



CULTURAL TRENDS  
*unveiled*

2 0 2 5   R E P O R T





SECTION I

# THE TRENDS

CREATIVE MADE *for the* BRAVE

# I / PLEASURE-SEAKING 2.0

- Consumers are redefining happiness, seeking novel ways to experience pleasure in their daily lives.
- This "hedonism 2.0" prioritizes unique experiences that create lasting memories, whether it's discovering hidden gems or crafting personalized adventures.
- In 2025, consumers will demand tailored recommendations and seek to enhance everyday activities with a touch of luxury.
- Brands can capitalize on this by curating personalized experiences, fostering a sense of community around shared passions, and empowering consumers to create their own joy.



45%

Millennials and Gen Z consumers will make up 45% of luxury sales by 2025.

Source: Statista



62%

of millennials are likely to spend a little extra to make one moment or day more special or enjoyable.

Source: NielsenIQ



81%

of travellers from Europe, Middle East and Africa will either go on more or the same amount of holidays in 2025 as compared to 2024.

Source: Marriott



# II / HOLISTIC *Wellbeing*

- Consumers are moving beyond traditional definitions of wellness, embracing a holistic approach that encompasses mental, emotional, and physical well-being.
- They seek comprehensive solutions that integrate various aspects of health and prioritize mindful living.
- In 2025, consumers will look for innovative ways to stay active, manage stress, and achieve a balanced lifestyle.
- Brands can engage by offering holistic wellness programs, promoting mindful tech use, and fostering a sense of community among health-conscious individuals.



US\$9TN

The projected size of the global wellness industry is US\$9tn by 2028.

Source: [Global Wellness Institute](#)



78%

of Gen Z combine alcoholic and non-alcoholic drinks on nights out, compared with two-thirds of adults.

Source: [KAM](#)



180k

ChatGPT's daily power usage is nearly equal to 180,000 U.S. households.

Source: [Forbes](#)





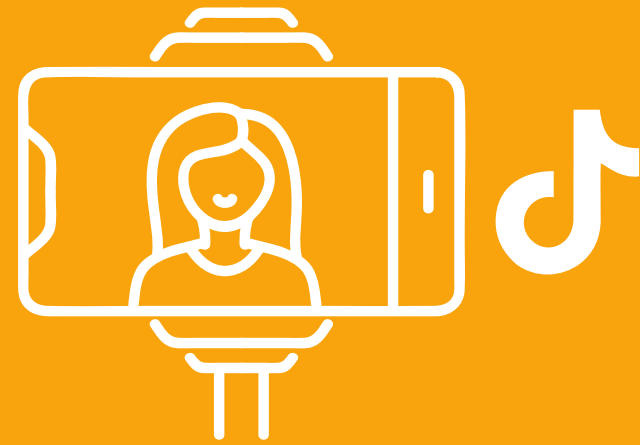
# III / THE RISE *of* COMMUNITY



**82%**

of consumers are likely to follow the recommendation of a micro-influencer (influencers with fewer than 100,000 followers).

Source: [Forbes](#)



**4.25%**

Tik Tok has a user engagement rate of 4.25%, higher than any other social media platform (e.g. Instagram 0.6%; Facebook 0.15%).

Source: [ClearVoice](#)



**1.6<sub>BN</sub> HOURS**

In May 2024, Twitch, the user-generated content platform got over 1.6bn hours of watch time in one month.

Source: [Streams Charts](#)

- Consumers are increasingly drawn to communities that share their values and passions.
- They seek deeper connections with brands that align with their beliefs and offer opportunities for meaningful engagement.
- In 2025, consumers will prioritize authentic connections and exclusive access to brands that resonate with their values.
- Brands can foster a strong sense of community by creating inclusive spaces, partnering with like-minded organizations, and rewarding loyal customers with exclusive experiences.



# IV/ SUSTAINABLE Consumption

- Consumers are becoming increasingly conscious of their environmental and social impact.
- They prioritize sustainability, seeking out products and brands that align with their values.
- In 2025, consumers will embrace circular economy principles, supporting local businesses and seeking out high-quality, long-lasting products.
- Brands can engage by promoting sustainable practices, embracing circular economy models, and educating consumers on making informed, eco-conscious choices.



