

25 brands *for 2025*

Introduction

We've spoken to *49* global experts to pinpoint the brands poised to make a significant impact in *2025*. Drawing from their insight, we've selected five standout brands in each of our *15* sectors that are expected to lead the way in the year ahead. Here, you can explore our selection of the top 25 brands to watch in 2025 and discover why they're worth your attention.

What is *Expert Outlook*?

Expert Outlook is your *2025* planning lifeline. The culmination of *600* hours of research and analysis, supplemented by *49* expert interviews, Expert Outlook is a strategic field guide to the year ahead.

Use it to understand the biggest macro- and sector-level cultural shifts emerging globally, the behavioural drivers behind each, and how to tap into the opportunities the shifts will create.

What's inside the *Expert Outlook 2025?*

- **One annual theme:**
The essential behavioural shift coming in the year ahead
- **9 macro themes:**
The challenges set to impact every sector (and what you can do about them)
- **15 sector shifts:**
How to keep in touch with fluctuating audience mindsets in your sector
- **15 sector reports:**
Detailed analysis from 46 sector experts outlining the need-to-knows for the year ahead
- **Market overviews:**
Regional insights into the economic and political factors shaping consumer behaviour, with insight from three macro experts
- **Horizon Planner:**
A calendar of events to watch out for, with relevant insights you can use to start planning for them now
- **45 Case Studies:**
2025 disruptors to watch and learn from

BEAUTY

Reome



What is it?

Reome is a British brand founded by former beauty journalist Joanna Ellner.

Why you should pay attention:

The brand harnesses biotech and focuses on using slow, intentional methods and acupuncture to approach skincare behaviours differently.

“One of the biggest threats to the status quo in 2025 is AI, but it’s not the fact that AI is coming into the careers or education sector – it’s that we aren’t being taught how to use it for efficiency rather than to cheat. If AI’s going to take our admin tasks, how do we set individuals up for success to ensure that they’re able to problem-solve and create creative structures?”



SONYA BARLOW (CAREERS)

BEAUTY

Florasis



What is it?

Florasis is a Chinese-founded beauty brand that uses technology and traditional beauty rituals to create make-up and skincare.

Why you should pay attention:

The brand entered the Japanese market recently and opened a Paris flagship store. While we are used to seeing China deeply influenced by the West, now we’re seeing that in reverse as C-beauty begins to impact the wider world.

CAREERS

Canva



What is it?

Canva provides student-safe AI tools and adaptable lesson plans for teachers.

Why you should pay attention:

As Canva expands its footprint in the UK, its generative AI model is being embraced by creatives using the accessible graphic design platform to increase their productivity and develop their creative potential.

“Because of the economic downturn, brands are facing a more rational consumer. Even the middle class is becoming much more cautious about buying; they are not stockpiling products. Instead, they’re seeking experiences. This is one opportunity for brands – to provide immersive in-store experiences. Flagship stores, for example, immerse the consumers and let them get to know the brand, creating a connection that means people then want to browse it online and then end up buying it.”



LISA NAN (BEAUTY)

CAREERS

DebaterHub



What is it?

DebaterHub says the traditional way we do education – in a big lecture hall – is ineffective and inappropriate for the modern economy.

Why you should pay attention:

Addressing challenges around polarisation in education, the platform uses AI to deliver personalised tutorials for students, helping them to develop nuanced arguments with a view to fostering critical thinking.

CITIZENSHIP

Evrnu



What is it?

Evrnu is a technology company transforming textile waste into high-quality fibres.

Why you should pay attention:

The brand is focused on transforming obvious and persistent flaws in fashion’s manufacturing system, using technological innovation to deliver sustainable production. Its goal is for all textiles to be successfully recyclable by 2030, creating a net-neutral industry by 2050.

“People are going to continue to demand more accountability from businesses, and they’re going to want to see more sustainable practices when they start to see that with advances in AI, it is now becoming increasingly possible for businesses to make more proactive and mindful choices.”



SOPHIA KIANNI (CITIZENSHIP)

CITIZENSHIP

Rent the Runway



What is it?

