

# *Trends Report* 2025

TapCreative.

## Introduction

Stepping into 2025 we are excited to see a vivid year unfold. Empowered by Ai we are seeing a rapid acceleration of digital & work capabilities. New tools & products have the power to make big changes to our daily lives.

We are also seeing a commercial slow down as all generations grow increasingly conscious of social & political changes. Consumers are more focused on health & well-being. Whilst also craving more connection and real world experiences.

The driving forces that effect our customers have a big impact on their priorities. Cultural trends help us take strategic action based on insights to keep business meeting customers emerging needs.

## Chapters



*Radical Sustainability*



*Diversity, Equality and Inclusion*



*Experience Based Design*



*Digital World*

# Radical Sustainability



## A YEAR OF ACTION

Whilst 2024 re-highlighted the importance of sustainability and the collective steps companies were taking for a more sustainable tomorrow. 2025 presents the year of action. Ensuring that companies move beyond just 'talking the talk' but actually implementing real-life solutions that resolve real-life problems.





**Buy Less,  
Demand  
More.**



**80%**

Of US GenZ & millennials are seeking value by trading down to different products - *McKinsey*

### RISE OF RE-COMMERCE

While inflation continues to rise, many are trading down in search of better value. Reduced customer spending power has forced retailers to acknowledge & shift to supporting resale. As a more sustainable model we're also seeing big businesses help repair, refill & recycle goods. At London & Milan fashion week we saw a first ever second-hand runway show from eBay. Shoppable via live stream on the eBay app. DKNY spotlighted New Yorks' literacy legacy with a second hand book pop up. Similarly Vinted has just launched its platform in the Irish market in competition with Depop. **Selfridges also stated that it wants half of its sales to be from resale, repair, rental or refills by 2030.**

TapCreative.

### BEING THE CHANGE

Political & economic landscapes continue to shift. Though consumers understand the global impact of sustainability. Brands who expedite change ahead of policy & short-term profit will become the real industry shakers. Raising the bar, brands will bolster their ethics & environmental stewardship. The European Commission along with ESPR are working towards a circular product economy plan. However the plan to double material circularity rate by **introducing Digital Product Passports (DPP) will only be entering strategy discussion in 2025**. DPP will strengthen sustainability from a legal compliance front but individual action can be take by brands sooner.



### ZERO BARRIERS TO ENTRY

With multiple initiatives in place such as Irelands' 'plastic bottle' return scheme, solutions need to ensure there is little to no barriers in the sustainable journey. Convenience is still king for incentivising. Rewarding consumers for their shift in mentality to recycling and building new and better habits that will, in time, become part of every day life.

Left: *The Santner Pass Refuge, Italy*  
Middle: *Nikeland/Roblox, NYC*  
Above: *Charli XCX, Brat Album Tour*

# DIVERSITY, EQUALITY & INCLUSION

TapCreative.



## AUTHENTIC REPRESENTATION

Gen Alpha trends reveal that they are the most diverse generation yet, fostering inclusive attitudes towards different cultures and social issues. Census statistics show that in America just over half of GenAlpha consist of non-white racial profile - Including black, American-native, Asian, Latino & mixed. **In Ireland just under 3.9 million or 77% of people identified their ethnic group or background as White - Irish.**

Inclusivity becomes non-negotiable, the push for authentic representation is certain to gain continuing momentum in 2025.

Left: Dubai Design Week 2024  
Above: Te Pāti Māori (Māori Party), NZ





# 89%

Of GenZ equate health with simply feeling good emotionally and mentally  
- *Death To Stock*

## AGE INCLUSIVITY

In the UK **people over 50 make up 40% of the population but control 80% of the wealth.** Marketeers are shifting focus from GenZ trends to a more diverse audience with lots of opportunities. Though independent, more mature age groups are still influenced directly by youth trends. Brands are focusing on empowering men and women to feel confident and beautiful at every stage of life, celebrating the unique qualities and experiences that come with age.



