

# Future Consumer 2025

Meet the four consumer profiles and discover the sentiments that will drive purchases and brand loyalty in 2025, when we will see a new emphasis on time – how we spend it, how we defy it, and how we grow alongside it

Andrea Bell & Cassandra Napoli  
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Suraj Gangoni for Pexels

## Executive summary

In 2025, we will see seismic shifts across our industries, our communities and our planet. We'll travel to new physical and digital cities but won't forget the power of local. We'll focus on regenerative finance and business ecosystems, while understanding that growth isn't a dirty word. The Great Restructure is among us.

Here's your at-a-glance-guide to our four consumer profiles:

**The New Nihilists:** faced with chronic emotional turbulence and disillusionment, this cohort is finding new meaning in a seemingly meaningless existence, and reframing nihilism as an optimistic alternative. Think the next generation doesn't care? Think again.

- **Strategy: make it equitable.** Whether that's investing in modern co-ops or values-based user experiences, this cohort insists on transactions based on feelings and fairness.

**The Reductionists:** under the guise of efficiency and stress relief, this cohort is trading networks for communities. Determined to combat loneliness and rebuild their daily in-real-life interactions, The Reductionists want to re-humanise their lives.

- **Strategy: conscious convenience will win market share.** From the rise of ethical quick commerce to the deadstock revival, this cohort is replacing networks with communities.

**The Time Keepers:** For The Time Keepers, the pandemic influenced a cultural reset, permanently warping their relationship with time, age, and how they view other demographic groups. This cohort is rallying against snippet culture, in the hope that time well spent is a daily ritual.

- **Strategy: time is currency.** This intergenerational cohort is focused on new productivity markers of success: travel, leisure, and togetherness.

**The Pioneers:** they operate at the fringes, experimenting with entrepreneurialism and new ways of living, while combating societal hurdles. The role and purpose of physical and digital space sits at the epicentre of their focus, as they reimagine what it means to exist, connect and be cared for.

- **Strategy: focus on flexible touch-points.** From Web3 retail innovations that are digital and physical to housing-as-a-service models, this cohort expects life on-demand. Make sure to deliver.



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Click [here](#) for a bite-size Future Consumer 2025

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# Executive audio summary

Listen to an audio recap from Andrea Bell, VP of Consumer Insights at WGSN.



WGSN

Future Consumer 2025 audio summary

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## 2025 thought starters

The first step in creating the future is challenging the way one thinks. These questions are designed to be workshopped individually and/or across departments to measure how close you are to future-proofing your business. Want to dive deeper? [Visit Mindset.](#)

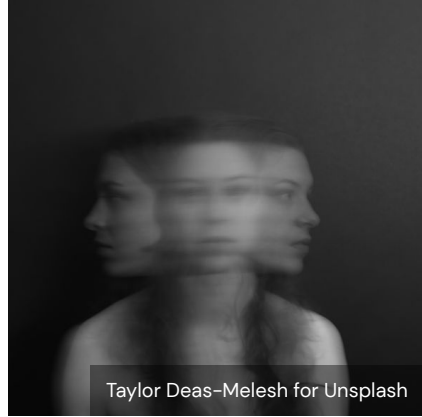
1. Society is increasingly oversaturated with information. In an era of great dissociation, how can you ensure that your customers will connect with and remember the products and services your brand offers?
2. As convenience culture reaches critical levels, what is your investment strategy for 'good growth' (growth that is measured, ethical and mindful of people and planet)?
3. Snippet culture is expanding the ways that we experience the world, but narrowing our collective attention spans. Case in point: if a website is 250 milliseconds slower than a competitor, people will visit that site less often. How can you humanise your points-of-sale and points-of-purchase?
4. New forms of commerce will be at mass by 2025, with ethical quick commerce, gaming commerce and Web3 commerce emerging now. Which one will you test-and-invest first?
5. Time will be the ultimate reward and currency in 2025. What efficiency tools and services are you providing to win new market share and maintain your current base?



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## Consumer sentiments 2025

WGSN's global consumer sentiments are selected through our proprietary methodology. Depending on the region, some sentiments may emerge earlier, but are expected to be mass in 2025. These sentiments are further distilled to produce our four 2025 consumer profiles.



**01. Dissociation**



**02. Idleness**



**03. Radical Acceptance**



**04. Neo-Altruism**

# 01. Dissociation

## Consumer sentiment

In simple terms, dissociation is a mental process where a person disconnects from their thoughts, feelings, memories or sense of identity. While the description is easy to comprehend, the act of dissociation comes in many forms: spacing out during a meeting, seemingly endless online scrolling, forgetting you're on public transport and missing the stop. "Sorry, I just zoned out" is now a globally recognised phrase.

The Great Dissociation is different – it's less an irregular emotion, and more of a daily occurrence of self-preservation. Mental Health America found that Covid-19 led to dissociation setting in with greater ease. While there isn't yet data on dissociation post-Covid, high stress and anxiety (which has record increases globally) are known to trigger dissociation in people.

While academics and mental health organisations are currently studying the rise of dissociation since the pandemic, there are numerous studies linking the rise of dissociation with being online. Considered groundbreaking in 2004, psychologist John Suler's [online disinhibition effect](#) features six theories, including invisibility, minimisation of authority, and dissociative anonymity, which work together to create a psychological distance between offline and online realities. A 2022 study by the University of Washington found that most people enter a dissociative state when on social media.

The challenge with dissociation since Covid-19 is that it plays into [time perception](#). Fascinatingly, time dissociation is a unifier across age groups, as people don't realise how long they have zoned out for. Minutes may feel like hours, and vice versa. Children dissociate while playing. Teens dissociate on social media. Adults often dissociate while driving (yikes).

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"Once you exit dissociation there's sometimes this feeling of: how did I get here? It's like when people on social media realise: 'Oh my gosh, how did 30 minutes go by? I just meant to check one notification'"

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– Amanda Baughan, lead researcher on the dissociation project at the University of Washington

## Digital dissociation

As introduced in [STEPIC Drivers 2025](#), The polycrisis era is causing rage, discontent and an overall malaise, and it's fuelling the Great Dissociation. The pandemic has created a lot of 'high-stress, low-reward' situations, and after nearly three years of low-reward, everyone is teetering slightly closer to their breaking point.

Another key driver is that our bonds to society have weakened. While some regions are returning to normal, many people are still lacking social interaction and togetherness. While we may feel more alone, we are more connected than ever. A July 2022 Statista study found that there were **more than 5bn internet users worldwide** (63.1% of the global population) and **4.7bn worldwide social media users**.

Digital dissociation is a 21st century phenomenon. The past few years have provided the collective consciousness with an endless stream of social media content, depicting terrible and magnificent things daily. Digital dissociation exists within the attention economy, acting as both a friend and foe. Need a break from the dismal news? Here's an animal wearing a funny hat. Our brains are biologically wired to seek new information when a threat is perceived, so for others, digital dissociation is rising as a backlash against chronic doomscrolling. But dissociation isn't solely bad. This dichotomous sentiment also provides relief, providing daily moments of respite.

## Collective dissociation

Dissociation exists on a broad spectrum: it can be a serious illness, especially if it's the result of past trauma, but many psychiatrists recognise 'normal dissociation' as a lighter daily occurrence. The big shift for 2025? Collective dissociation.

Cultural reactions to dissociation are rising. At the time of writing, **there are 443.2m sarcastic TikToks about Gen Z and Millennials dealing with dissociation**. [Dissociation music](#) is emerging, described by Pitchfork magazine as “artists that are combating the hell of modern existence with blank detachment in their voices”.

The largest and fastest growing forms of digital dissociation are virtual reality (VR) and online gaming. Many studies have found a direct correlation between dissociation and VR/gaming worlds. [One study](#) found that for many gamers, the ability to dissociate from the real world and be fully immersed in the game is critical to how much they enjoy the experience.

Collective dissociation is up for debate. Some worry that chronic engagement with VR/gaming worlds creates a society where people lack social skills. Others believe they are social gatherings and helpful. Look to the rise of [mindful gaming](#). Gaming as therapy is rising: US clinical trials are using gaming to ease Covid-19 brain fog. In the UK and China, VR games are being used as treatments for those suffering with dementia and Alzheimer's disease.

## Design can combat dissociation

Amanda Baughan, a PhD student in computer science and engineering at the University of Washington, alongside her research team, studies the effects of social media and dissociation. Their hypothesis is that most people aren't addicted to social media; they are dissociating and lose track of time.

Baughan writes that “seeking escape from the present moment through deep absorption – including absorption in social media – is a natural, common, and often beneficial thing to do”. She explains that when people spend more time online than they would have consciously chosen, they feel frustrated. But by nature, social media platforms are designed to keep people engaged through endless content streams. Design can combat this habit.

**A 2019 study found that most users would prefer platforms to send a reminder after 30 minutes of continuous use.** Other research found that categories (news, sports and entertainment) combat endless scrolling. There are apps (Social Fever, Freedom) that place time limits and lock users out if they exceed the limit.

**In 2025, it's likely that technology will help with dissociation.** US-based Neurable's headphones tell users when to take a break to regain focus. France-based Wisear uses earpiece electrodes to record brain activity (including stress and anxiety) and aims to launch by 2023.

## 02. Idleness

### Consumer sentiment

When did idleness become a bad word? A 2014 study saw researchers leave people alone in a room for six to 15 minutes with nothing to do. The results proved many are not programmed to stay idle. The group embraced any activity to occupy their time there, including administering painful electric shock therapy, suggesting suffering was more desirable than staying idle.

By definition, idleness means laziness, which has contributed to its bad rap. But idleness can be a catalyst for creativity and is essential to our wellbeing (see the Dutch concept of [Niksen](#)), our problem-solving skills, and can shift our perspectives, and by 2025 it will come to the fore. One output of idleness is ‘soft fascination’, defined as a psychological response that allows for reflection. By contrast, ‘hard fascination’ is achieved by watching TV, which occupies attention and limits mind-wandering. Research has found that soft fascination is actually more restorative than hard fascination, meaning idleness is good business sense when it comes to output and innovation.

Building on awe, identified as a key consumer sentiment in our [Future Consumer 2024](#) forecast, the ability to allow the mind to freely wander in an idle state, without agenda, could lead to new creative breakthroughs. One study from the University of York and the University of California **found 40% of creative breakthroughs emerged during bouts of downtime**. Idleness doesn’t necessarily mean laying on the couch, but rather encompasses a range of repetitive or recreational tasks that allow the mind to rest, such as monotonous activities like washing the dishes or even spending time with friends; essentially, moments when our brains are not saddled with problems, granting our minds the ability to freely expand creatively.

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“Idleness is not just a vacation, an indulgence, or a vice. It is as indispensable to the brain as vitamin D is to the body.”

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– **Tim Kreider, essayist and cartoonist**



## The rise of leavism and presenteeism

Idleness took a back seat for decades as hustle culture became the norm. Workers believed long hours achieved greater success, giving rise to toxic workplace cultures. Doing nothing became shameful.

