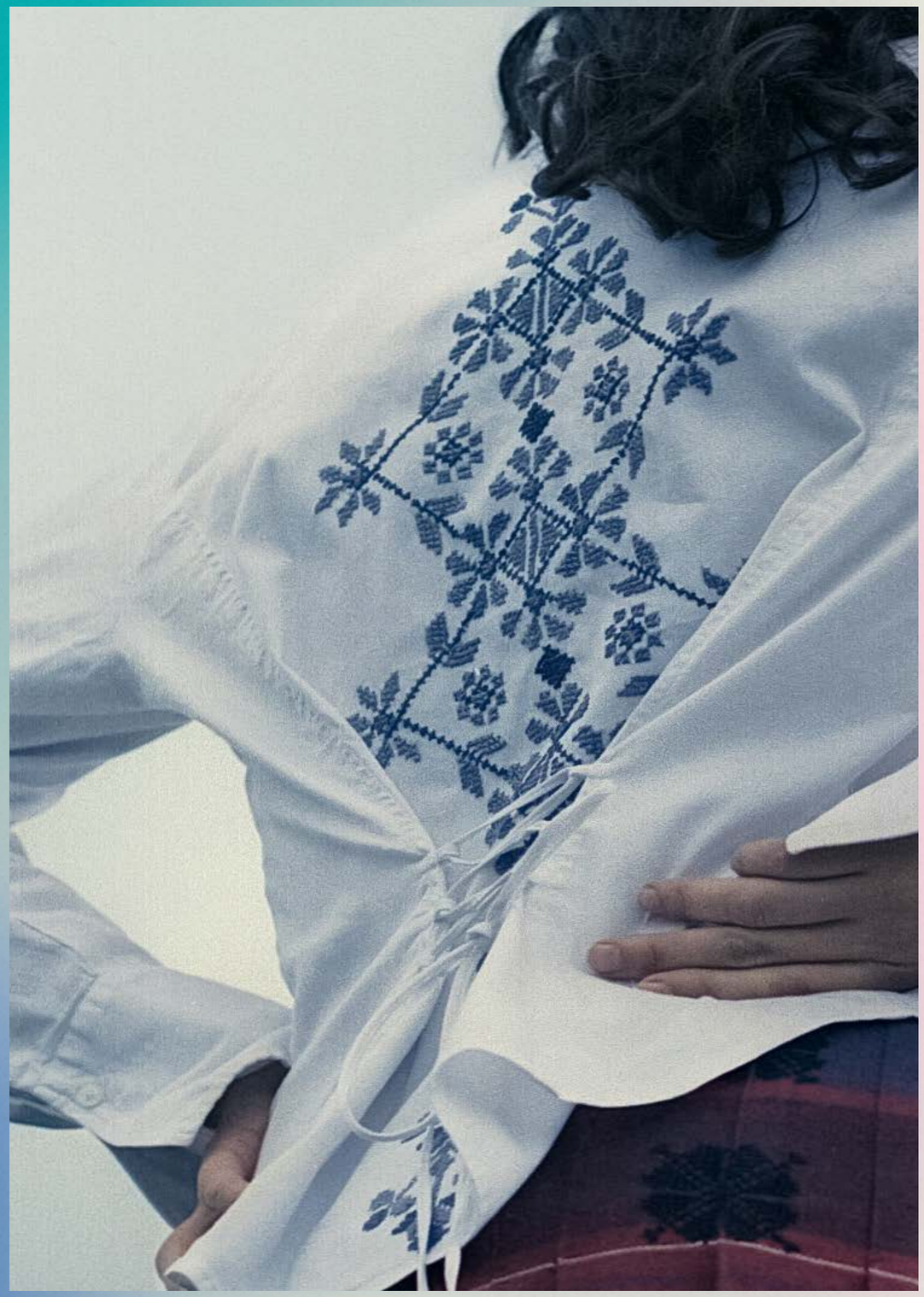


AI imagery by The Future Laboratory, UK

Design

From biofabrication to cultural heritage, the design industry is combining tradition with cutting-edge technology to shape a future that is both eco-conscious and emotionally resonant.