## NEUROINCLUSIVITY

Fit and able-bodied is a temporary status for most people. Neuroinclusivity acknowledges that normal is a grey area, and focusing on labels of diagnoses is limiting. If spaces & services can also adapt to individual physiological needs, then their use can be optimized and improve a persons' overall experience. We are also seeing inclusive representation in products & marketing. Lego is introducing several characters who wear a *sunflower lanyard* to its brick universe for the first time. To raise awareness of a badge worn to indicate someone who has a hidden disability such as autism.



## COLLECTIVE WELLBEING

As our understanding of wellness expands to include mental well-being and influenced by the loneliness epidemic. We are starting to move past our fixation on individual performance metrics. **71% of Vice survey respondents say that having a sense of community is essential to 'being healthy'.**

Left: Aime Leon Dore/New Balance SS24  
Middle: Georgia State University, USA  
Above: LEGO Toys With Sunflower Lanyard



TapCreative.



## IN-PERSON ACTIVATIONS

As our lives become increasingly more digital - we are seeing a counter-trend emerging of in person human centric experiences. The desire for more in real life gatherings, driven by a return to face-to-face connection. By hosting impactful experiential events- brands can connect with their customer base whilst also generating online fomo (fear of missing out).

59% of consumers feel companies have lost touch with the human element of customer experience. **71% of Americans would rather interact with a human than a chat-bot or some other automated process.**

Left: Nikeland/Roblox, NYC  
Above: Sault Concert, London





## REINVENTING TRAVEL

**26% of GenZ and millennials say the reason they select travel destinations is to deepen self-discovery and 32% say they are after personal growth and development.**

Travellers are keen to throw themselves into experiences that are truly transformative and that will have an impact on their lives beyond the immediate trip.

# 83%

Of consumers admit paying as much attention to how brands treat them as on the product they sell  
- *Forbes*



## COMMUNITY

By creating loyal fandoms - engaged fans can join exclusive events, get first access to tickets & products, and connect with like-minded people.

Brands are already exploring this tendency by creating campaigns that feature different subcultures their target audiences strive to be part of. Brands can work to create small communities where the experiences are hyper-personalised & for members only.

Key examples of this was “Brat Summer” which grew traction from a loyal fan base that engaged with LGBTQ+ community centric marketing. At the premium end, Harrods has opened a private members’ club in Shanghai that offers 250 luxury customers exclusive access to Gordon Ramsay’s first restaurant in China.

## GAMIFICATION

New tools such as Web3, AR, VR & the Meta-verse opens vast opportunities for customer engagement. These platforms can be used to tell stories & build worlds around key brand values. Key to driving interest is making experiences interactive & gamified. Whether totally online or phygital.

Left: *The Santner Pass Refuge, Italy*  
Middle: *Nikeland/Roblox, NYC*  
Above: *Charli XCX, Brat Album Tour*

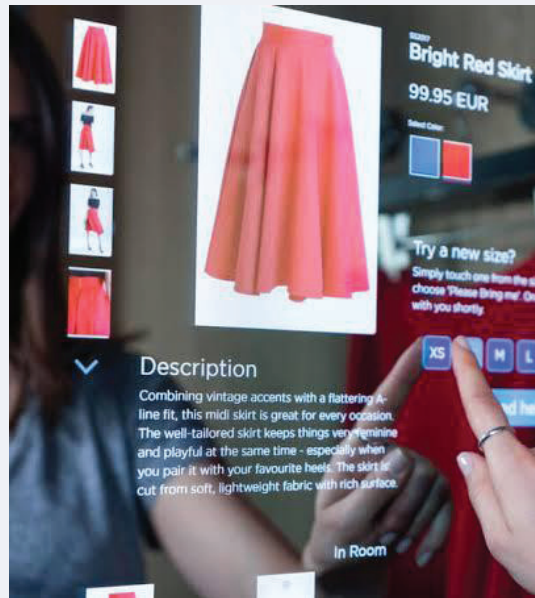


# DIGITAL WORLD



## AI ENHANCED WORKFORCE

**AI will create 69 million new jobs globally in the next five years** & also supercharge most professions - improving efficiency & communication. Work is undergoing a revolution, requiring new skills and reshaping careers. Brands and employees should ready themselves for an AI-powered future where the workforce collaborates seamlessly with intelligent machines.