It's no secret that workers are burnt out (the WHO characterised burnout as a clinical syndrome in 2019). A 2022 Microsoft study of 20,000 people across 11 countries found 50% of employees and 53% of managers feel burnt out. **In Asia, one in three workers experience burnout, but women and frontline workers experienced more harrowing bouts of it.**

'Leavism' is the latest iteration of workplace anxiety, impacting 67% of UK companies. Leavism is when workers use annual leave to do the work they can't manage to finish during normal working hours. While leavism is rising in America due to burnout, 'presenteeism' in the UK has more than tripled since 2010, with 86% of people observing it in the workplace in 2021.

Once defined as "showing up to work when one is ill," the concept of presenteeism has evolved to employees who work incredibly long in-office hours, those who work during annual leave, and those who respond to emails at all hours. Presenteeism is driving over-functioning in workplaces, whereby workers maximise output and productivity, and are the first to raise their hand for extra work. Most over-functioners are trying to help their team/department at the cost of their own mental health. More importantly, over-functioners may be detrimental to the very team they are trying to help. Other employees doing their day jobs (often called under-functioners) are seen as under-achievers.

## Reclaiming leisure

In Future Drivers 2024, we articulated how the pandemic inspired some people to stop, reflect and rest, powering new priorities, aspirations and lifestyle choices around work. Calls for a four-day work week surfaced alongside the Great Resignation, which emerged in protest to our productivity-obsessed society. **By 2025, this fringe sentiment will gain momentum, rewiring consumers' brains to see idleness as a solution, evolving from something that's uncomfortable to something that's necessary.**

The largest hurdle? Most people don't know how to do nothing. For many people, doing nothing when there is so much that can be done leads to feelings of guilt. In one satirical TikTok video, popular content creator Rama says: "Now, I live in a society where my productivity matters more than my wellbeing, and so I'm just depressed and anxious all the time. I'm smiling, but I'm deeply wounded. I work three jobs, and I still feel like I'm not doing enough."

This has been increasingly evidenced during the pandemic, alongside the rise of time compression (a cognitive effect where time passes more quickly than one thinks), resulting in more pressure on workers to maximise output. The pandemic blurred the boundaries between work and play, giving rise to longer working days and later nights (**40% of people globally reported sleep problems and many experienced 'bedtime revenge procrastination' in which they stayed up later to reclaim time lost during the work day**). Instead of embracing doing nothing, which could have led to more creativity and less burnout, workers opted to try to maximise productivity.

## Idleness as a soft protest

On social media, many creators have adopted a new niche: anti-capitalism. From Gen Z teens to adult therapists, creators comment on the mental health impacts derived from the relentlessness of chasing success. When Andrew Formica, CEO of a billion-dollar investment firm, opted to quit his job to "do nothing" in 2022, this version of idleness received backlash as a privilege. Most workers cannot quit their jobs as they need money to survive. In 2025, people will embrace a healthier balance between work and leisure, with idleness becoming a soft protest against the high-stress reality of chronic burnout.

A new generation of workers are rewriting workplace norms. In 2025, we'll see people seek ways to reclaim leisure time as they push back against toxic hustle culture and embrace idleness. One way this may emerge is by embracing radical simplification. Leidy Klotz, a University of Virginia professor, says **achieving idle leisure requires people to "subtract complication" from their lives**, by doing things such as opting out of crowded schedules in favour of something slower, and/or by incorporating white space into daily schedules, free from urgency.

As mentioned, idleness can take a variety of shapes, inspiring people to engage in a mindless ritualistic activity, embrace nature, or rest and recharge. While personal idleness can be achieved in solitude, **civic-minded idleness, on the other hand, refers to the role of engaging with others and a surrounding environment**. This type of idleness could lead to a more progressive and equitable society in 2025.

## 03. Radical Acceptance

### Consumer sentiment

Let's face it, the past few years have left many people feeling like they're facing constant battles. Historians will likely describe the start of the 21st century as [the polycrisis era](#), and these crises are impacting our moods. Global unhappiness is rising, according to [Gallup's 2021 Negative Experience Index](#), which polled adults in 122 countries, and showed that negative feelings, which were already at a high, continue to rise (worry rose two points, while stress and sadness each increased one point).

Society is dealing with chronic chaos in different ways: apathy, dissociation and numbness. Studies show that when we are feeling negatively overwhelmed or burnt out, the above emotions become a psychological defence mechanism. In 2025, radical acceptance will usher in a new era of contentment, satisfaction and serenity.

**What is radical acceptance?** Developed in 1993 by psychologist Marsha Linehan, radical acceptance means acknowledging difficult situations and emotions, but fully accepting that one may not have the power to change it. Instead of festering, avoiding, or obsessing over an issue, radical acceptance is a critical step in moving through difficult times to experiencing more meaning. **Accepting realities and imperfections can move people toward contentment and away from distress.**

**What isn't radical acceptance?** It's not approving or pacifying the situation or trauma. It's not giving up. Acceptance doesn't equal complacency. The practice releases unhelpful emotions and provides clarity to solve problems, plan for change, and heal mentally and physically. A [2019 meta-analytic review](#) indicated that cancer patients who practised radical acceptance had less psychological distress while living with their condition.

**Why is this critical for 2025?** After years of uncertainty, people are tired of being bogged down by emotional weight, and they are ready to embrace pleasure, mix purpose with hedonism, and fight back against wellness-washing.

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“Radical acceptance does not mean that you agree with what is happening or what has happened to you. Rather, it signals a chance for hope because you are accepting things as they are and not fighting against reality”

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Armin Rimoldi for Pexels



## The anhedonia effect

Most people will, at some point in their life, lose interest in things that used to excite them. Anhedonia, however, takes this loss to its limits; it becomes impossible to draw joy from things that once elicited excitement, such as music, sex, food, and conversation. The brain's reward centre has become unhinged.

Early research suggests that anhedonia (the inability to feel pleasure) is rising since 2020, and the ripple effects are emerging. By 2025, it's likely that the [Great Sex Depression](#) will be global. Consumer neophobia (the fear of trying something new) is impacting the food, drink and travel industries. The loneliness epidemic has decreased social outings and increased health problems. **Social isolation and loneliness are associated with an additional \$6.7bn in US Medicare spending, and cost employers more than \$154bn annually in stress-related absenteeism**, plus more in job turnover, according to studies by [AARP](#) and insurance company [Cigna](#).

The pleasure centre of our brains (the nucleus accumbens), neurotransmitters and dopamine levels are all being investigated in relation to anhedonia, but one thing remains clear: most people with anhedonia are overwhelmed and/or suffering from depression (ranging from light to episodic).

Currently, there is no cure for anhedonia. Trials in behavioural therapy and radical acceptance do show signs of improvement, however, the medical industry has found the most effective (and controversial) treatment is ketamine therapy. A 2014 study found that “ketamine rapidly reduced the levels of anhedonia”. The reduction occurred within 40 minutes and lasted up to 14 days following a single injection.

## Conscious hedonism

Introduced in [STEPIC Innovations 2025](#), conscious subcultures will emerge. As people continue to deal with crisis fatigue, conscious subcultures will offer an outlet to channel a sense of helplessness into activism, and even hedonism. In a [WGSN Insight survey](#), 57.3% of respondents of all ages said they feel overwhelmed, and 13.6% said they feel numb about the cost-of-living crisis. This, combined with the doomscrolling, and the relentlessness of 24-hour news cycles, is leaving people with a sense that nothing really matters.

**As an antidote to dissociation, conscious hedonism is rising** – think moments of pleasure with a purpose. Joy mixed with responsibility. At Analogue, a plant-based bar in Singapore, bartenders create cocktails with upcycled ingredients and climate-adaptive foods, and elements of the interior are made from recycled ocean plastic and mycelium. In Ukraine, youth organisation Repair Together has created ‘clean-up raves’ where DJs play techno music while volunteers work together to restore cities and towns liberated from the Russian invasion. With reusable cups and waste segregation stations, Lollapalooza India is set to become the country's first “zero-garbage” festival in 2023.

Nightlife will evolve to include community, healing and dance. In London, MISERY is a mental health collective and sober club to facilitate healing and joy for queer, transgender, non-binary and intersex Black people and people of colour. MISERY bridges the divide between nightlife, dance parties and therapy, and includes ‘twerkshops’, guided meditation, and foraging herb walks. In Los Angeles, Hood Rave is a “Black femme and Black queer underground community” designed for healing and “ecstatic energy”.

## Radical acceptance aesthetics

Radical acceptance also focuses on battling perfectionism and global standards of beauty, wellness and appropriate styles. WGSN Beauty has been at the forefront of this movement since 2020, introducing the [Mindful Hedonists](#) persona who rejects extreme wellness culture and the associated guilt that comes with it.

In 2025, ‘wellness-washing’ or using wellness trends to promise quick fixes or cure-alls for complex mental-health issues, will be out. Brands must also be mindful of how they approach conversations about mental health. German mental-health charity Deutsche Depressionsliga launched a campaign titled “Depression is not a marketing tool” in response to wellness brands selling luxury items, retreats and treatments as antidotes to depression.

In 2025, radical acceptance will shift to more anti-aesthetic rebellion as a push back against the pursuit of perfection. Look to the rise of the [anti-wellness](#) and [#antiperfectionist](#) movements. The neologism going “goblin mode” also has a part to play here, and was selected as Oxford Dictionaries' 2022 Word of the Year. It articulates a rejection of perfection and is defined as “unapologetically self-indulgent, lazy, slovenly, or greedy, typically in a way that rejects social norms or expectations.” There are 20m views attached to the term on TikTok.

WGSN has closely tracked this shift in culture (see the rise of [chaos culture](#), bad taste, and [indie sleaze](#)); The Atlantic even coined this trend as the “dirtbag revival,” but cultural theorist Matt Klein puts it best. He calls this emerging phenomenon “nihilistic extremism” or a “deliberately purposeless ‘f\*ck it’ mentality that takes things to a more extreme conclusion — not just as a counterbalance to wellness but as more of a chaotic, feral, lifestyle choice.”

## 04. Neo-Altruism

### Consumer sentiment

From Taylor Swift lyrics (“Did you hear my covert narcissism, I disguise as altruism?”) to the global headlines about Sam Bankman-Fried's effective altruism scam that is purported to have stolen billions, altruism has been getting a bad wrap. It's almost as if society has lost control of it.

2025 will mark the emergence of neo-altruism. This concept is rooted in pure altruism (defined as “helping someone knowing you will see no benefit”), but with the addition of empathetic joy (an emotion that a person feels when seeing another person experience relief). This is selflessness with less social media boasting and more social investment.

**Why is neo-altruism set to be at mass by 2025? Currently, the global trust recession is at critical levels.** According to the [Edelman Trust Barometer](#), distrust is now society's default emotion. A 2021 OECD study on trust in public institutions found similar results: only four in 10 people globally trust their government. Countries with “high levels” of distrust include Australia, Colombia, Austria, Great Britain and France. It's not just people's trust in governments that is waning; social trust (trust in local people and communities) is also declining, particularly in the US, Latin America and the Caribbean. There are numerous factors for the decline: political polarisation, corruption and economic instability as recessions loom on the horizon.