In 2025, designers and creatives will share a collective desire to balance the old with the new. From brands tapping into retro aesthetics that evoke a longing for eras never lived by young generations, to cutting-edge sustainability innovations, the year will be defined by a fusion of nostalgia and forward-thinking solutions. Whether it's fashion incorporating biofabricated materials or urban designs inspired by cultural heritage, these trends represent a harmonious blend of past and future. But only the brands, designers and innovators who are creating meaningful, lasting impacts will resonate deeply with consumers seeking both familiarity and progress.



Soily by Gabrielė Daminaitytė, Lithuania, UK

46 New-stalgia Vibes

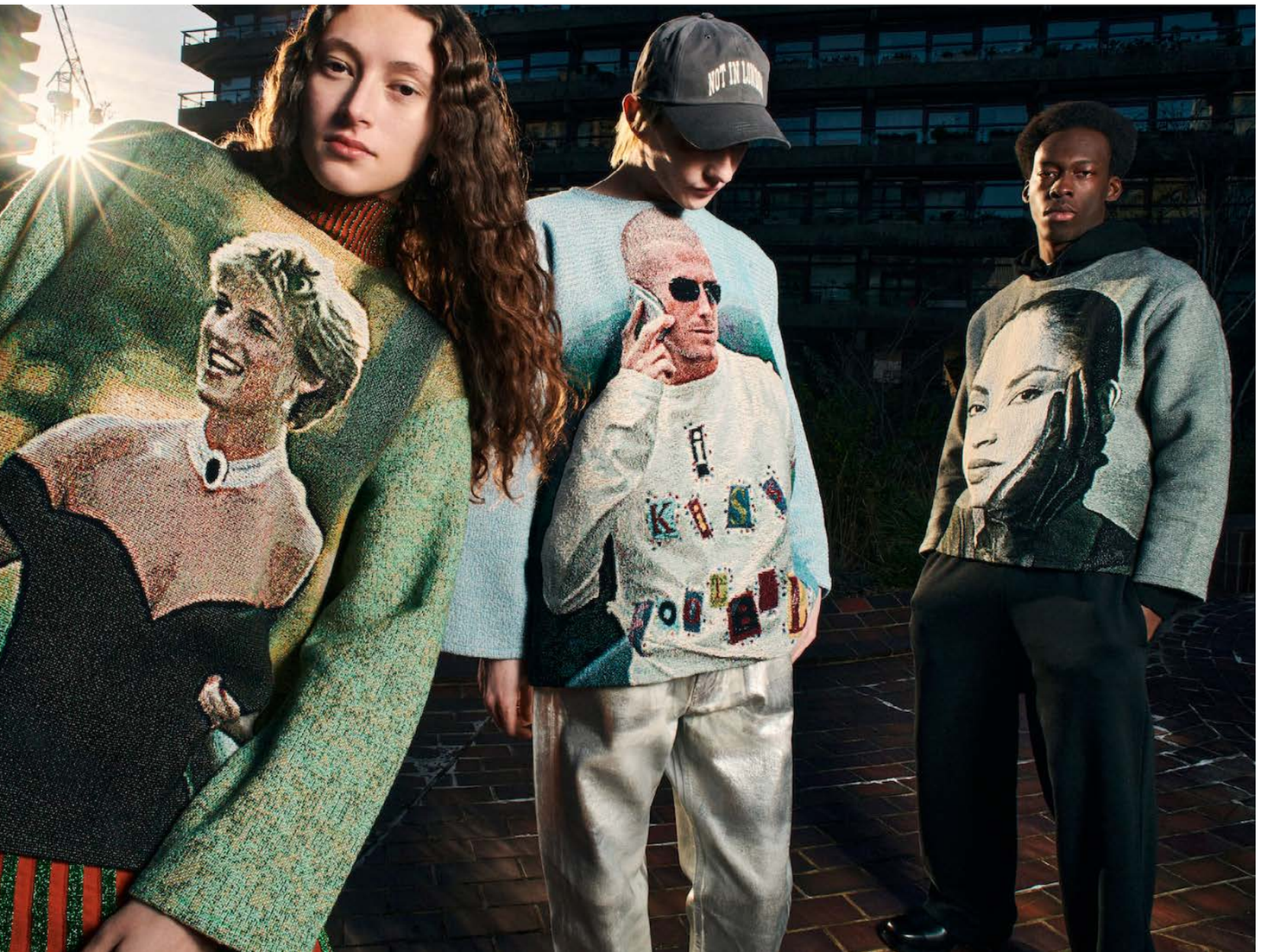
Perhaps in an attempt to slow down from the oversaturation of content, noise and aesthetics thrown at consumers non-stop, nostalgia is making a major comeback in branding and advertising.

