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Trends & Insights 2025

Cultivating Positivity

The second in a three-part series exploring how macro trends reshape consumer behaviours, and identifying the impact on promotional products.

INTRODUCTION

The year 2025 stands as a milestone – not just a point on the calendar but a reflection of shifting paradigms in society, technology and culture. We're living through an era of accelerated change, where innovations are redefining how we live, work and connect – from breakthroughs in artificial intelligence and renewable energy to evolving social norms and economic systems. The transformations of 2025 are not isolated events; they're all part of a larger interconnected narrative of change.

Prominate has curated a three-part series of reports that shape the year ahead.

From a focus on health and wellbeing to the growing demand for optimism and playfulness, alongside a collective commitment to protecting our planet's precious resources, these reports provide actionable insights for the future.

In this report: Cultivating Positivity

Amid ongoing social, economic, and political uncertainty, consumers are increasingly drawn to uplifting and expressive ways to personalise their surroundings. Products that incorporate creative design, playfulness and interactiveness with customisable elements foster engagement and spark a sense of joy.

Additional reports:

Report 1: Mindful Living

As Wellness continues to dominate consumer priorities, its scope has expanded far beyond physical health to encompass mental, emotional and social wellbeing. We delve into the key insights and resultant behaviours and demands for promotional products in this category.

Report 3: Lasting Impact

Sustainability has become a central focus for consumers when choosing products. Thoughtfully designed products that prioritise reusability, recyclability and the reduction of waste significantly increase a brand's positive impact in the hearts and minds of consumers. We deep dive into beautifully crafted timeless designs and products engineered in new materials minimising the use of natural resources: products that minimise environmental impact.

Cultivating Positivity

This report explores how consumers embrace playfulness as a form of self-expression, examining the **'joyconomy'** and the dynamic relationship between **social connectedness** and **gratitude** in fostering engagement and happiness.



Image: Shutterstock

The 'joyconomy' emerges as a response to global challenges, focusing on bringing colour, happiness and hope to people's lives.

With joy and play shaping consumer behaviour, 2025 offers brands opportunities to align with desires for inspiration, optimism and emotional connection. Emphasising accessibility, inclusion and creativity, brands can foster deeper relationships and demonstrate shared values, tapping into this shift towards positivity and resilience. *-NexusITGroup.com*



Colouring

Colouring is a healthy, stress-relieving activity that promotes relaxation while enhancing focus, creativity, and problem-solving skills. *-MayoClinicHealthSystem.org*

The rise in adult colouring books in the digital age. The fashion empires of Yves Saint Laurent and Hermès have released their own colouring books with the Hermes variety selling for around $135.

-Refinery29.com



Fortune 500 companies recognise the value of creativity and play in the workplace to boost productivity, foster innovation and promote wellbeing. *-NexusITGroup.com*







Serious play

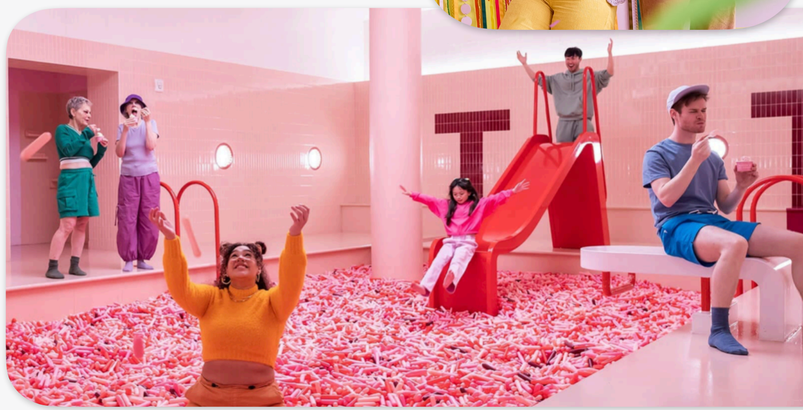
LEGO® SERIOUS PLAY® is a facilitated meeting, communication, and problem-solving method in which participants use LEGO bricks to build models that represent their ideas. *-Lego.com*

Additionally, LEGO has collaborated with Adidas, Nike, IKEA and other iconic brands to design products that appeal to both adults and children.

Ageless play

Immersive art experiences such as the Museum of Ice Cream and the Colour Factory create vibrant, interactive environments that are designed to evoke creativity and playfulness through the use of colour and sensory experiences.





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“A 2024 report revealed that engaging in nature-based activities, such as community gardening and nature walks, led to substantial improvements in mental health, with participants experiencing increased happiness and reduced anxiety levels.” *-TheGuardian.com*



Gratitude

“Gratitude and its mental health benefits can also positively affect your physical health. People with a grateful mindset report higher satisfaction with life, strong social relationships and more self-esteem than those who don't practice gratitude.”

-UCLAHealth.org

A global study revealed that 92% of research consistently showed improved health outcomes from spending time in natural outdoor environments. Notably, 98% of these studies reported mental health benefits, emphasising nature's vital role in overall wellbeing.

-National Library of Medicine



“Evidence suggests that people who engage in behaviours intended to help or benefit others, such as sharing, or volunteering, tend to enjoy better health themselves.”

-Giulia Cambieri, Harvard T.H. Chan School of Public Health





Growing community

Stepping away from the office enhances memory and cognitive function, leading to better decision-making for your business. *-McKinseycom*

In an effort to cultivate a thriving workplace culture, companies are embracing gardening projects as a unique way to nurture community and collaboration.The collaboration needed to create a successful garden builds camaraderie.