**However, a silver lining in the dark cloud of a recession is that historically, the longer a recession drags on, the greater the growth of interpersonal trust among the population.** These recession-driven trust increases are higher in Latin American countries. According to survey data from Elizabeth Searing from Georgia State University who conducted the research, for 10 Latin American countries, “for each additional year of a recession (holding all else constant), the probability that people will agree that 'most people can be trusted' [increases by 9.03%](#)”.

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“Trust, it turns out, is a scarce commodity in Latin America and the Caribbean. According to a poll by Latinobarometro, **43% of Mexicans say they have low trust in people of their own communities.** That number is **54% for Peruvians.** In Brazil, it's **63%**”



Getty Images



## Other-care over self-care

There's no shortage of data that evidenced the rise of self-care starting in 2020. Google searches for self-care products increased 250% since 2017. Mental health apps for self-care reached \$500m in sales in 2022. **There are now more than 40bn global TikTok views of self care, up from 16.8bn 2021.**

A number of people have lost track of what self-care really is and have given into wellness syndrome – an obsession with health, happiness and optimisation that often makes people feel worse. **Other-care is the opposite of self-care. It focuses on the positive effects we can bring to someone else, and it's gaining momentum.**

New meta-analysis from the Psychological Bulletin shows that helping others may be the ultimate form of self-care. The study looked at 200 global studies with over 200,000 respondents, and found that people who have pro-social behaviours such as altruism, compassion and kindness have better mental and physical health. Need more motivation? **Kind people have 23% less cortisol (the stress hormone) and age two times slower than the average population.** People who volunteer tend to experience fewer aches and pains and a 44% lower likelihood of dying early.

A key to combating wellness syndrome is a balance of self-care and other-care. Other-care shifts from grand collective gestures to personal habits of helping, which produces the 'helper's high'. This dopamine boost enables self-care with greater results – a true win/win.

## The new D-to-C (direct-to-community)

By definition, neo-altruism is rooted in activism where there is no public applause or social media bragging rights. In 2025, activists will expect nothing in exchange for their service except a direct, positive impact on their community.

Early adopters are emerging. In the US, where pedestrian fatalities from cars hit a 40-year high in 2021, citizens have started painting guerrilla crosswalks in cities, including Seattle, Portland and Austin. Concerned citizens cited years of crosswalk requests to local governments, which are being held up by red tape.

In Brazil, residents of Paraisópolis, São Paulo's second-largest favela, struggled to receive home deliveries due to factors such as lack of home addresses, confusing map locations and safety concerns. Local residents fought for a solution, which landed in the creation of the startup Favela Brasil Xpress, a delivery system working with online retailers to deliver packages to Paraisópolis residents, by residents. Favela Brasil Xpress not only creates jobs, it allows residents access to more shopping and pricing options.

While not necessarily a new community initiative, bike buses are gaining momentum in Europe. Barcelona's bike bus, or bicibus as the scheme is known locally, allows hundreds of children to cycle safely to school in a convoy on local streets. The citizen-led project, supported by the local city council, began in March 2021 with one route, and by 2022 had expanded to 15 locations. Glasgow, Scotland, and Portland, Oregon, added school bike buses in 2022.

## Villages of care

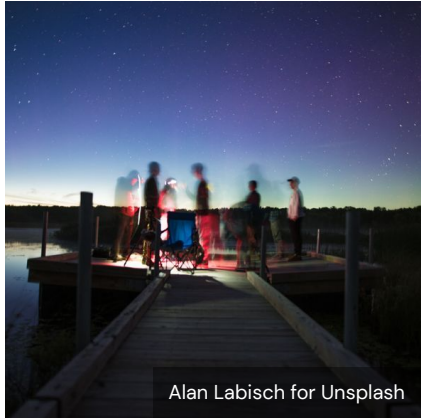
The caring economy will continue to expand globally. In 2025, new ecosystems of care will drive new forms of social infrastructure that involve skills-training, education, transport, youth work and more. Look to Arts Factory in Wales, UK. The local group partly funds its community projects (food gardens, childcare, advice services and health and wellbeing events) via an in-house graphic design business and a secondhand books business on Amazon, using the talents of people with autism and learning disabilities.

While some care villages focus on keeping communities alive for the next generations, villages of care also focus on protecting ageing societies. In the US, AARP launched its AgeTech Collaborative as a platform to help **“innovators generate big new ideas and send thriving products into what's now an \$8.3tn economy driven by those who are age 50 and older”.**

The Village Movement California has a mission to “revolutionise the experience of ageing” through pro-ageing villages. These small communities include everything from social events (surfing to dance parties) to cognitive and physical care at home, reducing single elderly people being moved into hospices.

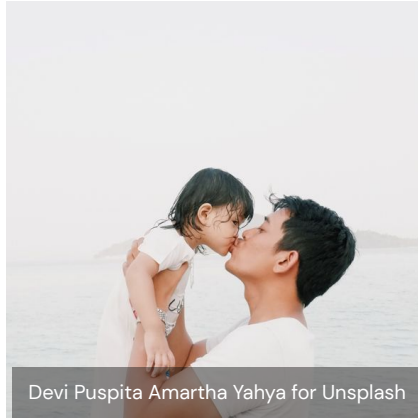
What about entire cities for 65+? Futures architect Ara González has designed concept care villages in depopulated cities throughout Spain for those in need of support. The plans could easily be mapped to create the next generation of retirement cities.

## Consumer profiles 2025



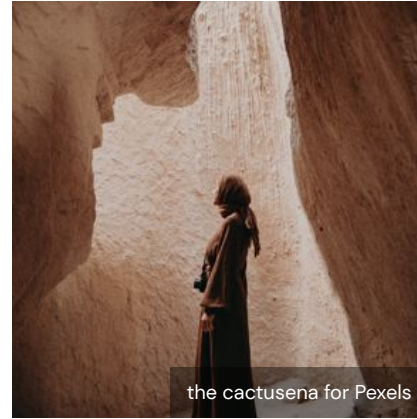
Alan Labisch for Unsplash

### 01. The New Nihilists



Devi Puspita Amaritha Yahya for Unsplash

### 02. The Reductionists



the cactusena for Pexels

### 03. The Time Keepers



Suraj Gangoni for Pexels

### 04. The Pioneers

## 01. The New Nihilists

**Faced with chronic emotional turbulence and disillusionment, this cohort is finding new meaning in a seemingly meaningless existence and reframing nihilism as an optimistic alternative. Think the next generation doesn't care? Think again.**

Nihilism is a rejection of purpose and values and a belief in the idea that nothing truly matters, which is pushing Millennials and Gen Z to question the productivity-obsessed and goal-oriented culture they came of age in. Despite there being less poverty in the world today and more science and technology to solve crises, one study of 1,000 people aged 16-25 spread out across 10 nations revealed that 56% believe humanity is doomed amid this polycrisis era.

The New Nihilists are experiencing disillusionment as a result of the knock-on emotional effects of battling two once-in-a-lifetime crises, as noted in the [World Economic Forum's Global Risks Report](#). In the UK, 23% of 16-25-year-olds said they will emotionally “never recover” from the pandemic. The climate is also top of mind (see the rise of [eco-anxiety](#)) and yet a new branch of climate nihilism is emerging simultaneously, with 30% of US Gen Z and 25% of Canadian Gen Z saying it's too late to make a difference for many environmental problems. A lot of this sentiment stems from the disillusionment with global political leadership, with research from The University of Cambridge revealing 18-34-year-olds are contributing to the biggest decline in satisfaction with democracy, pushing many young nihilists to take matters into their own hands. The London School of Economics also revealed that 18-25-year-olds who endure a global health crisis are more likely to hold lasting negative thoughts toward governments, post-crisis.

**To put it simply**, The New Nihilists are overwhelmed by the problems facing the world they inherited, but since they see life as meaningless, they're compelled to take action as they've got nothing left to lose. This group is sick of the systems in place, and they've co-opted nihilism to cope with the fact that no one is coming to save them, so they're trying to save themselves.



Alan Labisch for Unsplash

## Optimistic nihilism

Nihilism is frequently synonymous with apathy, but The New Nihilists are recontextualising that notion. Wendy Syfret, an Australian-based writer and researcher, found that nihilism can be a launchpad for alternative forms of purpose, action and happiness. In 2021, she authored *The Sunny Nihilist: How a Meaningless Life Can Make You Truly Happy*, **which aims to shift the narrative of nihilism and reframe it around the “pleasure of pointlessness”**.

Similarly, **‘optimistic nihilism’ is a concept that centres on the idea that since life is meaningless, the possibilities are ultimately limitless**. It’s about accepting the freedom offered in a life void of meaning, which will evolve from the present passive norm.

In 2022, the quiet quitting movement was a result of **‘default passivity’**, a natural response to chronic stress. Unmotivated by jobs, disheartened by society, but without the financial freedom to quit, workers passively survived. However, in 2025, the New Nihilists will embrace optimistic nihilism, prioritising passion over purpose; on TikTok there are already more than 80m views of videos related to the concept. The New Nihilists will reclaim their time and energy and spend it how they want without the societal burdens of hustling, productivity or success.

**Optimistic nihilism is the antithesis of toxic positivity, but it’s not tragic optimism either**. It’s about deconstructing traditional markers of success and empowering individuals to embrace a meaningless world and develop an alternative and individualised path to happiness and purpose, free from the sway of social norms. It’s similar to the hopepunk philosophy, which will also grow by 2025. This is defined as “a literary and artistic movement that celebrates the pursuit of positive aims in the face of adversity.” This is

## Next-gen political power

The New Nihilists are gaining political power, as part of the ‘youth quake’ WGSN forecast in 2017. We’re witnessing a global sea-change of a generation ageing into political office despite the fact that many are recent university graduates. In Chile, 36-year-old Millennial leftist Gabriel Boric was elected as President in 2022, and in the US, 25-year-olds Joe Vogel and Jeffrie Long Jr. were elected to Maryland’s General Assembly, while Maxwell Frost, also 25, became the nation’s first Gen Z member of Congress. After South Korean lawmakers lowered the minimum age limit for political office from 25 to 18, there was a record number of people under 40 that ran in 2022 elections — 416 candidates, up from 238 in 2018 – and 11 candidates under 24 won their elections, including the youngest election winner in the country’s history, 19-year-old Noh Seo-Jin.

Elsewhere, however, we’re seeing more youth opt in to vote. In the 2022 Brazil election, youth voter registration was up 47% from 2018 and resulted in the election of the leftist Lula and the ousting of conservative incumbent Bolsonaro. Meanwhile, in the US, the 2022 midterm elections drew the second-highest turnout in the last 30 years among the 18-29 population.

