PROMINATE™

Trends & Insights 2025

Lasting Impact

The third 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: 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.

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 2: 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.

Lasting Impact

This report examines strategies for building a better tomorrow by prioritising the principles of **reduce, reuse** and **recycle** in product design and packaging and emphasising the importance of social impact in fostering meaningful and sustainable change.



"Businesses must operate with a keen understanding of macroeconomic trends, societal expectations, and their impact on strategic decision-making." *-Michael Porter*



Circularity: Transforming production and consumption

A World Economic Forum reports highlights the urgent needs for systematic change to drive industries towards adopting a circular economy. *-WeForum.org*

Take-back programs across industries from electronics to fashion and furniture are reshaping waste management by incentivising consumers to return used products for recycling, resale or upcycling. These initiatives reduce waste, extend product lifecycles and reinforce circular economy models by keeping materials in circulation and out of landfills.



Net gains

A growing number of apparel and accessories brands are incorporating regenerated nylon made from discarded fishing nets into their designs. By using this material from suppliers such as NetPlus and Econyl, they reduce reliance on virgin resources while promoting upcycle in the industry. This approach supports the broader mission of creating stylish, high-performance pieces with minimal environmental impact. -TheEthos.com









Trash to treasure

"Currently, about 450 million tons of plastic are discarded each year, but only 9% is recycled. The majority ends up in landfills, oceans, or is incinerated."

-Oak Ridge National Laboratory, SciTechDaily.com

However, many brands are increasingly innovating with upcycled plastic to create modern, functional products that blend aesthetics with eco-conscious design. This approach not only minimises environmental impact but also promotes circularity in everyday living.

Upcycling wins

Truck tarpaulins and bicycle inner tubes are just a few examples of industrial waste materials that several companies have been repurposing into durable accessories. Prioritising sustainability and longevity, their designs turn discarded materials into stylish, functional products. -circle-economy.com





PROMINATE™

“The packaging sector is the largest generator of single-use plastic waste in the world. Approximately 36% of all plastics produced are used in packaging.” *-UNEP.org*



"The total accumulation of plastic in the oceans is alarming, with estimates ranging from 75 to 199 million tonnes.”

This persistent pollution poses severe threats to marine life and ecosystems. Addressing this escalating crisis requires global efforts to improve waste management, reduce plastic production, and promote sustainable alternatives. *-RTS.com*



The EU has introduced regulations mandating that all packaging be recyclable by 2030. This initiative aims to reduce packaging waste and promote a circular economy. *-ESGToday.com*

“The global plant-based packaging market is anticipated to increase from $371.4 billion in 2022 to $737.6 billion in 2030.”

In a world shifting towards sustainability, plant-based and biodegradable packaging offers a powerful way to align your brand with eco-conscious values. Materials like bagasse (sugarcane fiber), seaweed, and mycelium (mushroom-based alternatives) provide durable, compostable solutions that replace traditional plastics. Cutting-edge innovations like seaweed-based, cellulose, and water hyacinth fiber packaging further enhance sustainability efforts while offering a unique brand story. *-Thomasnet.com*















Zero waste

Zero-waste packaging is an emerging trend, aiming to eliminate waste by utilising reusable, refillable, or biodegradable materials. Brands are also implementing zero-waste shipping practices, employing reusable mailers made from upcycled materials, thereby eliminating the need for outer packaging. *-PRNewswire.com*

"More than ever before, customers are valuing what brands stand for beyond the products themselves." *-Forbes.com*

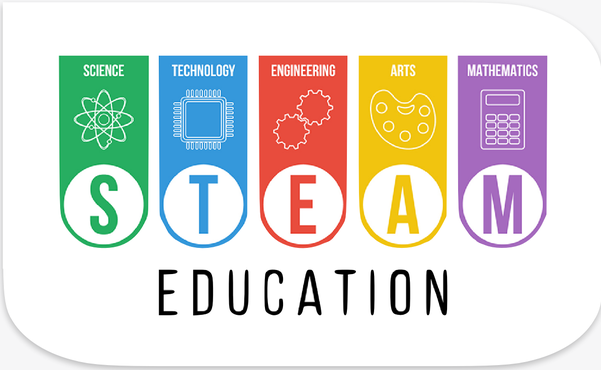


Micro donations

Micro donations enable consumers to give small amounts effortlessly, often by rounding up purchases at checkout. Programs like Pennies (UK), RoundUp App (U.S.), Charity Checkout (UK), and Donate the Change (PayPal, Global) integrate giving into everyday transactions, making philanthropy seamless and accessible. *-Ingenico.com*

Empowering through education

There are several companies actively engaged in tech-driven philanthropy and STEAM (Science, Technology, Engineering, Arts, and Mathematics) education initiatives, dedicated to fostering positive change through technology-driven initiatives, focusing on employee volunteerism, corporate outreach, and strategic philanthropy. *-Philanthropy.com*





Value-driven business proposition

There is growing importance of corporate social and environmental philanthropy as a strategic imperative for businesses. By integrating ethical and sustainable practices, companies can enhance brand value and stakeholder trust while driving innovation and building strong relationships. This approach not only supports communities and addresses social issues but also serves as a competitive advantage in today's market. *-Forbes.com*

Collective obligations

Collective commitment highlights the importance of strategic philanthropy in improving community wellbeing. Efforts include funding for health programs, education and wellness initiatives along with donation programs that contribute to local non-profits. *-Forbes.com*



MERCH IS MAGIC

"73% of consumers are willing to pay more for sustainable products." *-McKinsey and NielsenIQ*

Reusable packaging

Embracing reusable packaging solutions is a significant step towards reducing environmental impact and promoting sustainability. Products such as **reusable gift wrap, shipping boxes** and **envelopes** not only minimise waste but also offer practical and durable alternatives to single-use items.