Rent the Runway offers a subscription-based service allowing customers to rent high-quality designer clothes and accessories.

Why you should pay attention:

The fashion industry is generally considered a key sector to watch in the second-hand market. Companies within this industry, such as Rent the Runway, experienced a significant increase in stock because they began using AI for improved forecasting. This trend of employing AI is expected to continue, with AI-driven cost management playing an increasingly important role.

COMMUNICATIONS

MUBI



What is it?

A global movie streaming platform with an eclectic offering that stands out in a saturated space.

Why you should pay attention:

Following its Manchester movie festival this year, MUBI’s distinct brand identity is well-placed to tap into the growing interest in offline experiential activities. Keep an eye on MUBI to understand how streaming platforms are adapting to changes in work and creativity.

COMMUNICATIONS

Lego Ideas



What is it?

Lego allows its audience to directly submit and vote on ideas, and then the brand will produce the products that people want.

Why you should pay attention:

Lego’s forum, where users can submit and upvote ideas, exemplifies a brand embracing consumer control and feedback. This initiative demonstrates the power of allowing the audience to directly influence what is created.

“How we think about privacy, information distribution, and audience engagement is being challenged and transformed. In a media landscape where consumers are constantly targeted by ads based on their online footprint, knowing how to show up in a way that’s culturally relevant and resonant is increasingly essential.”



ANASTASIA KĀRKLIŅA GABRIEL (COMMUNICATIONS)

EATING AND DRINKING

Hedlum



What is it?

A popular non-alcoholic beer option in the United States, Hedlum provides drinkers with an alternative to traditional session drinking while maintaining the familiar flavour of beer.

Why you should pay attention:

Hedlum is part of the fast-growing category of non-alcoholic beer or “alcohol-premier” options, and it is changing the dynamic of ‘session drinking’ by appealing to sober-curious Gen Zers.

“The impact of AI personalisation will be seen in how we shop online, especially when it comes to things like tagging. Even though I’m a person with a disability, my non-disabled friends and family members will have the same shopping experience as me enhanced by AI, and we can all use platforms like Stitch Fix to have personalised shopping experiences uniquely for us.



STEPHANIE THOMAS (FASHION AND STYLE)

“People don’t want to give up alcohol completely, so they’re practising a technique known as ‘zebra striping’, where they alternate between an alcoholic drink and a non-alcoholic one. It means they’re still socialising with their friends in places they’re used to socialising in.”



JANE PEYTON (EATING AND DRINKING)

EATING AND DRINKING

Plate it Forward



What is it?

A Sydney hospitality company and social enterprise set out to ‘break the cycle of inequality’ by both hiring people from under-represented and marginalised communities and donating meals.

Why you should pay attention:

Beyond championing culinary diversity, Plate It Forward is also intent on giving back. The social enterprise’s model taps into people’s desires for deeper and more meaningful dining experiences.

FASHION

Stitch Fix



What is it?

Stitch Fix is an online personal styling service that delivers curated boxes of clothing and accessories to customers based on their style preferences, size, and budget.

Why you should pay attention:

People are drawn to new shopping experiences where they feel an element of personalisation and added attention to detail, countering mainstream fashion’s one-size-fits-all approach.

GETTING AROUND

Waymo



What is it?

Waymo develops self-driving vehicles and offers ride-hailing services using its fleet of autonomous cars.

Why you should pay attention:

This brand has already launched autonomous taxis, putting it ahead of the curve. If it expands beyond the US, it may become a key competitor for businesses such as Uber.

“Companies need to take science more seriously and hopefully bridge the gap between wellness and healthcare. Even menstrual tracking apps are now collaborating with some of our biggest research fields to figure out the root cause of some of these issues and maybe even help develop pharmaceutical drugs.”



RINA RAPHAEL (HEALTH AND FITNESS)

“Autonomous cars are likely to reduce people’s desire to own cars. With a vehicle that simply gets you from A to B, the burden isn’t going to feel worth it. When you call for an Uber, you don’t ask for a particular brand – you just want an Uber. So customers will be less involved in the brand, and brands are going to lose their unique position in customers’ minds.”