For certain regions, protests instead of ballot boxes are a means to be heard. In Iran, the ‘daheye shast’ (people born in the 1980s) and ‘daheye hashtad’ (people born in the 2000s) are 87 million strong and make up 60% of the population. These generations are the driving force behind the protest of the death of 22-year-old Mahsa Amini after she was detained by the morality police in Tehran.

## Regenerative capitalism

Young progressives globally are pushing back against capitalism as the default system. **In the UK, 67% of 16-34-year-olds want to live in a socialist economy, while 80% believe capitalism is responsible for the housing crisis, and 75% think climate change and capitalism are interconnected**. Plagued by the burdens of labour (45% of Americans don’t want to work anymore), people in this cohort are seeking out alternative systems that align with their values.

Coined in 2015 by economist John Fullerton, regenerative capitalism is an economic system that restores and regenerates instead of exploiting and extracting. **Regenerative capitalism also considers social and financial inequalities, giving rise to regenerative finance of ‘refi’**, which is about regenerating wealth back into communities. The concept has been likened to anti-capitalist investing, and centres on spreading wealth among the masses rather than the top 1%.

Look to Chordata Capital, which calls itself an “anti-capitalist wealth management firm” with a commitment to support clients in redistributing rather than accumulating wealth. It helps clients move funds away from Wall Street and toward racial and economic justice ventures. Resource Generation is a “multiracial membership community of young people (18-35) with wealth and/or class privilege committed to the equitable distribution of wealth, land, and power.”

**As Gen Z ages into the workforce, expect to see a rise in value-focused investing**. Look to emerging leaders like Meagan Loyst, a 25-year-old venture capitalist who left her corporate VC job to create a Slack channel turned community, called Gen Z VCs. It started in November 2020 with 30 people, but now boasts over 20,000 members.

about retaining the spirit of rebellion but caring more, embracing kindness, and demanding a better world.

Come 2025, refi could also give rise to impactDAOs (decentralised autonomous organisations), which empower individuals to invest in projects that have a direct benefit to society via a transparent path.

## Engagement strategies: The New Nihilists

### Future-focused co-ops

It's no secret that trust in institutions is waning. Add in political and economic pressures, along with the rise of the anti-capitalist sentiment, and community economies are set to grow. **Look to the rise of modern co-ops that reflect the neighbourhoods where they operate.**

### Case studies:

- Detroit People's Food Co-Op, located in the city's North End, serves an urban, predominantly African American, low- and moderate-income community with a source of healthy food and community education. In addition to affordable food, the co-op offers free classes on nutrition, cooking, healthy living, sustainability, community development and more.
- For fashion companies, look to worker-owned garment manufacturers, which invest in the local supply chain and pay fair wages to garment and factory workers. Examples of worker-owned apparel businesses include Blue Tin Production in the US, and Honduras-based Standard Apparel.
- For more future-focused brands, we're tracking how Web3 technology will redefine ownership and transform what it means to run and operate a store space. **If 2024 was the dawn of DAOs (decentralised autonomous organisations), 2025 will see more experimentation with DAO-structured retail stores that are community-owned.** Look to San Francisco's new retail shop operating as a DAO, called DeStore STORE\_0. Steered by its 21-year-old founder Itsuki Daito, ownership in the store is built around a crypto token made available to purchase via the DeStore app. The token unlocks voting rights for holders, which expand with the quantity of tokens held, and which permit the community to determine how to staff the store, its stockists, and where store revenue is directed.



Kate Walker

## Values-based UX

While we've seen values-based retail emerge in-store and within advertising in recent years, the real shift by 2025 will be in e-commerce and UX that truly aligns with New Nihilist values.

This cohort will expect online assortments to align with their morals and preferences, and to be easy to sift through amid a sea of options: think curation by mood or category. Retailers will need to rethink their online strategies and brace for a new era of competition with online marketplaces designed by and for Gen Z consumers.

### Case studies:

- Meolaa is an Indian-based purpose-driven marketplace that carries over 650 brands and 50,000 products, curated for Millennial and Gen Z shoppers. The platform delivers sustainable, gender-fluid and size-inclusive products, and was launched by 22-year-old founder Ishita Sawant.
- Consumerhaus is a Gen Z-founded online grocery marketplace that's gearing up to be a hyper-curated Gen Z Amazon. Launched by American entrepreneur Claire Spackman in 2023, it offers 700 products from 100 small brands. The site prioritises telling founder stories in order to 'humanise' the brands it carries, and in turn, empower Gen Z to shop from brands they truly believe in.
- Woo is a wellness marketplace launched by British broadcaster ITV, which delivers a curated selection of "mood-based" products. **Its point of differentiation from the abundance of other wellness marketplaces available?** It partners with labels that share similar values (its brands are sustainable, gender-neutral, and minority-founded) and are bucketed under umbrella categories such as "trippy" and "horny".

## Legislation driving local commerce

While a shift to go-local formats is nothing new, in 2025 local legislation could mean local retail is the only option in certain regions. Look to the small city of Carpinteria, California, which is working to ban chain stores from operating within city limits to keep real estate available for small businesses.

While Nantucket, Massachusetts and Ojai, California, both banned chain stores back in the mid-2000s, in 2025, it's likely this concept will move outside of the US to other regions.

There's also an anti-ad movement emerging which coincides with the New Nihilist's anti-capitalist sentiment, considering research shows exposure to ads encourages people to adopt more materialistic values. Geneva recently outlawed OOH ads in its city centre to curb local appetites for consumption, and action is also being taken across Europe to ban ads that fuel the climate crisis. There's even a petition circulating with over 353,000 signatures.

### **What does this mean for brands? In 2025 businesses might be limited to where they can advertise or have physical store locations.**

This means a pivot to strengthening online offers and/or forging strategic partnerships with local businesses. Big Box retailers will need to embrace more micro formats to facilitate a community-feel and offer one-to-one customer service. Bloomingdale's is ahead of the curve, with three micro-concept stores called Bloomie's. They maintain the same offerings as standard Bloomingdale's stores such as BOPIS and curb-side pick-ups and tailoring, but also have more local products available.

## Colouring emotions

As The New Nihilists navigate the polycrisis, brands will use the emotional power of colour to uplift them and engineer meaning into their lives. Look to Indonesian brand Pâttero, which leans on vibrant colours to reinforce positive wellbeing. It aims to increase self-confidence and happiness, and believes "vibrant clothes let you have a better spirit throughout the day".

As we head toward 2025, colour will play a key role in capturing consumer attention, and in garnering an emotional response via mood-based retail experiences and products that contort to the mood felt by the consumer in the moment.

### Case studies:

- South Korean beauty brand Amorepacific unveiled a personalised bath bomb that recommends fragrances and colours based on consumer brainwaves. Using neuroscience tools to align with real-time consumer emotional needs, the mind-linked bathbot offers light blue, which aims to calm, and pastel green, which aims to combat fatigue.
- The German-based automaker BMW has designed vehicle colours to adapt to changes in a driver's mood. In January 2022, it unveiled an updated version of its electric iX SUV which changed from black to white to suit the driver's emotional state.
- In 2020, Italy-based eyewear brand Loving Victorious Beings began offering lenses that transform the world into "a more beautiful place" while working to relax the mind. It leaned into colour theory, offering pink lenses that aimed to reduce stress, orange ones that worked to enhance focus and concentration, and purple lenses to increase joy and creativity.

## 02. The Reductionists

**Under the guise of efficiency and stress relief, this cohort is building communities rather than networks. Determined to combat loneliness and rebuild their daily in-real-life interactions, The Reductionists want to re-humanise their lives.**

The outsourcing of our lives is a slippery slope. The convenience of outsourcing small tasks such as grocery deliveries, going to the post office, or picking up a missing piece for a child's school project has freed up time in our hectic schedules. They are time savers, but for many, we typically fill that time with other tasks from our ever-growing to-do lists.

The Reductionists look to break the cult-of-convenience and rely more on communities than networks. Why now? For many in this cohort, their interaction with platforms has overtaken their interactions with humans.

“Convenience decides everything,” says Evan Williams, a co-founder of Twitter. In most countries, convenience (that is, more efficient and easier ways of doing personal tasks) has emerged as a powerful force shaping our lives and our economies. For many regions, our service expectations have shifted. We've gone from next-day shipping to same-day-delivery to one-hour delivery. Streaming services have eradicated commercials and the weekly suspense of waiting for a television episode. Music and book platforms have rid the necessity to queue for new releases.

For many, we've reached critical levels of impatience. According to a OnePoll study, 75% of all UK respondents believe their lack of patience is directly related to their growing dependence on digital technology such as smartphones and on-demand TVs. In August 2021, Google reported a 200% YoY global increase in mobile searches for “open now” and “near me”. Let us not forget Microsoft's 2012 discovery that if a website is 250 milliseconds slower than a competitor, they will visit that site less often (a millisecond is a thousandth of a second).

For this cohort, there is a human cost as well. While the gig economy offers convenience to consumers, it often depends on underpaid and overworked employees. Research has linked e-commerce deliveries to higher levels of carbon emissions. The battle for convenience is also a battle for industry dominance, with larger companies overtaking smaller local shops that simply can't keep up.

In 2025, The Reductionists will look for 'good growth', a renewed focus on personal rather than digital networks, and ways to embed daily ties into their communities.



## Good growth

The concept of degrowth for good, first forecast in [Future Drivers 2022](#), in which consumers focus on the essentials with a less-is-better mindset, has gained momentum in recent years. Ralph Lauren has made fewer products over the last five years and has earned more money, [proving](#) degrowth can be good business. But come 2025, driven by a Reductionist mindset, we're anticipating a shift away from degrowth, and toward good growth.

**Scratching your head?** As our population grows (we've reached eight billion globally), we will still need goods and services. Consumption isn't slowing – according to [Boston Consulting Group data](#), global apparel consumption is set to rise 63% by 2030, to 102m tonnes (the equivalent of about 500bn additional T-shirts). **But how can we ensure that our growth is measured, ethical, and mindful of people and the planet? This is the concept of good growth.** The American fashion designer Eileen Fisher is focused on this concept, and “how to grow the good things about our business while weeding out the bad stuff. Healthy growth means fair wages and being mindful of the earth's dwindling resources.”

Due to innovation with STEM industries, there are more solutions than ever to grow businesses without growing the negative impacts on people and the environment. From [intelligent packaging design](#) to [regenerative capitalism](#) (**where brands are responsible for regenerating economic, ecological and social value instead of producing mere financial profit**) The Reductionists will spend with their values, making good growth an imperative for business.

“I think to be credible, the focus should be on different growth, better types of growth and how to incentivise that. An accelerator or brake mindset is just not realistic here. Helping people find a secure route toward more

## From networks to communities

In [The Outsourced Self: What Happens When We Pay Others to Live Our Lives for Us](#), Arlie Russell Hochschild argues that there are two ways we operate and relate to others in the modern world: as villagers and as outsourcers. “As villagers we meet our needs in the same way that residents of small, rural towns did for centuries – doing what we can for ourselves, and relying on family and friends who come to our aid out of a sense of neighbourly duty and love. As outsourcers, on the other hand, our lives are dominated by the ethos of the marketplace, and we utilise paid services to take care of our tasks.”