For brands tapping into retro aesthetics to attract younger audiences like Gen Z, this trend often goes beyond traditional nostalgia, reflecting anemoia – a longing for a past they have never experienced.

One standout example is the food marketplace **Gustini's** new identity by Koto. The German brand blends Italy's rich culinary history with modern design featuring a terracotta and ocean blue palette that evokes sun-drenched Italian markets. The revamped website uses the Sunset Gothic typeface and balances traditional Italian elements with contemporary e-commerce functionality.

Meanwhile, Highsnobiety's **Not In London** collection brought London's cultural essence to life. From Barbour's limited-edition jackets using upcycled fabrics to Knitwrth's graphic sweaters featuring British legends such as David Beckham and Princess Diana, and Beigel Bake's graphic-print collection paying homage to the iconic bakery, these collaborations celebrated the city's rich and authentic heritage while merging street culture and luxury.

Nostalgia can even be used for good. **Cadbury's** Memory Bar Chocolate Boxes aimed to support dementia patients. Partnering with Alzheimer's Research UK, the chocolate brand's nostalgic packaging from different eras was re-released to evoke memories as part of reminiscence therapy, combining the brand's heritage with social impact.





Left to right: Not In London by Highsnobiety, UK; Pyri wildfire detection device, Brazil

47 Designing for Climate Resilience

As climate change intensifies, innovators are coming up with resilient solutions to combat its effects, including heatwaves, wildfires and disease outbreaks. From insect control to wildfire detection, these creative responses show how design can address pressing environmental challenges.

VML's Guardian Toad was developed to combat the dengue epidemic in Peru. This solar-powered device keeps stagnant water in constant motion, making it an inhospitable place for mosquitoes to lay eggs. The toad-shaped machine operates autonomously, reducing mosquito breeding grounds in areas with limited access to clean water.

In the UK, the **Pyri wildfire detection** device uses wax and charcoal to detect wildfires in remote areas. When exposed to heat, its wax casing melts, activating a radio signal that alerts local communities. Inspired by the natural process of pyriscence, Pyri offers a low-cost, biodegradable alternative to traditional fire detection methods.

As a solution to heatwaves, British engineer **Tom Greenhill** proposes painting yoghurt on windows as part of a climate toolkit. Although they sound eccentric, such simple, low-cost hacks to reflect heat offer pragmatic, energy-efficient solutions for renters and those in older buildings not designed for extreme heat.

48 Legacy Recrafted

Amid eco-fatigue and greenwashing, a new wave of designers are turning to cultural heritage and waste materials to create sustainable designs with lasting value.

Lithuanian artist Gabrielė Daminaitytė's **Soily project** revives Soviet-era clinker tiles, forgotten remnants of an imbalanced production system. She regenerates these tiles using locally sourced soil, giving each one a unique terracotta hue and texture that reflect its regional origin.

Aesop's new Barcelona store designed by Spanish studio Mesura embraces the concept of creative anastylosis, a method that repurposes salvaged materials to form something new. Collaborating with local stonemasons, the team sourced Montjuïc stone remnants from demolished 19th-century buildings, including pieces from Barcelona's Gothic Quarter. These meticulously catalogued fragments now shape the store's interior, blending historic stone with modern stainless steel fixtures.

In fashion, streetwear brand **Stüssy** has collaborated with the Ain Leuh Women's Cooperative to upcycle T-shirts into Boucherouite Moroccan rugs. This initiative supports traditional weaving techniques, preserves centuries-old craftsmanship and provides economic opportunities to local artisans.

Similarly, private members' club **Soho House** has partnered with Paper Foundation to upcycle old bedsheets into postcards illustrated by artist Angelo Dolojan, promoting sustainability and regenerative design.