VIVEK VAIDYA (GETTING AROUND)

HEALTH AND FITNESS

Daye



What is it?

Daye is leading the way in menstrual care innovation and personalised AI with its introduction of diagnostic tampons.

Why you should pay attention:

The passive collection of health data is expanding, and in 2025, a major side of that innovation will be menstrual blood collection and assessment for health conditions.

HEALTH AND FITNESS

Oura



What is it?

The Oura Ring, a wearable health and wellness tracking device, has sold over 2.5 million units.

Why you should pay attention:

As AI makes healthcare solutions more personalised and, therefore, more useful, Oura – among the most recognisable of a hyped smart ring category – is set to grow in popularity over 2025.



HOME AND RELATIONSHIPS

Hinge



What is it?
Offering an alternative to those escaping hook-up culture, Hinge’s aim is to help people prioritise meaningful and consistent connections.

Why you should pay attention:
Amid the loneliness crisis, people are looking to brands to help them connect. Hinge’s ‘One More Hour’ campaign aims to get Gen Zers spending more time connecting with others in person.

“I’m seeing people becoming more aware of the consequences of loneliness and the necessity of social connection. This ushered in an increase in friendship apps and platforms and brand-led initiatives that encourage people to reach out and connect with others. So, while technology and social can contribute to rates of loneliness, they are also helpful resources for people who need support stepping into new spaces and strengthening connections.”



DR. MMIRIAM KIRMAYER (HOME AND RELATIONSHIPS)

HOME AND RELATIONSHIPS

Bored of Dating Apps



What is it?
As people fight dating app fatigue, Bored of Dating Apps helps singles meet possible partners by hosting offline events that prioritise authentic connection.

Why you should pay attention:
The platform brings like-minded individuals together through activity-led experiences that urge slow, nostalgic romance over quick-swiping culture.

LUXURY

Loewe



What is it?
A darling of the luxury world, Loewe blends high craft with haute cultural relevance – a killer combination among today’s luxury consumers.’

Why you should pay attention:
Loewe sets itself apart from traditional luxury brands by favouring fun and novelty, and imbuing this throughout its social media strategy to court younger consumers.



“The brands that people are looking towards are those that aren’t afraid to have a bit of a personality. Loewe is a great example because, even outside of its social media, it is such a unique brand. By integrating that into their social media strategy, it makes the customer fall in love with them; it humanises them.”



CASSIE THORPE (LUXURY)

MEDIA AND ENTERTAINMENT

Flown



What is it?

A take on the pandemic trend of working with virtual characters, Flown helps people engage in deep work through live video call sessions with anonymous participants.

Why you should pay attention:

It’s a new spin on ‘body doubling’, or the act of working in the presence of another person for increased concentration and accountability. It’s a platform with real potential for growth in 2025, especially as the loneliness epidemic persists across the globe.

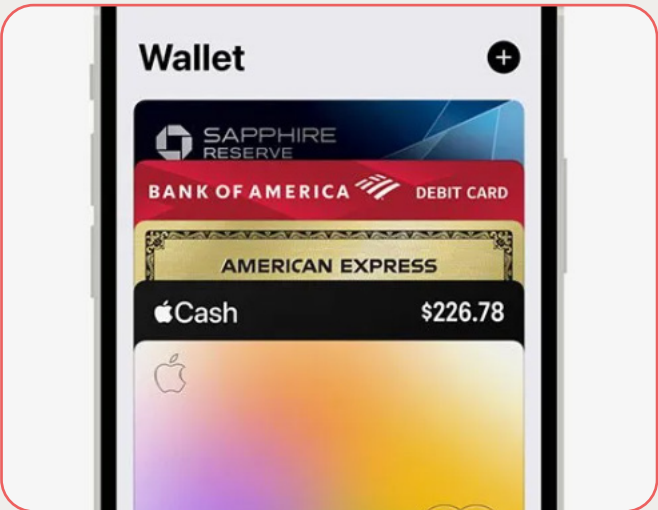
“Many young people are interested in new tech, making them very accepting of innovations like AI and robots. Virtual idols can engage with fans in innovative ways such as AR, YouTube, or social media content – at times more than human pop stars.”