For The Reductionists, the pendulum has swung too far to outsourcing. For some it was a survival mechanism to cope with the rising demands of work and/or lack of time. For others, who moved communities or were forced out of their homes during the pandemic, they didn't have the option of family or friends. There was no ecosystem of care available.

In 2025, a balance between villagers and outsourcers will be critical. Driven largely by a new sharing economy, which WGSN identified as the [humanised market](#), consumers and new sharing platforms are making an effort to re-humanise the market. Human interaction with digital support will be critical for all industries. Look to Human Hotel, which connects hosts and travellers by prioritising human connection and cross-cultural exchange through its homestay service. Fairbnb is another great example – for every home rental, the company diverts 50% of its profits back to local projects. This model shows how gig and sharing economies can work symbiotically to benefit local communities.

## Combating the loneliness crisis

Identified in 2017 as the next big health crisis, it's somewhat disheartening but not surprising to see the growth continue. While it may seem trite to call loneliness a health crisis, the mental effects impact us physically. According to the National Institute on Aging in the US, the health risks of prolonged isolation are equivalent to smoking 15 cigarettes a day. **Social isolation and loneliness have even been estimated to shorten a person's life span by as many as 15 years.**

Loneliness is difficult to quantify but evidence points to a global rise outside of the US and Western Europe, which has had increasing levels of loneliness for some time.

Japan's indirect indicators of loneliness include a high number of single-person households (which could rise to [40%](#) of the population by 2040), long average working hours, and a heavy reliance on technology to supplant social voids. [Over 65%](#) of mature Indians reported feeling lonely in a 2022 survey of 10,000 respondents. Statista's 2021 survey found that Brazil had the highest percentage of people experiencing loneliness, with 50% of respondents declaring that they felt lonely either often, always, or sometimes. Turkey, India, and Saudi Arabia followed, with 43% to 46% of respondents having experienced loneliness.

The Reductionists have been afflicted by loneliness during the past few years and are determined to combat the crisis in 2025. How? Daily weak ties will return. Weak ties are interactions within the community – the parents you see at drop-off, a neighbour, a store clerk – and research finds that they are a buffer against stress and loneliness.

responsible business practices and sourcing is,” says  
Daniel Susskind, an economist and research professor  
at King’s College London and Oxford University.

# Engagement strategies: The Reductionists

## Ethical quick-commerce

The Reductionists will seek a balance between their community ties and what they outsource to achieve more time. Quick-commerce (q-commerce) is the delivery of goods and services typically within 10 to 30 minutes from ordering, and tends to focus on smaller quantities of goods (groceries, meals, small toiletries). Q-commerce is growing, from approximately \$25bn in 2020 to a predicted \$72.3bn globally by 2025. In order to protect the workers and the environment, this cohort expects ethical q-commerce to be front and centre.

### Case studies:

- Founded by ex-Deliveroo executive Jack Green and former Cloudkitchen executive Brandon Neman, **BoDo** offers rapid (17-minute average delivery time), sustainable deliveries in dense neighbourhoods. Located in the Eastern European country of Georgia, with expansions to Poland in 2023, BoDo relies on local stores as fulfilment centres and offers competitive pay and benefits to its bike delivery riders.
- Known as the company to “out-Amazon Amazon,” South Korea-based Coupang delivery service saw a record 3.3m q-commerce deliveries in one-day in January 2020. However, after receiving backlash for unfair worker treatment in 2020, the company took action and created Coupang Care. The programme provides its delivery drivers with four weeks’ paid leave to enrol in free personal health services offered by the company, as well as decreased workers hours, 15 days of paid vacation per year, and full insurance benefits.
- **Look to the rise of delivery co-ops in 2025.** Owned and operated by restaurant owners, delivery co-ops get rid of third-party fees and keep the money local. Based in Kentucky, US, Delivery Coop has a network of eight restaurants who pay \$300 per month to participate, while around 400 customers pay \$25 a month to use the delivery service with no extra fees. Those funds go toward operating costs and wages of over \$20 per hour for drivers, who are full-time employees of the company. After three months on the job, drivers are eligible for medical insurance, and after one year, they qualify for profit-sharing options.
- **There are product opportunities to support q-commerce.** Look to Bosch’s RideCare companion product, which aims to protect ride-share drivers from unruly and/or violent passengers. Bosch fuses data from multiple sensors, audio, video, and inertial measurements, which artificial intelligence interprets to detect potential problems. If a serious threat is perceived, emergency responders can be summoned.



A wireless SOS button in the car also allows the driver to actively summon assistance if threatened.

## Deadstock revival

From images of excess stock being destroyed to \$816bn worth of retail merchandise returns in 2022, overstock of inventory has become a global retail challenge. For The Reductionists, who look to good growth and slower consumption rates, retailers that utilise their deadstock will win market share.

### Case studies:

- Ghost claims to be the largest supplier of surplus industries. Similar to eBay, suppliers and retailers list their products with SKU information, availability, volume and descriptions. Buyers can then bid on the goods. Privacy is important, so inventory owners can choose the restrictions on who can see the liquidation, like competitors, and it doesn't appear in Google searches. Other options can be not to sell the goods online or in a certain country. Ghost's initial focus is apparel, but it plans to expand into interiors, beauty and perishables, slated for 2023.
- Nona Source is the first online resale platform that sells deadstock fabrics and leathers from high-end luxury retailers including Dior, Givenchy, Celine and Fendi. The fabrics are available for purchase at up to 70% off wholesale prices. With showrooms currently in Paris and London, the company is expanding to Southeast Asia in 2023.
- Arrive, a Los Angeles-based venture, gives new life to retailers' apparel returns. The company says that 80% of retail returns can normally go back to stock, but 20% are defective, with problems like deodorant marks, embedded perfume smells or holes. These items end up in a landfill, but Arrive refurbishes the garments so brands can resell them on the resale sections of their websites.

## Comp shopping industry expansion

As forecast in 2021, seamless savings is still a key strategy for price-savvy, time-poor shoppers. In 2025, this will expand to real-time competitive price analysis from new industries, including resale, BNPL and travel.

### Case studies:

- Shop Beni ticks two boxes for this cohort: the free browser extension shows real-time price comparisons for resale items from thousands of brands including REI, Dior, Nike, Moncler and Outdoor Voices. Users can search by location, price, size, delivery, colours and materials. The one-click checkout helps ease cart abandonment.
- Klarna, the global buy-now-pay-later (BNPL) shopping platform, has a new in-app browser that gives customers the ability to compare prices, delivery options, sizes and colours of products at various retailers. The tool also looks for coupon codes and automatically applies them to customers' orders.
- Launched in 2022, WayAway is a price comparison travel app for cost-saving searches for flights, accommodations and car rentals. WayAway Plus subscribers gain multiple cashback offers from all trip purchases, but unlike other travel programmes, users are able to withdraw real cash via PayPal. To add to its growth, WayAway Plus users are able to use this cashback for contribution to the A Green Way to Travel programme (taking advantage of a tool built into the app to estimate the impact of their trip), and all contributions are then doubled by WayAway.

## Corporate care evolution

Corporate care has been a consumer imperative for years. Driven by the pandemic and the need for a more humanised workforce, companies that are expanding their benefits to fit The Reductionists' new lifestyles will resonate. Similar to hard care, this strategy is focused on fringe benefits for workers and companies.

### Case studies:

- US-based astrology app Chani is a “queer, feminist-led tech and media company” that offers each employee a starting salary of \$80,000 USD, unlimited vacation, and a yearly vacation stipend, annual tech, personal growth and financial planning stipends, and unlimited menstrual leave for employees.
- A global company with headquarters in London, AMV BBDO unveiled its new company-wide benefit scheme, Life Changes, “to help staff through the different life changes they go through during their time at the company”. According to the company, staff will be given a host of innovative benefits such as financial support toward egg freezing or fertility treatment, subsidy for transgender staff towards their transition costs, paid-for relationship break-up and divorce counselling, paid “pawternity leave” to settle in new pets, and £500 a month per child for childcare for one year.
- Canada-based AI company Loka aims to appeal to digital nomads and creatives by offering Loka Relo. Once a quarter, the company will offer one employee all expenses paid permanent relocation services, including visa, moving and housing assistance. According to the company, Relo is “more than a benefit, Relo is intended to dramatically change lives for Lokals and their families”.

### 03. The Time Keepers

For Time Keepers, the pandemic influenced a cultural reset, permanently warping their relationship with time, age and how they view other demographic groups. This cohort is rallying against snippet culture in the hope that time well spent is a daily ritual.

The last few years rewired our relationships with time, granting us either too much or too little of it. These time dichotomies are forms of **temporal disintegration**, subjectively experienced as a confusion of past, present, and future, and rising since the pandemic. “People lose track of time when the future is in question. The continuity from the past to the future is gone. That’s what they are experiencing right now,” says E. Alison Holman, a professor at UC Irvine School of Nursing in the US.

But how much time do we have? This existential question lingers. The pandemic forced consumers to question whether they're spending their time in meaningful ways, and **this has driven an increase in ‘time anxiety’ which triggers shame around not living up to potential or maximising time.** According to Dr Alex Lickerman, time anxiety manifests in those who question if they're leading lives of value.

The Time Keepers are pushing back against time anxiety in search of more forgiveness in their calendars. **In 2025, we should anticipate a shift from monochronic time to polychronic time. For business, monochronic time focuses on jobs completed, while polychronic time focuses on people.** Monochronic time is a linear and fixed unit of measure that maintains order, is unchanging, and is typically how corporations and businesses function. Dominant across the US and Europe, it's also the driver behind the productivity obsession, intending to lead to efficiency but often coming up short. Look to the fact that in January 2023, Shopify cleared 10,000 events from employees' calendars, which amounted to 76.5k hours of weekly meetings, in favour of embracing a culture of subtraction.

On the other hand, polychronic time is more fluid and people tend to balance multiple tasks at one time, with the ability to adapt. Mostly seen in Latin America, Africa, the Middle East and some Asian countries, polychronic cultures operate with less urgency and set rules. When workplaces have meetings under polychronic cultures, they don't operate with hard start and stop times but when parties have finished speaking. The Time Keepers are powering a shift away from monochronic time in favour of polychronic time, in pursuit of slowness and leisure.



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## The age illusion

WGSN began tracking age compression among [Gen Z in 2015](#), where early research found that this generation is maturing more quickly than previous generations, with modern childhood 'ending' at age 12. The pandemic has accelerated youth ageing. A 2022 study from Stanford University suggests that pandemic-related stressors have physically altered adolescents' brains, **making their brain structures appear several years older than the brains of comparable peers before the pandemic**. What isn't clear is if these changes are permanent.

“Will their chronological age eventually catch up to their ‘brain age’? If their brain remains permanently older than their chronological age, it’s unclear what the outcomes will be in the future,” writes Dr Ian Gotlib in the Stanford study. “For a 70- or 80-year-old, you’d expect some cognitive and memory problems based on changes in the brain, but what does it mean for a 16-year-old if their brains are ageing prematurely?”