Soily by Gabrielė Daminaitytė, Lithuania

Lab Insight

Emily Rhodes,
creative foresight analyst

'As technology rapidly evolves, brands should prioritise familiarity in their designs to help consumers connect with new products. By integrating retro elements, brands can ease the transition to newer technologies, fostering trust and comfort while encouraging exploration of innovative offerings'

49 Saudi Super-Stadiums

As analysed in our **Game-Changers: The Future of Sports Fandom** macrotrend report, the Middle East is emerging as a new sporting epicentre, shifting focus away from the historically sport-dominant West.

Saudi Arabia, for instance, has revealed ambitious plans to host the 2034 FIFA World Cup with 15 new and renovated stadiums across five cities.

Neom Stadium will be the world's most unique arena, situated 350 metres above ground within the futuristic megacity **The Line**. This 46,000-seat venue is set to offer breathtaking views and cutting-edge technology powered entirely by renewable energy. The stadium's design embodies a bold vision for sustainable urban development.

In Riyadh, **King Salman International Stadium** will host the 2034 World Cup tournament's opening and final matches. With a capacity of 92,000, it will be the largest stadium in Saudi Arabia, blending into the natural landscape to provide cooling and shading suitable for the desert climate.

And in Qiddiya, **Prince Mohammed bin Salman Stadium** will be perched on the Tuwaiq cliffs. Designed by Populous, this 45,000-seat venue will feature futuristic elements like iridescent glass and solar panels, enhancing fan experiences with immersive LED displays and a retractable roof. These next-gen stadiums reflect Saudi Arabia's commitment to blending sustainability with state-of-the-art design as part of the country's Vision 2030 initiative.





Left to right: Norlana by Neom, Saudi Arabia; BioCement by Laura Maria Gonzalez, US

50 Biofabricated Materials

As the fashion industry grapples with the pressing need for sustainability, **biofabricated materials** are emerging as a revolutionary solution.

Cultivated through biotechnology, these innovations offer both environmental benefits and aesthetic appeal without compromising on quality.

Balenciaga has introduced the Lunaform maxi bathrobe coat, made from a cellulosic leather-like sheet material developed through microbial fermentation. This invention not only accentuates luxury but also addresses the environmental impact of traditional fashion materials, offering a stylish alternative that aligns with sustainable practices.

Similarly, The North Face is set to unveil **Corde**, a ground-breaking vehicle featuring Brewed Protein fibres sourced from Japanese biotechnology start-up Spiber. This marks the world's first use of biofabricated materials in automotive design, showing a commitment to reducing carbon footprint while delivering premium quality.

In the architectural sector, the **Tower Bridge Court project** in London demonstrates how biocement – a greener alternative to traditional concrete – can be used in construction. Developed by BioMason, this neo-cement uses micro-organisms to harden tiles and create more sustainable buildings.

These advances underline a significant shift towards eco-friendly materials across industries, heralding a potential new era in which sustainable luxury and innovative conscious construction will coexist, effectively contributing to a greener future.

Viewpoint:

Immersive Living Spaces

Design innovation consultant Matthew Cockerill talks to LS:N Global about how augmented and mixed reality will be at the core of the future of the smart home.

The home is constantly subjected to cultural changes. In an era of exponential technological growth, augmented reality (AR) and mixed reality (MR) integrations hold great promise for home innovation. The extended reality (XR) market is projected to reach a value of £79.71bn ($100.77bn, €93.13bn) by 2026, according to Statista, while the smart home market is expected to expand at a compound annual growth rate of 10.67% from 2024 to 2028.

‘The home really does become a stage, not only for our practical way of living to save money, to help live more sustainably but also to live more exciting, creative and participatory lives – to not just be a consumer, but to be a creator who leans in and does a lot more things in the home’

Working in industrial design, Cockerill describes himself as ‘an innovator at the early stages of designing technology for companies’. He previously collaborated with giants such as Samsung, BMW, Meta, TikTok and Panasonic to bring new technological platforms to life. Reflecting on the impact of Covid-19, Cockerill notes how it has transformed our interaction with our homes, enabling us to do more in them. He points out that the frontier for new products lies in multi-modal technology, citing recent innovations such as the AI Pin and Ray-Ban smart glasses. The essence of the new digital era at home revolves around interactivity, he says.

AR has been a prominent topic in the tech community for some time, with its applications in the home primarily focused on renovation and redesign. An example of this is Roomvo, which offers a tool to visualise new home designs through immersive technology before purchasing any product. But despite the growing excitement around AR, Cockerill points out a significant gap between the hype and the reality: ‘We can see interesting use cases at the moment, but nobody’s adopting the hardware.’

