

Trends vs trending: US forecaster explains the difference and why it matters

Colours, textures and fashion play a significant role in determining what appears on retail floors, but distinguishing between mega trends, macro trends, and design narrative trends is an important step toward successful activation in the store or online, according to Anna Ward of TrendBible. She offered insight into what consumers are looking for and why, connecting current events to commerce preferences and a first look at 2025 during her keynote presentation, *Global Householder Trends: A View to 2025*, at *The Inspired Home Show, Chicago*.

"It is important to understand the difference between trends and what's trending," Ward said. "We look at how trends unfold." According to Ward, mega trends span 15+ years, while macro trends are determined from mega trend insights and can be used to build product strategies. Design and narrative trends incorporate key materials, colors and seasonal influences and lead to brand, ecommerce and retail activations.

"Our macro reports are the starting point for our forecasts," Ward said, adding that four of the macro trends for 2025 include Transient Homemaking, Low Desire Living, Owning It and Rebellious Creativity.

Transient Homemaking

Referencing consumers in temporary living arrangements by necessity, Ward explained that this macro trend underscores a "cost of living crisis" and includes renters, those sharing homes with roommates, and young adults in their 20s living at home with parents. She added that more than 160 million Americans are living under one roof with both their parents and kids sharing spaces. "Seventy-two percent of Gen Z and Millennials in the U.S. are looking for new ways to improve their homes," Ward said. "Think DIY projects and creating for the joy of it. For this group, adjustable solutions and shape-shifting furniture can be part of product development."

Low Desire Living

This macro trend references a growing movement to "disconnect," Ward reported. Noting the rise in popularity of "dumb phones," Ward said this trend incorporates concepts such as "daily

moments for rest" and "living distractionless." One key element of this trend — "rest is a rebellious act" — creates opportunities in health and wellness categories, but Ward added that businesses should recognize that they are "competing not against other brands, but consumers not spending."

Owning It

Incorporating the "repair, don't replace movement," this macro trend speaks to consumers who are thrifty by necessity and by choice. Product priorities might include lifelong guarantees or interchangeable parts. Ward mentioned Sabai as a furniture brand incorporating this mindset and noted that "thriftiness becomes a badge of honor" under this macro trend.

Rebellious Creativity

The fourth macro trend Ward discussed references a "growing rejection of conformity" and consumers who are embracing clutter with a goal of finding a home for objects they love. "They see home as a place to play, and they don't want to be told what to like," Ward said. "This is living with gratitude for we have versus what we want." For home, Rebellious Creativity translates into fun, playful designs, interactive dining spaces, and creative color blocking for "micro moments of joy," Ward noted. Following the macro trend overview, Ward announced TrendBible's Spring/Summer 2025 trends: Retrofit Club, Home Shores, Estudio Futuro, and Dark Garden. "This is driven by the Latino culture, feelings of abundance and positivity, conviviality and community, and artisanal designs," she said. "Colors are expressive, and you see playful prints like batiks. Maximalist décor is thriving in this trend."

Trends showcased in the 2024 Inspired Home Show, Chicago include, "Fiesta Effect," meaning consumers are craving dinnerware in vibrant and cheerful colours; Wine is no longer a "stuck up" hobby; With more consumers opting to host both formal get-togethers and casual dinner parties at home, the need for more to-go options has also increased; and Asian influences in dinnerware. ■

Source: www.hfndigital.com

Global jewellery market anticipated to rise at considerable rate between 2024 and 2032

The global jewellery market size attained a value of 327.28 billion in 2023. The market is expected to grow at a CAGR of 4.70% between 2024 and 2032, reaching almost 494.81 billion by 2032. Silver is more abundant and less expensive, making it a popular choice for fashion jewellery and trendy designs. The durability and longevity of gold make it a preferred choice for everyday wear and heirloom pieces. Platinum is naturally hypoallergenic, making it an excellent choice for people with sensitive skin or allergies to certain metals.

The growing popularity of classy pearls and maximalist cuffs and their increasing launch by high jewellery brands like Van Cleef & Arpels, Tiffany & Co., and Harry Winston reflect a broader trend in the luxury fashion and jewellery sector.