While the pandemic may have aged all of us in various ways, ageing isn't the stereotype of yesteryear. A 2020 study from the Digital and Population Data Services Agency and Gerontology Research Center at University of Jyväskylä, Finland, found that the physical and cognitive health of contemporary older adults is significantly better than people in that age range 30 years ago.

According to data from the United Nations, by 2050, [one in six](#) people in the world will be over the age of 65, up from one in 11 in 2019. People are living longer – they have a [one in three](#) probability of living to 90 – and this ageing population will open up new opportunities, challenges and ways of thinking about health.

## Intergenerational wins

The age illusion is impacting our daily lives. The Time Keepers are weary of generational tropes and divisions: this cohort values how they spend their time and who they spend it with, regardless of age. While there are behavioural similarities and life events, we know that people aren't really homogenous within generations. There are 65-year-olds on TikTok and 21-year-olds saving for retirement.

The infrastructure of Western culture, with its institutionalisation of school, career and social life, has led to generational silos. Older and younger populations are often depicted as pitted against one another, competing for government support, which furthers these divides. The Time Keepers are bridging this gap, focusing on social circles that are based on lifestyles rather than birth years.

Catherine Elliott O’Dare, a social policy professor at Trinity College Dublin, advocates for a conceptual mind shift, arguing for the [‘insignificance of age homophily’](#) and challenging the status quo that age is the ultimate baseline for friendship. “As one participant remarked, ‘We don’t wear our birthday cards around our necks,’” [wrote O’Dare](#).

A 2022 AARP study found that four in 10 US adults have a close friend who is at least 15 years older or younger than they are, and almost half (45%) of close intergenerational friendships have lasted at least 10 years. There are many benefits to intergenerational friendships, but decreasing our implicit biases is critical.

“Being around different people day-to-day changes those hidden connections in our brain,” writer and researcher Rose Eveleth explained on [a recent episode of NPR’s Life Kit podcast](#). “Which means that the more you can diversify the people in your life, the more likely

## The backlash against snippet culture

People want to spend their time well, but the [TikTokification of attention](#) has led to chronic distraction. Our collective attention span is narrowing. Our brains are being rewired to understand snippets as opposed to long form. **Social media is driving the age of the ultracrepidarian, (a person who criticises, judges, or gives advice outside their area of expertise)**, helping spread good or bad to the masses. This is a pain point for Time Keepers as it leads to toxic echo chambers and dangerous algorithms flooding their feeds.

But a duality exists. The anxiety to keep up with digital platforms is at a record high, creating a fear paradox, or [FOLO squared](#). On one side is the fear of logging off, driven by FOMO (the fear of missing out) but on the other side, is the fear of logging on due to the [panoptic surveillance state](#) of social media. This mindset is increasingly being adopted by The Time Keepers, who want more time back. Look to the [Log Off](#) movement, which encourages digital media hiatuses (see [social media care culture](#)) and aims to reduce the link between social media and poor mental health.

After realising she was spending her time “disillusioned with the expectation to prioritise business output over purpose,” writer Rachel Schwartzmann rebranded her blog to [Slow Stories](#), now a thriving podcast and platform that explores slowing down against the digital world. “The demands of modern life can make it hard to weigh what’s worth our attention,” said Schwartzmann. “But as we collectively navigate a changing world, perhaps we should take a moment to recalibrate our perspective. After all, snippet culture puts the onus to go deeper on us. It’s a reminder of our agency; an invitation to slow down and ask questions. Maybe in this way, less can be so much more.”

you are to scrape away those implicit biases you might not want to hold on to.”

## Engagement strategies: The Time Keepers

### Hard care

The caring economy still resonates with clients, but in 2025 we will see it evolve to encompass 'hard care' – caring for people on the fringes of (or simply forgotten by) society. We could also see a broader exploration of 'crip time' – a concept outlined in an [essay by Ellen Samuels](#) for Disability Studies Quarterly, where she quotes an explanation by her friend, associate professor Alison Kafer: “rather than bend disabled bodies and minds to meet the clock, crip time bends the clock to meet disabled bodies and minds.” As such, it embraces a reimagination of how long tasks typically take, accounting for people of varying abilities and realities. It's about sidestepping the shame or guilt of taking too long and radically listening to the body's desire for rest. As we age, our expectations of time may shift to be more inclusive of our changing bodies.

### Case studies:

- In the healthcare space in the US, Millennials and Gen Z are accelerating the rise of healthcare payment plans, with BNPL (buy now, pay later) options to assist with unexpected fees. Look to services like CareCredit and [Walnut](#) (which brands itself as a “modern financial technology company that cares”), which allow customers to pay their medical bills at their own pace.
- DAMES is a New York City-based streetwear brand for women, built around the idea of empowering customers to “be free, be cool and to not take any sh\*t.” Founded by Mary Katlyn O'Malley, the brand's purpose is to combine “street style with street sense,” offering pieces that are stylish but also have important functions, with items incorporating accessories such as self defense charms, rape whistles and stun guns.
- [Onward App](#) is a new financial app helping co-parents to split costs of bills related to childcare and share expenses seamlessly and transparently.
- With 50 million people around the world living with limited fine motor skills, beauty brand L'Oréal has launched a new applicator product to meet their needs. The HAPTA device is a lipstick applicator that enables users to apply the product to their face without any peer support required.



## Time as currency

Consumers are digitally distracted, which has led to an attention recession (where they are not spending as much time with digital media). To win audiences back, some apps are working to reward them for their time. WeAre8 is an Australian social platform with a user-focused ad model that pays audiences real money for their time after they watch two minutes worth of ads. The platform redirects 60% of its ad spend back into its community, and audiences can keep the money or redirect it to charity. Its latest ad highlighted how if every Australian downloaded the platform, \$30m would go to charity each month.

WeAre8 also operates an [impact calculator](#) on its site, helping to determine how much good a person could do by simply engaging with the platform daily. If a UK-based social media user has 500 followers on another platform for example, they would earn £6,000, £480 of which would be directed to charity and £120 of which would be invested in climate solutions monthly, helping Time Keepers spend time more intentionally.

Similarly, streaming service Netflix recently rolled out a new ad-tier supported model which rewards customers willing to spend time watching ads with the ability to save on the cost of their subscription. Meanwhile, [Basic Attention Token](#) (BAT) is a blockchain-based decentralised and transparent digital ad exchange. BAT offers a token for digital ad businesses, which pays publishers for content and users for their attention.

## The new time-shares

As Time Keepers seek ways to spend their time well, intergenerational travel and hospitality experiences will gain momentum. With GlobalData projecting 2025 as the year that the global travel industry will reach pre-pandemic levels and see 101% of 2019 levels, with a projected 1.5bn international departures, companies need to plan to capture a share of this market.

### Case studies:

- With an aim to redefine luxury, [Not a Hotel](#) in Japan offers guests a glimpse at the future of luxury. The two residences (named Masterpiece and Think) treat each room as a time-share, selling it to 12 people, each getting 30 days' worth of use. There are plans to expand to 30 cities in Japan by 2025. "In Japan, many people think that if you use expensive materials, that will create a luxurious space, but for us, luxury is more about things like the scale of the room, or the luxury to leave something out, or that fuzzy divide between the inside and the outside," says Tanijiri Makoto, a co-designer of the hotels.
- Luxury travel company, [Joel Found](#) uses themes as opposed to age-based travel groups. Ranging from Fragrance and Furniture to Food and Photography, these curated trips are centred on hobbies and interests, allowing people to connect over shared passions.
- Marriott aims to debunk the myths that time-shares are outdated. The company's latest property opened in November 2022 in [Bali](#), and is designed with the new leisure traveller in mind – think multi-bedroom units, co-working spaces, kids' clubs and immersive dining to satisfy all ages.

## The need for speed

The Time Keepers gravitate toward brands and services that can free up their time. In 2025, digital navigation tools for time-pressed shoppers will be the norm.

### Case studies:

- In an effort to ease the time spent finding a space to charge electric vehicles, US-based [EV Safe Charge](#) unveiled Ziggy, a mobile charging robot accessible via a smartphone app. After the charging request comes through, Ziggy geo-locates and arrives to recharge the car. Ziggy is ideal for shopping malls and retail locations, as the robot eliminates the long queues for charging spots, and charges while the owner shops.
- Apple Maps, in partnership with the digital parking reservation platform [SpotHero](#), has launched a new parking feature that provides users with parking options and availability near a specific destination in over 8,000 locations in Canada and the US. Users can filter their search by date and time as well as parking spots with EV charging, wheelchair accessibility, valet services and even pay for the parking through the app.
- [Instacart](#) introduced in-store navigation and live phone support to help shoppers navigate congested grocery store aisles. The new in-app navigation feature gives shoppers an interactive map of the grocery store and precise item locations to help them navigate the store and find items more easily. The feature is currently being piloted in 15 stores across Canada, with plans to roll out to 80 more stores in 2023.

## 04. The Pioneers

The Pioneers operate at the fringes, experimenting with entrepreneurialism and new ways of living while combating societal hurdles. The role and purpose of physical and digital space sits at the epicentre of their focus, as they reimagine what it means to exist, connect and be cared for.

**The Pioneers will power the Great Migration, as citizens are incentivised by governments to depopulate cities and grow rural neighbourhood networks.** In 2023, Japan offered families \$7,500 to leave Tokyo for the country to work for local companies, work remotely, or start a business. By 2027, the country plans to lure 10,000 people away to grow these new communities.

Speaking of cities, many are being redesigned to serve the needs of those living at the margins. In Barcelona, women are reimaging what cities built for women would look like with help from organisations like Punt 6, a feminist collective aiming to radically transform living spaces. The city also introduced anti-sexism stands in public spaces to support women, and aims to create a sexual assault map of the city for future prevention.

Barcelona is also redesigning busy roads to support cyclists and pedestrians via 'superblocks', which encompass nine streets transformed into one giant space free from traffic. There are currently six roads, but the end goal is 500. Barcelona isn't alone in its pursuit of being a better, greener city. **One study of 8,000 people across eight European cities revealed 57% want to replace parking with green space, 32% want more spaces to rest, and 28% want wider sidewalks.** Paris has invested \$290m to make the city 100% bike-friendly by 2026, aligning with emerging appetites for planet-positive commutes.

Meanwhile, Busan, South Korea, is pioneering a smart city concept, called the Eco Delta Smart City. Currently, 54 families are being studied and sharing data about how they live – from energy use and waste production to sleep patterns – to help build a smart city from scratch. The end goal? A community of 30,000 homes and a model to be replicated. **“By building a new city from the ground up, we can come out with a more comprehensive city. It's not going to be soon, but in the future, we plan to have a standard model of a smart city and export that to the world,”** said Lee Jae Min, deputy director of the smart city project. Toyota is also building Woven City in Japan, which aims to house 1,000 people by 2026. The city will evolve in real time as residents offer feedback, and is designed with wellbeing and mobility in mind, experimenting with new ideas that pioneer alternative living.