JENNA PARK (MEDIA AND ENTERTAINMENT)

MONEY

Apple Wallet



What is it?

Apple’s digital wallet offers a seamless and secure platform for managing payments, banking information, and digital IDs.

Why you should pay attention:

Apple’s payment system, enhanced by acquiring Credit Kudos, enables users to import banking data from various banks, offering a comprehensive financial overview and paving the way for innovations in financial services and app development.

MEDIA AND ENTERTAINMENT

PLAVE



What is it?

PLAVE is an animated virtual South Korean boy band created with real-life performers and motion capture technology.

Why you should pay attention:

Debuting in March 2023 under VLAST, PLAVE, with real movements and vocals behind its webtoon-style characters, reached a billion streams on Melon in just 494 days, breaking K-pop group NewJeans’ record.

MONEY

Comply Advantage



What is it?

ComplyAdvantage is an AI-driven platform that provides comprehensive risk detection and anti-money laundering solutions to help businesses manage compliance and detect financial crime more efficiently.

Why you should pay attention:

As AI and deepfakes heighten financial fraud risks, platforms like ComplyAdvantage use AI to enhance regulation and improve consumer protection in the financial sector.

“Open finance will change the sector in 2025. It remains to be seen how regulation is going to come up in the next year, but also the appetite from the industry to implement all of these data-sharing processes and for consumers specifically to utilise the opportunities to share data with third parties.”



DR. MARKOS ZAKIRIDIS (MONEY)

SHOPPING

Erewhon



What is it?

A combination of the COVID-19 pandemic and Instagram wellness trends has piqued consumer interest in healthy eating. For feel-good, functional products, Gens Z and Y are turning to LA-based grocery store Erewhon, which serves up restorative offerings with an affluent, health-focused identity.

Why you should pay attention:

In an era of extreme experience provided by the likes of Instacart, Erewhon has resisted a move to the digital by creating a culture and experience that continues to draw people into stores despite the convenience of online shopping,

“In the short term, the smartest move for retailers is to emphasise the experiential aspect of shopping. It’s crucial to stay attuned to your customers’ evolving behaviours, thoughts, and values. Retailers need to invest in dynamic ways of collecting feedback to keep a pulse on how customer preferences are changing.”



RHONDA HADI (SHOPPING)

“The two biggest accelerators on the planet for start-up and enterprise hyperscale are undoubtedly Microsoft and Nvidia. Nvidia is giving away millions of dollars for start-up development in its inception programme alone. In 2025, we will begin to see the results of their AI infrastructure.”



CHRISTOPHER LAFAYETTE (TECHNOLOGY)

TECHNOLOGY

Nvidia



What is it?

In 2024, Nvidia continued its success by maintaining a leading position in the AI and GPU markets, capitalising on the growing demand for generative AI technologies and enterprise solutions.

Why you should pay attention:

Nvidia is considered one of the best in the business for its commitment to diversity, strong leadership, and advocacy for ecosystems that move away from homogeneity.



TRAVEL AND LEISURE

4V1 Group



What is it?

4V1, the Vancouver Island social enterprise group, is responding to over-tourism by creating the 2030 goal of contributing \$10 million back to the residents of the Vancouver Island Region.

Why you should pay attention:

The initiative has the potential to pave the way for negotiating local needs with the tourism boom happening across the world.

“One of the biggest threats to the status quo in 2025 is the growing unrest among local communities in the travel industry. As locals become more vocal about how they want their destinations managed, travel providers and destination leaders will have to implement significant changes in policy and management. We need to find balanced solutions and be prepared for new models, shifting from destination marketing organisations to destination management organisations.”



GERGANA NIKOLOVA (TRAVEL AND LEISURE)



TRAVEL AND LEISURE

Hotel 101



What is it?

Hotel 101 is a three-star hotel brand that intends to be the first Philippine company to list on the US Nasdaq.

Why you should pay attention:

It operates as a condotel, which means that it generates revenue by selling rooms to investors and taking a small portion of rent, which allows it to earn money upfront and expand quickly. It’s a great example of how a travel business can benefit both locals and tourists.

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