-TheBossMagazine.com



Friendship is the "ultimate biohack" for a happy life

Simon Sinek, renowned author, motivational speaker and leadership expert highlights the power of friendship as a ‘biohack’ for wellbeing and success, emphasising that deep, meaningful relationships foster trust, reduce stress and enhance personal and professional fulfillment. *-Inc.com*

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MERCH IS MAGIC

Joy can be sparked by tangible elements such as vibrant colours or playful patterns. *-Mindful.org*

Drawing on cutting-edge neuroscience and psychology, author and designer Ingrid Fetell Lee explores how the mundane spaces and objects we interact with every day have surprising and powerful effects on our mood. *-AestheticsofJoy.com*

Spark joy by infusing playful colour and pattern to everyday objects such as **pens, notebooks, desk accessories, calendars, laptop cases, apparel, coffee mugs and more.**











The joy of nostalgia

Brands are leveraging nostalgia to offer consumers a sense of comfort and joy. By incorporating elements from the past, brands can transport customers to a time when life felt simpler and happier. *-CreativeSalon.com*

"But even more than serving as a comfort, research shows nostalgia can benefit our mental health by affirming social belonging, alleviating loneliness, and enhancing our sense of meaning. When we revisit happy memories, our brains release feel-good chemicals like dopamine, giving us a natural high." *-Amy Novotney, American Psychological Association*

To evoke a joyful feeling of nostalgia apply retro style logos, fonts and colour schemes to items, such as **toys, mascots, games, apparel and accessories**.

Gifts of gratitude

Elevate appreciation with thoughtful products like **cards** for **handwriting personal notes, journals** and **essential wellness gifts.** Perfect for corporate gifting or personal tokens, these items foster mindfulness and lasting connections.







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"For me, joy + play = pickleball." *-Brené Brown*

Pickleball has experienced remarkable growth, with participation increasing by 223.5% over the past three years, totalling 36.5 million players in the United States.

This surge in popularity highlights the sport's widespread appeal and its potential as a tool for team building and social connectedness. *-ThePickleballDinks.com*

Branded **pickleball** and other **sports equipment** inspire people to come together and enjoy sport.

Growing community

"Engaging employees in the garden's creation and maintenance can foster a sense of ownership and pride. Encourage staff to participate in planting, weeding, and caring for the garden. This not only strengthens their connection to the space but also promotes a sense of community."
-CorporateWellnessMagazine.com

Items like **starter seed kits** with **plant markers** and **basic gardening tools** such as **gloves, shovels, rakes, aprons** and **tool belts** support this enriching activity.









"Sharing meals fosters stronger relationships, increased engagement, inclusiveness, wellness, and team morale" *-BusinessNewsDaily.com*

Products like **insulated picnic bags, umbrellas, folding chairs** and **blankets** can encourage teams to take lunch outdoors to reap the benefits of fresh air and to enjoy each other's company.



Outdoor heritage

70s, 80s and 90s retro-inspired outdoor gear is making a comeback, blending retro style with lightweight, technical materials. Brands are tapping into nostalgia, bringing back vintage silhouettes, bold colour blocking, and retro typography with modern performance updates. *-ISPO.com*

Classic outdoor aesthetics are influencing performance gear such as **apparel, bags, coolers** and **accessories** with the added bonus of covetable lifestyle fashion, perfect for co-branding opportunities.

On the go

Wrist-bags and **hip-packs** can encourage outdoor activity by offering a convenient, hands-free way to carry essentials, making it easier for individuals to engage in activities like hiking, biking, or running without the burden of traditional bags.

-TreelineReview.com



Explore how Prominate can redefine your promotional strategy with fresh creative solutions.

Contact us for an exploratory conversation at info@prominate.com

About Prominate

Prominate is a global leader in promotional merchandising programs, partnering with the world's top brands to boost awareness, build loyalty and drive real impact. We believe great promotional merchandise is one of the most powerful yet underutilised tools for brand-building. By developing creative and tactile solutions, we spark connections with employees, stakeholders, consumers and fans to drive real impact.

Our unique approach combines speed and agility with global expertise and local insights. With over two decades of experience and 100 offices worldwide, we seamlessly deliver global and regional programs across industries and for businesses of all sizes – automotive, pharmaceutical, manufacturing, entertainment, banking, construction and FMCG. This same commitment extends to our approach to sustainability because, at Prominate, sustainability isn't just a business priority, it's the foundation of everything we do. We understand that the future of our planet matters as much to our clients as it does to us. That's why we are committed to a transparent, responsible supply chain guided by the UN Global Sustainable Development Goals. And every day, we take meaningful steps to reduce our environmental footprint and ensure a positive legacy for generations to come.

Kim Gilbert is a highly regarded global trend and colour forecaster, specialising in the convergence of emerging innovations, culture, societal shifts and behavioural changes, all of which shape business activity and consumer behaviour. With extensive experience collaborating with leading global superbrands, she has played a pivotal role in shaping design and colour strategies for billion-dollar brands that have achieved worldwide success. Her deep understanding of both macro and micro trends offers a unique perspective on their impact across industries. Beyond her forecasting expertise, Kim also mentors and trains designers, empowering them to recognise the profound influence of trends on consumer behaviour and leverage them to drive business growth.

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