### PHYGITAL EXPERIENCES

Omni-channel retail is developing in exciting new ways. Netflix is partnering with Google lens to create shoppable viewing. Innovation isn't just limited to online. Nike & Adidas develop sensory flagship stores that ultimately aim to elevate the customers journey rather than focus on individual item sales - building brand loyalty in this way. Ralph Lauren & H&M group are doing more to incorporate technology into its stores than many other retailers. An example of this is smart fitting rooms that enhance the buyer experience, provide 'eCom-level' analytics and provide opportunities for increasing the average order value.

TapCreative.

# 40%

Of large organisations will be using a combination of Web3, spatial computing & metaverse-based projects to increase revenue - *Forbes*



### VIRTUAL WORLDS

In the meta-verse we are seeing brands building worlds based around their products & visions with limitless creativity. These immersive spaces build stories around new products, gamify and maximise retail theatre. **11% of global shoppers say they are actively purchasing in the meta-verse**, but this is likely to refer to virtual items: NFTs or gaming skins and accessories for avatars. This marketplace is set to expand with Amazon Anywhere, a platform to seamlessly integrate shopping into VR/MR worlds. Bloomingdales collaboration with Warner Bros on a Willy Wonka Meta-verse store. This shoppable store included exclusive sneak peaks and products aligned with the release of the "Wonka" film.

Outside the Meta-verse - brands are using other technology to engage with customers. "Sephora Virtual Artists" is a platform that allows you to upload a photo of yourself & virtually try on the Sephora product range. Similarly Ikea is using AR to allow customers to virtually impose desired furniture in their rooms before buying them.



### PERSONA BOTS

AI powered persona bots will be trained to imitate celebrities, content creators, company mascots & even historic figures. These doppelgangers will be licensed and monetised - increasing interaction and selling points across various platforms.

Left: Digital Changing Room Mirrors  
Middle: Meta AI Celebrity Personalities  
Above: Bloomingdale's Willy Wonka VR Store



## Conclusion

The 2025 landscape is ripe with opportunity to embrace radical change to foster authentic communities, design for inclusivity, priorities sustainability & embrace new technology.

With such big changes in our customers worlds - brands have a unique chance to elevate their impact by blending innovation with empathy. Companies that understand their customers landscape can create more compelling experiences, driving business growth.

Together, we can turn visions into tangible realities, shaping a future that inspires, empowers, and connects us all.

### Sources:

<i>The Creative Boom</i>	<i>Frame Magazine</i>
<i>Stylus</i>	<i>PWC</i>
<i>Death To Stock</i>	<i>The Guardian</i>
<i>The Future 100</i>	<i>Crypto Files</i>
<i>ThinkHouse</i>	<i>Raconteur</i>
<i>Media Tool</i>	<i>Central Statistics</i>
<i>McKinsey</i>	<i>Office</i>
<i>Forbes</i>	<i>Brookings</i>





# *Up Coming :*

## *Forecourt of the Future*



## *The Future of Healthcare*



# THANK YOU

If you believe the difference is experience,  
and our experience will make the difference, contact...



**Gemma Ní Maoltuille**  
*Director of Client Development*

e [gemma@tapcreative.ie](mailto:gemma@tapcreative.ie)  
t +353 87 122 2218  
w [tapcreative.ie](https://tapcreative.ie)



**Julian Esposito**  
*Head of Digital Experience  
& Creative Strategy*

e [julian@tapcreative.ie](mailto:julian@tapcreative.ie)  
t +353 1 5414 664  
w [tapcreative.ie](https://tapcreative.ie)