Suraj Gangoni for Pexels

## Digital urban planning

New technology is helping The Pioneers redesign spaces with purpose. A digital twin is a dynamic, evolving virtual representation of a physical asset, person or system, used to digitally model performance, identify inefficiencies, and design solutions to improve its physical counterpart. This technology will open up new possibilities of what can be achieved in a range of fields, from urban planning to healthcare, with investments in the space set to reach over \$48bn by 2026.

In Riga, Latvia, schools have leveraged digital twin technology to get students interested in shaping the spaces they inhabit. A digital twin of Riga was built in Minecraft, and students were tasked with redesigning selected buildings in the game, providing an immersive educational layer with real-world future implications.

In the lead-up to 2025, digital environments will require more care placed on infrastructure to create productive and safer spaces. New\_Public operates as a community of thinkers, designers and technologists building and inspiring the digital public spaces of the future.

According to co-director Eli Pariser, the internet of the future will require digital urban planners who can dream up public spaces in digital environments, akin to public parks, museums and town halls.

New\_Public isn't pursuing a utopian internet, but rather a protopian one (a protopia is a more pragmatic version of a utopia, which futurist Kevin Kelly describes as “a state that is better today than yesterday, although it might only be a little better”). Its focus is on building digital environments that place users at their core. “It’s time to stop relying on a few billionaires or VCs to make key decisions for billions of people around the world. It’s time to invest in public digital spaces that actually serve the public and prioritise healthy relationships, stable communities and, well, people,” says Pariser.

## Digital citizenship

Digital nomads are not a new concept, but the lifestyle is more accessible due to the rise of remote work, travel incentive programmes, and nomad visas. Come 2025, driven by a work philosophy that de-prioritises the ‘live to work’ mentality, replacing it with ‘work to live’, The Pioneers will seek a range of new services that support this emerging lifestyle trend.

It's estimated that by 2027 there will be as many as **80 million digital nomads in the US alone**, driving new types of digital citizenship. Plumia aims to build an internet country for those who want a digital nomad life but don't have the means. Plumia's proposed Nomad Border Pass, would allow digital citizenship in digital cities, despite the physical country of origin.

**The metaverse could create a \$5tn global opportunity by 2030** according to McKinsey. The lead-up to 2025 will see the rise of corporate experimentation with communication and commerce implications, but the metaverse could also create a future for cultural preservation in the midst of climate disaster. Look to the Polynesian country of Tuvalu, which is building a digital replica of itself to preserve its people, history and culture.

Tuvalu has become the first digitised nation in the metaverse, though other nations such as Barbados and cities like Seoul in South Korea have announced plans of their own. Seoul is the first major city to have a digital twin, and its metaverse venture is designed to improve city services, administration, and support for virtual tourism. The platform will even have a virtual mayor's office, and will allow government officials and constituents to digitally interact.

All of this is paving the path for the rise of ‘Web3-friendly zones’, which started to emerge in 2022, and will further accelerate the Great Migration and create new business opportunities. The US states of Wyoming,

## Community 3.0

**As the world of Web3 develops in the lead-up to 2025, a new era of community-building will emerge:**

**community 3.0.** The Pioneers powering this shift will embrace a ‘vuja de’ mindset (when people faced with a similar situation see it with fresh perspective), which builds new insights and solves old problems.

This new era of community-building will embrace the MVC (minimum viable community) model, which is a startup mentality concept that venture capitalist Alexis Ohanian believes is going to be the new business standard. MVC represents the first step to community-building and works to solve problems with a small, controlled group, akin to a DAO structure.

By 2025, businesses will look to early Web3 pioneers such as Alex Zhang, who is the 'mayor' of the socialDAO Friends With Benefits (FWB), which is a group that operates via tokenisation, granting its community members co-ownership and the ability to collectively make decisions on behalf of the DAO. The FWB community aims to operate as a city or country rather than a company, and its stakeholders take on the role of citizens.

Friends With Benefits is working toward providing members with digital neighbourhoods that connect them to each other in order to create a ‘community economy’. To do this, it’s borrowing ideas from urban planning to rethink digital public infrastructure and to optimise the FBW experience for members. Zhang talks about a near future that will move toward decentralisation, but he sees the future of the DAO more as a redistribution of power – not a leader-LESS space but a leader-FULL one.

There's also the pioneering Poolsuite, a brand built on a love of music and summer, which has cultivated fans by launching a Web3 ecosystem. In 2022, it rolled out ManorDAO, which is crowdfunding a luxury guesthouse

This attitude will drive the development and adoption of decentralised social media networks (DeSo) for Pioneers, who want to engage in platforms that improve the mediation of user-generated content, challenge the control of corporations, and put an end to invasive ads, while offering fair economic redistribution to creators.

California, Florida, Texas and Colorado have passed legislation that positions themselves as Web3-friendly. The idea is that in exchange for accepting regulation and oversight, businesses involved in Web3 will get favourable treatment and special tax considerations. Colorado also became the first US state to accept cryptocurrency as payments for taxes in 2022, which could accelerate an influx of migration.

in Spain through the sale of NFT member passes. The guesthouse will draw inspiration from luxury hotels, and token holders will contribute to the way it's built. It will function as a space for members to connect IRL, which is critical in an era beset by a lack of collective effervescence, which Pioneers will seek in the years ahead, and can play a big role in expanding digital communities and bringing them offline.

## Engagement strategies: The Pioneers

### Web3 investments expand

The metaverse will still be in a nascent stage by 2025, but brands wanting to capture a piece of the \$5tn pie should pay close attention to strategic investment opportunities. In January 2023, L'Oréal's venture capital arm BOLD announced investment in pioneering metaverse-as-a-service platform Digital Village, which has worked with the United Nations and Women's Wear Daily, and was behind the 3D formats during Helsinki Fashion Week. Its first round of \$4m funding will amplify L'Oréal's ambition to provide meaningful metaverse experiences to brands by supporting 3D world development, avatar customisation, and virtual store creation.

As 2025 nears, we'll start to see pioneering fashion executives decamp physical apparel for the digital fashion space. In fact, it's already happening. In 2022, Alice Delahunt left her executive position as Chief Digital Officer at Ralph Lauren to launch the Web3 venture SYKY, which is building a blockchain-enabled platform to power the future of digital, physical and augmented fashion.

Meta-commerce will evolve beyond educational service (as we saw with Solana Spaces in New York's Hudson Yards district, which is not directly affiliated with the cryptocurrency, but provides patrons with an introduction to Web3 in a physical setting), to more interactive, experimental and community-driven formats for the Web3 community. Look to The Solana Embassy that launched in the crypto-friendly Wynwood district of Miami, which offers merch drops, boasts an NFT coffee shop, and transforms into a nightclub in the evenings.



## The gamer renaissance

The global gaming industry is projected to be worth \$321bn by 2026 according to PwC. In the lead-up to 2025, we'll see growth in the gamer creator economy stemming from platforms like [Roblox](#). "One of the benefits of our creator community is that they constantly surprise us and do things we would have never expected. I like that we don't have to be the geniuses, as they will be the geniuses for us," said Roblox's Chief Technology Officer Daniel Sturman at the Index Gaming Summit in 2022.

Fast forward to 2025, most youth-focused and digital-savvy brands will have a gaming strategy in place, and in-game [digital designers](#) will drive forward a new era of the creator economy. **G-commerce (short for gaming commerce) will offer additional revenue streams for brands**, which will leverage the in-game skillsets of a youth population that came of age harnessing in-game creativity. Artists such as [Samuel Jordan](#) will evolve into household names, rivalling that of some TikTok talent, and with fame backing them, they could even go on to launch the next generation of digital fashion brands.

Gucci is betting on gaming in a big way. In 2022, the brand partnered with The World Health Organization to launch the Gucci Gaming Academy (GGA), which is aiming to power the next pioneers in the gaming space while focusing on the mental and physical health of those players. Meanwhile, Xbox is pioneering a new kind of sleep meditation for gamers in partnership with the Calm sleep platform. The duo is launching video-themed soundscapes inspired by the Xbox titles Sea of Thieves and Halo Infinite, evolving gaming into a multi-platform experience.

## Housing as a service

For digital nomads and newly relocated people, subscription-based hotels and apartments will rise. These service models will usher in a new era of bundling, such as furniture, internet, utilities and cleaning services. We anticipate premium bundling with gym membership, subscription car rental, and grocery delivery.

- **Case studies:**

Based in Amsterdam with locations throughout Europe, [Zoku Hotels](#) is a subscription-based model designed for digital nomads. It fits space-saving 'loft' apartments into the plots of standard hotel rooms, has a coworking space instead of a lobby, and employs a permanent community manager whose job is to facilitate introductions between locals and visitors. Zoku's initial offering costs €2,750 for 30 days, with discounts for bookings of multiple months.

- Trendy hostel brand [Selina](#) is a more budget-friendly option. Located in South and Central America, its co-living subscription starts at just \$300 USD per month and includes private rooms, co-working spaces, and wellness classes.
- Dubbed the WeWork of fitness, [Silofit](#) turns small office spaces or "silos" into high-end, private micro-gyms used by fitness trainers, their clients, and those temporarily visiting and/or living in the area. There are locations throughout the US and Canada.

## Creator commerce

Building on the [#Viral-to-VM](#) strategy explored in our Future Consumer 2024 report, The Pioneers will look beyond shops that sell viral trending items and/or physical thrift stores inspired by [#ThriftTok](#). **2025 will usher in new types of businesses that integrate the creator economy with consumer values.** Look to Detoure, an "influencer thrift store," which tapped 50 influencers for the launch of its online shop, which enables fans to browse directly from an influencer's closet.

There's also food start-ups like Popchew, a food delivery service launching Gen Z-friendly food brands with influencers. Creators can apply to build a namesake food label with a turnaround time of just two months. Rather than take on its own shops or ghost kitchens, Popchew leverages local restaurants as distribution partners and helps create promotional materials. Popchew is focused on growing in the top 30 US cities and college campuses, and customers in serviced areas can place an order via the platform, the partner restaurant, or a third-party delivery service like Uber Eats.

As [niche becomes the new norm](#) interest-based communities and subcultures will expand, from online to offline. US TikTok creator Dylan Lemay first found success as an ice-cream content creator before opening his own New York ice-cream shop called Catch'n. Its workers are treated as live performers, and are filmed daily, live for YouTube, creating a new on-site and online bridged retail theatre.

TikTok has also [indicated](#) plans to build US product fulfilment centres as it doubles down on social commerce in the next few years.