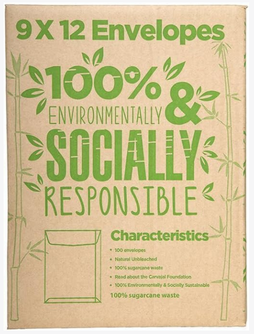








Image:GreenbellPackaging.com

Plant-based packaging

Plant-based materials in packaging are gaining popularity as a sustainable alternative to traditional plastics, reducing environmental impact and reliance on fossil fuels. These materials, derived from renewable sources like **corn, mycelium, sugarcane** and **cellulose**, offer biodegradability and compostability, appealing to eco-conscious consumers. Additionally, advancements in technology are improving the performance and cost-effectiveness of plant-based packaging, making it a viable option for various industries. *-WSJ.com*

Recycled and upcycled materials

Elevate your brand with promotional items that tell a story of innovation and responsibility. From **apparel** crafted with recycled cotton and plastic to sleek **drinkware** made from upcycled wine bottles and recycled stainless steel, these products give new life to materials that would otherwise be heading to a landfill. Thoughtfully designed **tote bags** from upcycled event banners further showcase your commitment to sustainability – offering stylish, functional, and eco-conscious solutions that leave a lasting impression. *-Wired.com*



PROMINATE™

MERCH IS MAGIC

Sustainable transparency

"With reliable and transparent data at their fingertips, consumers are empowered to make informed, sustainable purchasing decisions with greater ease, fostering confidence and driving demand for eco-friendly products." *-SGS.com*

As sustainability regulations evolve, Digital Product Passports (DPPs) will reshape the EU market, tracing products' impact, materials and lifecycle – starting with batteries in 2027 and expanding to textiles by 2030.

Prioritise **globally recognised certifications** and where possible opt for **local sourcing** to reduce emissions and support local communities. **Educate** and **engage** customers with **sustainability products, practices** and **businesses** that showcase environmental benefits.





Emission reduction

Carbon offsetting programs allow individuals and businesses to compensate for their greenhouse gas emissions by investing in projects that reduce or remove carbon dioxide from the atmosphere, such as reforestation, renewable energy, and carbon capture initiatives. *-Reuters.com*

Recycling made easy

There are several programs that provide convenient avenues for responsible recycling, enabling consumers and businesses to minimise their environmental footprint by diverting unconventional materials from landfills. *-Wastedive.com*

Drive sustainabillity and carbon neutrality goals by offering customers the ability to **recycle**, **reuse**, or **repurpose.**



PROMINATE™

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.

Sources

Page 3 Image AdobeStock
Page 4 Quote Michael Porter
Reference WeForum.org
Image Trashie.com
Image EarthHero.com
Image PlastPlan.com
Image Hay.com
Image DesignMilk.com
Image GomiDesign.com
Image Patagonia.com
Image Patagonia.com
Image StellaMcCartney.com
Quote Oak Ridge National Laboratory, SciTechDaily.com
Reference TheEthos.com
Reference Circle-Economy.com
Image Covestro.com
Image Hypebeast.com
Image MNMUR.com
Image DesignMilk.com
Page 5 Quote UNEP.org
Image Shutterstock
Quote RTS.com
Image Meyers.com
Reference ESGToday.com
Quote Thomasnet.com
Image Notpla.com
Image Notpla.com
Image Grown.bio
Image Ebrocolor.com
Image Ebrocolor.com
Image AGood.com
Image Packworld.com
Image Papermart.com
Reference PRNewswire.com

Page 6 Quote Forbes.com
Image AdobeStock
Reference Ingenico.com
Reference Philanthropy.com
Image: Ineducationonline.org
Reference Forbes.com
Image AdobeStock
Reference Forbes.com
Image AdobeStock
Page 7 Quote McKinsey and NielsenIQ
Image ItsNiceThat.com
Image FreightWaves.com
Image Amazon.com/Norma
Image MushroomPackaging.com
Image Tava.bio
Image GreenbellPackaging.com
Reference WSJ.com
Reference Wired.com
Image Symglass
Image Neutral.com
Image SmoothEdge.co.uk
Image KleanKanteen.com
Image KleanKanteen.com
Image Sundance.org
Page 8 Quote SGS.com
Image Shutterstock
Image Shutterstock
Reference Reuters.com
Reference Wastedive.com
Image Terracycle.com
Image Terracycle.com
Image Terracycle.com

© Prominate Ltd, 2025
Prominate Ltd, 2025 does not permit this report to be copied, reproduced or distributed to any party, in whole or in part, without the written approval of Prominate Ltd.
PROMINATE LTD, 21 LOMBARD STREET, LONDON, EC3V 9AH, UK