

ASID

2025 TRENDS OUTLOOK PREVIEW

Lifestyle & Attitudes

Mixing Styles & Cultural Narratives

Designers are mixing styles and exploring cultural and historical narratives, as consumers and designers seek meaning in their work, incorporating classic design elements with regional and nostalgic influences.

Outdoor Integration

Designs are increasingly blending indoor and outdoor spaces to foster social engagement and a connection to nature. Advancements in materials support this desire with durability and enhanced aesthetics.

Silver Tsunami & Adaptive Living

With the aging population projected to double in the next twenty years—forecasted to comprise two out of every five Americans—coupled with the fact that 71% of seniors plan to spend the rest of their lives living in their current homes, the demand for adaptable living solutions is growing. Retrofitting homes for accessibility and aging-in-place will address the needs of seniors for stability, health, and financial security.

Acceptance of Skepticism

Once confined to fringe groups, skepticism towards long-standing institutions, like government and media, is more widespread, with many expressing concerns about transparency and trust. A deep desire for accountability and authenticity mirrors the broader cultural movement towards genuine narratives.

Artisan Craft Revival—Very Demure

Everything old is new again, from popular words to traditional furnishings. Consumers are increasingly favoring quality, handcrafted goods over fast fashion, driving demand for timeless, durable furnishings with nostalgic appeal.

ASID's 2025 Trends Outlook report will examine transformative shifts across lifestyle, wellness, technology, the workforce, and the economy, responding to a growing collective desire to find joy amid global uncertainty. As society adapts to these challenges, the focus for designers centers on meaningful solutions that enhance well-being and resilience while promoting inclusivity and sustainability. Technology continues to revolutionize experiences through personalization and AI-driven innovation, transforming both work and home environments. The workforce emphasizes multigenerational collaboration and alternative education pathways, while economic trends reveal a consumer preference for timeless, high-quality goods over fast fashion, with a renewed appreciation for local and artisanal craftsmanship.

As "demure" characterized 2024, "manifest" may define 2025, reflecting the pursuit of joy and meaning in everyday life. The aftershocks of the pandemic have reshaped priorities, inspiring people to lean into passions and redefine luxury as the freedom to explore personal narratives. This ethos fosters a blending of diverse styles rooted in cultural and historical significance, celebrating artisanal traditions and craftsmanship, and creating a rich tapestry of modern living that is deeply connected to the past.

Economy

Inflation, Tariffs, & Global Market Impact

Economic uncertainty due to continued inflationary concerns and possible changes to tariff policies is shaping global markets, with younger generations expressing a commitment of support to small independent and local businesses.

Shifting Perceptions of Education

Gen Z is more likely than previous generations to attend college before entering the workforce, but most students view trade school or professional training as equal to or better than a bachelor's degree for achieving success. The success of the internet economy has offered those with tech skills lucrative opportunities, and a lack of skilled laborers has driven up wages in trade industries.

Work & Retirement

Multigenerational Workforce

Offices are navigating generational diversity by fostering collaboration. Reverse mentoring offers a bridge between generations: Boomers are sharing their experience and institutional knowledge knowledge with younger staff, while Millennials and Gen Z are teaching tech skills to their older counterparts.

AI Transformation: Paving the Way to a Shorter Workweek

Questions about ethical concerns, security and privacy are balanced by optimism about AI's potential. Generative AI is reshaping industries by enhancing productivity, automating tasks and personalizing experiences. McKinsey estimates that AI could automate up to 70% of employee tasks, and Jamie Dimon, CEO of JPMorgan Chase, predicts that technological advances, particularly AI, could lead to a 3.5-day workweek, offering a hopeful narrative of innovation and improved quality of life. This perspective aligns with broader discussion on how AI might reshape not only industries, but also societal norms around work.

Technology

Personalization & Customizability

Hyper-personalized AI services are enhancing experiences across design sectors, including healthcare, finance, and education, utilizing touch-less access controls to optimize performance and improve efficiencies in products and systems. Enhanced learning in search engines and software programs—like ChatGPT, ProQuest and CoPilot, as well as faster, more enhanced data analytics and innovative smart building tools are being rapidly incorporated into popular use.

Smart Homes & Accessibility

As smart technologies become more affordable, designers will see an upswing in consumer adoption of energy-efficient and user-centered solutions. From adaptive lighting to energy-efficient systems, technology is seamlessly integrating into both new construction and retrofits, advancing the smart home movement and making it more relevant across all demographics.

Wellness & Resiliency

Design for Joy

Joyful designs use playful shapes and bold colors to reduce stress and enhance mental health. Fractal-inspired patterns and color drenching are trending for their psychological benefits.

Neuro-Inclusive Design

Reflecting a growing awareness of the benefits, designing for neurodiversity includes sensory-friendly layouts, lighting, and furniture that promotes movement, flexibility, and comfort.

Sustainability

With an increase in the frequency and intensity of extreme weather events, adaptations including eco-friendly materials and circular economy approaches are guiding trends in sustainable design.

Toxic Awareness

Consumers are prioritizing wellness as popular awareness grows surrounding toxins encountered in the environment. From the negative health effects of alcohol to the micro-plastics found in many water sources and chemicals adversely impacting air quality, consumers are changing behaviors and adjusting product choices to reflect the importance of reducing exposure to harmful substances and supporting long-term health and sustainability.

Lighting Innovations

Layered lighting and human-centric adjustments for circadian rhythm support are being utilized to improve wellness, and upcycled vintage fixtures that combine function with artisanal craft are meeting younger clients' desire for socially responsible design.

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