According to the designer, MR could be the key to bridging this gap, offering a more integrated experience where the physical and digital worlds converge: ‘It’s actually about reshaping how you see the world and where the physical and the digital are more blended together, more intimately connected,’ he says.

‘If you think about your home now, mixed reality could really help switch the vibe in it and perhaps provide content for you to interact with, to do things differently.’ The design innovation consultant emphasises the need to enhance our digital experiences by bringing them out of our screens and into our physical spaces.



Samsung Shift by Form Us With Love, Sweden

Trend Barometer

What was top of mind in 2024 for the brands, agencies and creative studios using LS:N Global?



+1,550%

Dog

DINK-WHAT?

The DINKWAD (Double Income, No Kids, With a Dog) economy is thriving and pets are in their spoiled child era.

+900%

Saudi

RIYADH RISING

Between luxury, entertainment and tourism, Saudi Arabia is bubbling up with opportunities.

+700%

Outdoor

TREECHARGE

From running and hiking clubs to immersive retail, consumers want a good reason to leave the house.

+500%

Fandom

SUPPORTER OLYMPICS

The purchasing power and influence of Swifties, the BeyHive and sports fans have reached unparalleled levels.

+360%

Scent

PERFUME PASSION

Even male teenagers have traded body spray for luxury fragrance layering – are you smelling the opportunity?

+290%

Snacking

SNACK ATTACK

Rising inflation and an emerging little treat culture have turned snacks into a new status symbol.

+265%

Fitness

WELLNESS WAVE

Boomers are logging their workouts on Strava, racquet sports are on the rise and everyone is lifting weights.

-44%

Sustainability

CLIMATE CALL DENIED

Is Mother Nature no longer a priority in times of vibecession? Say that to the hurricanes, floods and heatwaves.

-56%

Hedonism

ANTI-OPULENCE

The cost of living crisis and Ozempic have quickly put an end to revenge spending, travelling and dining.

-62%

Women

PERSISTENT PATRIARCHY

With women's rights restricted from Afghanistan to the US, #MeToo, DEI and glass ceilings seem forgotten.

2025 Calendar

Stepping away from algorithmic and AI-generated recommendations, we curate the top events you should keep on your radar for 2025. From pop culture drops to global events, we believe these are the signals announcing broader shifts next year and beyond

January

: Netflix becomes the exclusive home of WWE Raw in the US, Canada, UK, and Latin America

: Australia mandates large businesses to disclose climate-related financial information and risks

: The US Presidential Inauguration takes place

February

: EU AI Act imposes restrictions on specific AI systems

: The Super Bowl captures the attention of millions around the globe, with Kendrick Lamar headlining the halftime show

March

: SXSW takes place in Austin, Texas, a liberal city set against the backdrop of a predominantly conservative state that voted for President Donald Trump

April

: The UK changes Vehicle Excise Duty for low-emission vehicles

: Expo 2025 opens in Japan, themed ‘Designing Future Society for Our Lives’

May

: The Met Gala highlights Black dandyism in ‘Tailoring Black Style’

: UEFA Champions League Final takes place

June

: EU Accessibility Act mandates standardised accessibility for tech and transport

: NBA Finals showcase international basketball talent

: G7 Summit

July

: Bulgaria adopts the euro, becoming the Eurozone’s 21st member

: Oasis commences its live tour across the UK

August

: England hosts the Women’s Rugby World Cup

: Freakier Friday, the sequel to the 2003 hit, reunites Lindsay Lohan and Jamie Lee Curtis

September

: The Asian Games take place

: The V&A’s Marie Antoinette exhibition explores her influence on fashion, design, and the arts

October

: The UN Summit of the Future discusses global challenges

: Paris Games Week showcases the latest in video games and eSports

: South Africa hosts the G20 Summit

November

: COP30 in Belém, Brazil, hosts the first climate summit in the Amazon

: South Africa hosts the G20 Summit

December

: Canada bans the export of single-use plastics

: Norway bans sales of diesel and petrol cars

: Morocco hosts the Africa Cup of Nations, uniting the top national football teams from across the continent

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