Source: [PwC 2024 Voice of the Consumer survey](#)

Source: [PwC 2024 Voice of the Consumer survey](#)

Source: [PwC 2024 Voice of the Consumer survey](#)



# V/ THE EVOLVING *Digital Landscape*

**1,060%**

2024 saw a 1,060% year-over-year increase in global GenAI course enrollments.

Source: [Coursera](#)

**64%**

of World Economic Forum's Chief Economists Community members believe Artificial Intelligence will impact economic growth in the next 5 years.

Source: [WeForum](#)

**53%**

of Gen Zers say they have used "buy" buttons on social media networks.

Source: [NielsenIQ](#)

- Technology continues to shape consumer experiences, blurring the lines between the physical and digital worlds.
- While embracing technological advancements, consumers also seek authentic human connection and a balance between online and offline experiences.
- In 2025, consumers will prioritize seamless, user-friendly technology that simplifies their lives while offering opportunities for exploration and serendipity.
- Brands can navigate this landscape by leveraging AI responsibly, offering experiences that break free from digital routines, and developing integrated platforms that enhance convenience.



# KEY CONSIDERATIONS *for* THE FUTURE



## **THE *Human*** **TOUCH:**

Balancing technological advancements with authentic human connection will be crucial.



## *Mindful* **CONSUMPTION:**

Consumers will prioritize experiences that are meaningful and sustainable.



## **COMMUNITY** *and* **BELONGING:**

Fostering a sense of community and shared values will be essential for brands.



## **TRANSPARENCY** *and* **TRUST:**

Building trust with consumers will require transparency and a commitment to ethical practices.





SECTION II


TRENDS *in*  
*Conscious* WELLBEING

CREATIVE MADE *for the* BRAVE



Over the past year, we've seen a significant shift in how people approach wellbeing. There's a growing emphasis on self-awareness and personal value, going beyond basic diet and exercise. Consumers are now exploring deeper concepts like gut health and digital detoxes.


1



**MENTAL**  
*Health* **FOCUS**

People are prioritizing mental wellbeing, sharing stress management and relaxation techniques. Therapy, spirituality, and meditation are increasingly popular.


2



**THE RISE *of* MINDFUL**  
**PRODUCTS**

Wellness products and services are gaining traction, positioned as tools for improved wellbeing. This includes everything from beauty treatments to relaxation aids like white noise machines and creative outlets like art classes.


3



**BUILDING**  
*Self-Worth*

There's an emphasis on self-empowerment, focusing on setting healthy boundaries and personal growth without relying on external validation. Topics include positive body image, personal development, and healthy relationships.


4



**NOURISHING**  
*the* **BODY**

Discussions on physical health now include mindful eating and wellness therapies, with a strong focus on plant-based diets and healthier alternatives.

5



**DIGITAL-PHYSICAL**  
*Balance*

People are grappling with the mental health implications of remote work, balancing family life with increased isolation. This has fueled the digital detox trend, with people disconnecting from social media to reconnect with "real life."







SECTION III

# CONSUMER *Wellbeing* TRENDS *for* 2025

CREATIVE MADE *for the* BRAVE





**HOLISTIC**  
*Wellness* **DEMAND**

Consumers are seeking comprehensive wellness solutions that address both physical and mental health. This includes everything from nutrition to emotional resilience, indicating a desire for a "one-stop" approach to wellbeing.



**CONTINUED GROWTH**  
*in Wellness*

The wellness industry's rapid growth continues, with consumers eager for innovative ways to improve their wellbeing. Fun and engaging workouts, like RowFormer and Wall Pilates, will remain popular.



**NAVIGATING**  
*the Digital* **DIVIDE**

Consumers want to reduce screen time (as evidenced by popular search queries about deactivating social media and minimizing phone use), but they also don't want to miss out on new technology. Brands that offer enjoyable digital detox solutions have a significant opportunity.





# BRAND ENGAGEMENT STRATEGIES *for 2025*



## EMBRACE *Holistic* HEALTH

Brands should adopt a holistic approach to wellness, offering products that support both physical and mental wellbeing. This includes everything from healthy snacks and supplements to integrated fitness apps.



