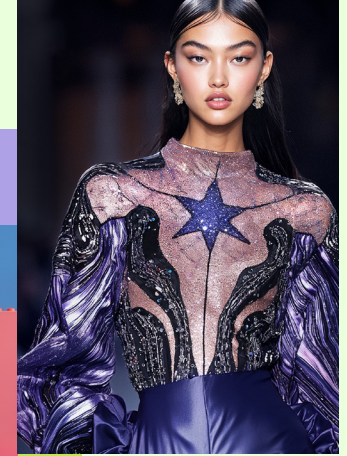




WGSN FORECAST



# Top Trends for 2025 & Beyond

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# Introduction

Therapeutic Laziness, Soft Adventure and Day-jamas are just some of the trends that will determine 2025 and beyond, in areas like beauty, fashion, tech and sports and outdoors.

Get the scoop on these top trends, along with visuals produced using AI and human artwork.

# Therapeutic Laziness

**In 2025, we will embrace a new evolution of self-care, Therapeutic Laziness.**

Building on the 'anti-wellness' movement, this trend elevates 'bed rotting', or spending extended time in bed and being intentionally unproductive, into a refined self-care ritual loaded with tactile hedonism. The antidote to rising levels of burnout and anxiety, Therapeutic Laziness offers a guilt-free retreat where therapeutic rest meets beauty. Our beds will become wellness zones and self-care sanctuaries. Think 'treat-while-you-laze' products that enhance skin and hair health while

you unwind, or sensorial bedding imbued with nourishing ingredients and scents that bridge the gap between skincare and sleep. Sleep tourism will also have a new allure, with hotels and retreats offering rest programmes and serene spaces with sleep-enhancing amenities, from AI smart beds to prescription-scented lullabies. In an era of relentless pressure, this trend is one everyone can support, offering a universally indulgent and restorative appeal.





# The Forever Young Adult

**Global youth are redefining life's timeline. The permacrisis has left many youths to delay adulthood and live at home well into their 30s.**

In the West, youth stretches well into the 30s, while in India and Africa, booming young populations are driving a cultural 'youthquake' that will shape global trends for years. For adults who are 'adulting', there is a

resurgence of cultural nostalgia, from Dungeons and Dragon groups making a comeback to people buying toys and merch from their childhood. Brands must rethink how they connect with the young at heart across all industries.

# The Global Pantry

Our pantries are evolving to be reflective of consumers' rising global eating patterns.

Whatever your region, your pantry is no longer filled with just your traditional sauces and condiments. It will be made up of several delicious tastes from other cuisines. Think Mexican

salsa macha, Chinese chilli crisp, Japanese yuzu kosho mayo, Indonesian sambal, Mojo Rojo from The Canary Islands, pandan kaya curd or ube halaya.





# Day-jamas

**As luggage costs and size limits become more restrictive, travellers seek versatile items that cater to a wide range of uses.**

Day-jama sets in bold and fun prints transition wearers from beach to bar to bed. Think of these as an upbeat revamp of the sad old sweat set. For activewear, Day-jamas focus on rest and recovery with wellness ingredients such

as collagen, hyaluronic acid and cannabidiol (CBD) infused at a fibre level. Our data shows sleepwear outperforming dresses and swimwear within the resortwear mix over the past two-year period.

# AI Companionship

**Social isolation and loneliness are on the rise worldwide and the World Health Organization (WHO) has declared loneliness a global health threat.**

The advocacy for social connectedness coincides with the rapid advancement of AI technologies embodied in humanoid and social robots, wearable AI devices and AI agents. Think of them as smart assistants, caregivers or

digital companions. These novel human-machine interactions will escalate in 2025, with AI engaging more deeply with humans to provide emotional support, alleviate loneliness and redefine our relationships with technology.





# Future Dusk

**Future Dusk is the colour for this era of transition.**

Moody and intriguing yet steadfast and constant, it offers a sense of mystery and escapism, but also a reassuring stability. A fresh take on dependable dark blue, it manages to feel both familiar and futuristic, earthy and cosmic. Its surreal and otherworldly qualities

align with the long-term trend towards transformative colours, driven by the consumer desire for emotionally driven experiences, whether digital or IRL and the need for awe-inspiring products that activate all the senses.



# Soft Adventure

**Soft Adventure is an activity that doesn't require a significant investment in equipment or much skill to start, such as hiking, camping, cycling, birdwatching, or snowshoeing.**

It has driven growth in outdoor participation since the pandemic, providing accessible activities for new participants to reap the health and wellness benefits of the outdoors. Soft adventure's growth is influenced by global demographic fluctuation, the

cost-of-living crisis and a wide range of multi-living situations and communities. Demand for age-agnostic soft adventure products and services designed for need, rather than a participant's age, is rising.





# Fake Food

**Soft-serve swirls as dog toys?  
Hamburger area rugs and  
popcorn vases? Yes, please.**

Embrace treat culture and propose decorative items and gifting ideas that tap into the feel-good, stress-relief power of bringing up a smile. The more realistic, the more surrealist the effect across trompe-l'oeil candles, tabletop, stationery and toys but also furniture and room decor, among others. Have fun and encourage your customers

to have fun as well, no matter how small the treat or how cheekily the indulgence is portrayed. Play with textures, detailing and embellishment. Delve into nostalgia, elevate your product with premium materials and finishes or exaggerate your kidult appeal. There is something for every palate and the appetite is only growing.

# About WGSN

Our foresight helps businesses take immediate action so they can create the best products and services for tomorrow.

Our expertise covers every product and service that touches people's daily lives, from the clothes they wear to the skincare they use, the food they eat, the sports they play, the technology they connect with and the home products they surround themselves with.

Wherever your consumer is, we are there, three steps ahead.

**Get in touch now to future-proof your business.**