# Future Consumer profile evolution

2023



The Predictors



The Impossibles



The New Romantics



The Conductors

2024



The Regulators



The Connectors



The Memory Makers



The New Sensorialists

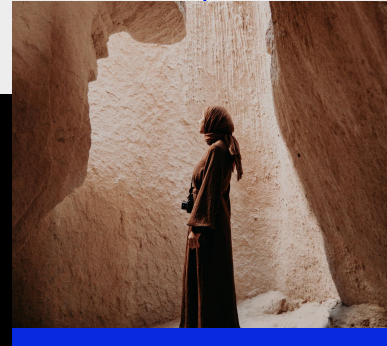
2025



The Reductionists



The New Nihilists



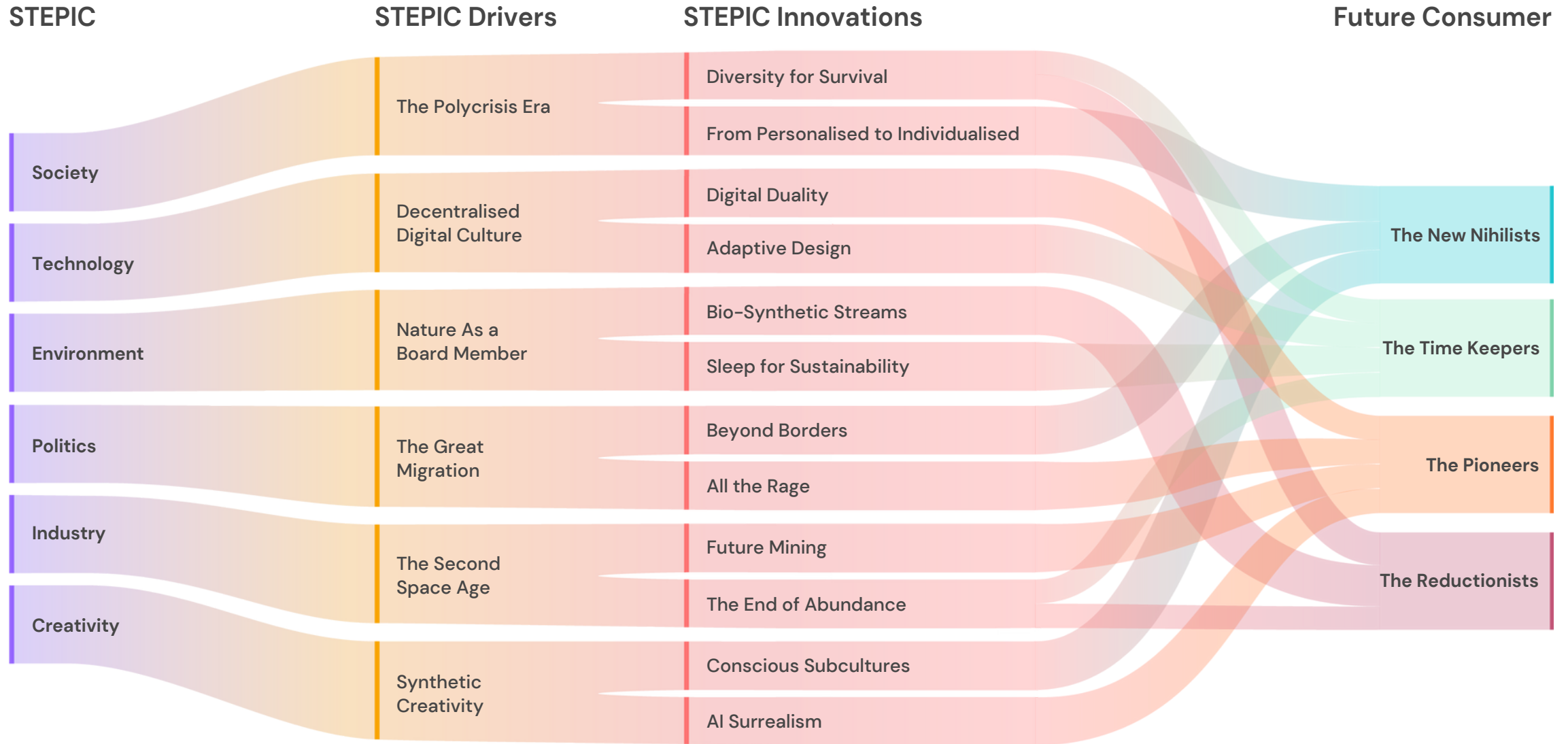
The Time Keepers



The Pioneers

# WGSN profile matrix 2025

Mapping the continuity between the themes covered in our STEPIC Drivers and STEPIC Innovations, and the profiles in our Future Consumer forecast.



# Research matrix: 2025 consumer sentiments

## Dissociation

1. **Mental Health America:** [Dissociation in the time of Covid-19](#)
2. **John Suler:** [The online disinhibition effect](#)
3. **The Conversation:** [Why it's important to think of social media use as a form of dissociation, not an addiction](#)
4. **Statista:** [Digital population worldwide, July 2022](#)
5. **TikTok:** [#dissociation videos](#)
6. **Kevin Williams:** [The effects of dissociation, game controllers and 3D vs 2D on presence and enjoyment](#)
7. **University of Washington:** [Modelling the engagement-disengagement cycle of compulsive phone use](#)

## Idleness

1. **Business Insider:** [Anti-capitalism is flooding TikTok as young people question a life that prioritises productivity over wellbeing](#)
2. **The Independent:** [The rise of leavism: do you also use holidays to catch up on work?](#)
3. **Thrive Global:** [In your relationships with other people, you're either over-functioning or under-functioning](#)
4. **The Conversation:** ['Doing nothing' is all the rage – is it a form of resistance, or just an indulgence for the lucky few?](#)
5. **The Atlantic:** [How to embrace doing nothing](#)
6. **Forbes:** [New surveys show burnout is an international crisis](#)

## Neo-Altruism

1. **Edelman:** [2022 Edelman Trust Barometer](#)
2. **OECD:** [Survey on the drivers of trust in public institutions, 2021](#)
3. **WBUR:** [Lessons from Brazil's trust crisis](#)
4. **Inter-American Development Bank:** [Latin America's trust crisis](#)
5. **Google Trends:** [Searches for self-care products have increased 250%](#)
6. **Deloitte:** [2022 mental health app market](#)
7. **TikTok:** [#selfcare videos](#)
8. **American Psychological Association:** [Rewards of kindness? A meta-analysis of the link between prosociality and wellbeing](#)
9. **Behavioral Health Services:** [Kindness is contagious](#)

## Radical Acceptance

1. **National Library of Medicine:** [The relationship between acceptance of cancer and distress: a meta-analytic review](#)
2. **AARP Public Institute:** [Medicare spends more on socially isolated older adults](#)
3. **National Library of Medicine:** [Anti-anhedonic effect of ketamine and its neural correlates in treatment-resistant bipolar depression](#)
4. **Emerald Insight:** [Loneliness influences avoidable absenteeism and turnover intention reported by adult workers in the United States](#)

# Research matrix: 2025 consumer profiles

## The New Nihilists

1. **World Economic Forum:** Youth disillusionment is a global risk, but it can be mitigated. This study on Gen Z shows why
2. **Huck:** Why more young people are turning to nihilism
3. **BBC:** Gen Z: how young people are changing activism
4. **Zine:** 3\_TRENDS with Dylan Viner: Nihilistic Hedonism, Confused Narcissism + Future's Nostalgia
5. **The Cut:** I can't shut up about 'goblin mode'
6. **The Guardian:** I am getting into neo-nihilism – it is so soothing to conclude that nothing matters
7. **Ivaylo Durmonski:** Optimistic nihilism explained: turn meaninglessness into determination
8. **Areo:** The optimistic nihilists
9. **Not Boring:** Celo: building a regenerative economy

## The Time Keepers

1. **Ness Labs:** Time anxiety: is it too late?
2. **Forbes:** The rise of 'fake news' coincides with society outsourcing its thinking to algorithms
3. **WePresent:** Snippet culture – building taste from fragments in the digital age
4. **CBS:** Gen Z has lived their entire lives online. Some are fed up
5. **Creative Destruction:** Rabbit holes
6. **Firstpost:** The value of 'crip time': discarding notions of productivity and guilt, to listen to the rhythms of our bodies
7. **Smithsonian Mag:** Why time is a social construct
8. **Microsoft:** Hybrid work is just work. Are we doing it wrong?
9. **Stanford University:** Pandemic stress physically aged teens' brains
10. **University of Jyväskylä:** Older people have become younger: physical and cognitive function have improved meaningfully in 30 years
11. **AARP and National Geographic:** Second Half of Life study
12. **GlobalData:** International travel set to maintain growth in 2022 with full recovery expected by 2025

## The Pioneers

1. **The Guardian:** Japanese government offers families 1m yen a child to leave Tokyo
2. **BBC:** What would a city designed by women be like?
3. **World Economic Forum:** Paris plans to be completely cyclable by 2026
4. **The New York Times:** A new city, built upon data, takes shape in South Korea
5. **Riga City Council:** Riga innovatively engages young people in urban planning and city exploration
6. **New\_Public:** Taking digital public spaces literally
7. **Reuters:** Tuvalu turns to the metaverse as rising seas threaten existence
8. **Hello Metaverse:** Alex Zhang: Mayor of FWB
9. **Delaware North:** Labour's new gig
10. **McKinsey:** Value creation in the metaverse

## The Reductionists

1. **The New York Times:** Why does fashion love this radical anti-capitalist concept?
2. **Arlie Russell Hochschild:** The Outsourced Self
3. **No Mercy / No Malice:** Friends
4. **Medium:** Why am I waiting?
5. **Think With Google:** 2021 August insights
6. **The New York Times:** For impatient web users, an eye blink is just too long to wait
7. **UK Parliament:** Fixing fashion: clothing consumption and sustainability
8. **The Japan Times:** Going it alone: solo dwellers will account for 40% of Japan's households by 2040, forecast says
9. **Statista:** Quick commerce – statistics and facts

# WGSN 2025 forecast schedule

Your guide to when WGSN's 2025 forecast reports will be published.

## STEPIC Drivers

The six global macro-economic drivers that will shape 2025, and strategies for success

Business Strategy  
Insight



November 2022

## STEPIC Innovations

The 12 areas of innovation that will lead transformation across industries in 2025 and their implications for business, culture and design

Business & Product Strategy  
Insight, Fashion, Beauty, Interiors,  
Food & Drink, Consumer Tech

## Big Ideas

STEPIC Drivers and STEPIC Innovations contextualised for the fashion, beauty, interiors, food and drink, and consumer tech industries

Product Strategy  
Fashion, Beauty, Interiors,  
Food & Drink, Consumer Tech



December 2022

## Future Consumer

The key consumer sentiments and profiles that will disrupt industries in 2025

Business & Consumer Strategy  
Insight



January 2023

## Personas/Product Opportunities

The Future Consumer profiles contextualised for the beauty, food and drink, consumer tech and interiors industries

Consumer Strategy  
Beauty, Food & Drink,  
Consumer Tech, Interiors



January- February 2023

## Product Forecasts

Product Forecasts present the design directions for each industry and product category, with more than 80 reports throughout the year across WGSN

Product Strategy  
Fashion, Beauty, Interiors,  
Food & Drink, Consumer Tech



December 2022 - March 2023