## GAMIFICATION *of* WELLNESS

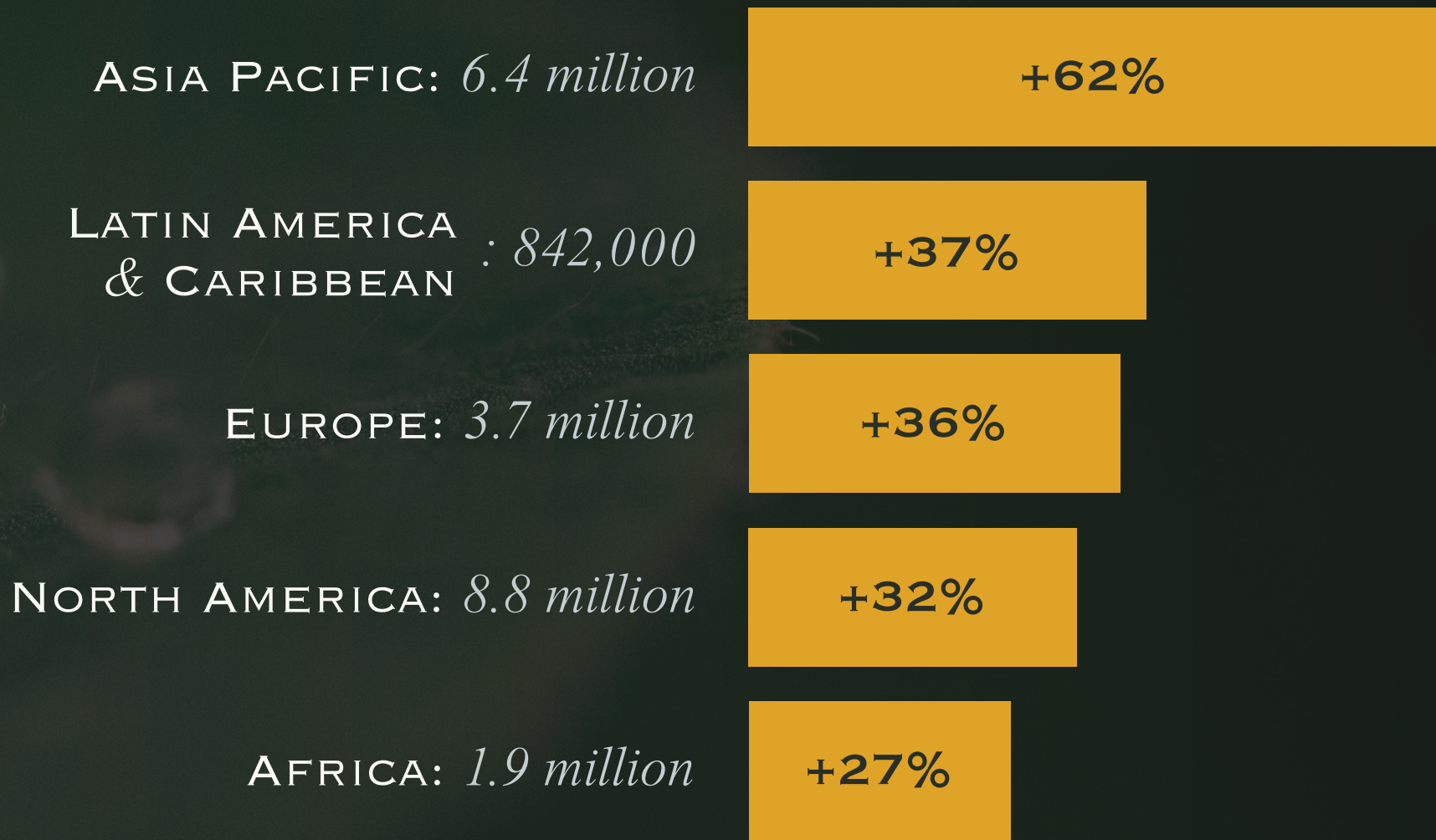
Introducing wellness challenges with rewards can motivate consumers and build community. Gamification can make wellness activities more engaging.



## PROMOTE *Digital* MINDFULNESS

Brands must address the tension between consumers' desire for digital engagement and their need for mindful screen use. Apps that combine screen time awareness, productivity tools, and mindfulness features can serve as models.

## GLOBAL CONSCIOUS *Wellbeing* GROWTH





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