Further, there is an increasing focus on adopting production methods and materials that conform to principles of sustainable development. In January 2024, Pandora announced that it is using recycled silver and gold in its product lines. This commitment to using 100% recycled silver and gold reflects a significant step towards sustainability in the jewellery market. This move not only reduces the environmental impact associated with mining new materials but also aligns with growing consumer demand for ethically sourced and environmentally friendly products.

Earrings hold a significant share of the total market value, driven by their universal appeal, versatility, and the wide array of designs that cater to diverse consumer tastes and cultural traditions. Earrings are a fundamental accessory in fashion and personal styling, offering individuals a way to express their personal style, mood, or identity. From subtle studs to elaborate statement pieces, earrings can complement various outfits and occasions, making them a staple in personal adornment. Other jewellery pieces like ring also enjoy considerable popularity. Engagement rings and wedding bands, in particular, are universal symbols of union and partnership, making them essential purchases for couples around the world. Beyond matrimonial significance, rings also symbolise achievements (such as graduation rings), memberships (such as class rings or signet rings), and personal milestones.

While women traditionally dominate the jewellery market, men are also expected to hold a significant market share, a trend that has been growing over time. There is a shift in societal attitudes towards masculinity and self-expression, with a growing acceptance that jewellery can be a part of men's fashion. This change has encouraged more men to explore jewellery as a way to accentuate their personal style and express their individuality.

The market players are adopting innovative and sustainable practices, including the use of recycled materials for jewellery production, and expanding their offline and online presence to gain a competitive edge in the market.

North America accounts for a significant share of the global market for jewellery and is anticipated to remain one of the leading regions in the forecast period owing to the aggressive advertising and branding of the products. The region boasts a mature and diverse retail landscape that includes a mix of luxury boutiques, department stores, online retailers, and speciality jewellery stores. This variety offers consumers easy access to a wide range of jewellery products, from high-end designer pieces to more affordable fashion jewellery, catering to a broad spectrum of tastes and budgets.

Meanwhile, parts of the Asia Pacific, which include India and China, are rapidly growing in terms of revenue and consumption. Gold is consumed on a large scale in China due to its rapidly developing economy. The growth of the Indian jewellery market can be attributed to the high significance of jewellery in Indian culture, rising living standards, and the growing influence of social media on consumers. ■

Source: Expert Market Research



Australia: Funflation continues to be a strong trend in 2024

Many trends from 2023 have carried on into the first quarter of 2024 with a slightly different meaning, according to Circana's first FMCG outlook report for the Australian market. Funflation spending is one trend that has carried through to 2024 as Australian consumers continue to feel the economic pinch in this post pandemic world.

Little luxuries and everyday experiences help lift the mood and make the mundane more meaningful because huge expenditure for leisure is no longer a viable option, explains



Circana's head of media, insights and analytics for Asia Pacific, Alistair Leathwood. "In an economic climate trending towards disinflation, the idea of value is changing as people search for everyday experiences and little luxuries as a form of escapism," it says. Funflation continues to be a strong consumer trend as big-ticket expenses continue to be out of reach for most Australians. "Shoppers are more actively seeking out value and modifying their behaviour to incorporate little luxuries into their

shopping journey."The extent of the pandemic hangover cannot be underestimated as is clearly shown by the strength of the funflation trend, adds Leathwood. With big spend items like overseas travel still off the books for many Australians, these consumers are showing a willingness to spend to seek joyful distractions on things like Taylor Swift concert tickets.

Social media continues to drive a #lifehacking trend that teaches viewers how to turn mundane everyday items into something more luxurious, thus elevating its value or worth in terms of the everyday experience.

This trend, fuelled by Millennials and Gen Z content creators, is a response to the cost-of-living battle making the everyday lived experience painful to pay for by optimising it. This is a trend that will continue to grow as more shopfluencers and brandassadors flood the social media market space with tips, insights and hacks on how to incorporate products and brands into our lives on a budget. Their sole focus is to increase shoppers' spend on their aligned products and services using the power of profile, lifestyle, money-saving tips and entertainment in a manner that achieves virality across online and offline environments. More of this may be expected. ■

Source: www.australiangiftguide.com

Wine-country inspired, Hooker Furniture unveils Vineyard Row collection

Inspired by California wine country, Hooker Furniture is launching Vineyard Row, a 50-piece whole home collection with the charm and aesthetic of Sonoma and Napa Valley. Influenced by Spanish missions, quaint bungalows and local architecture, Vineyard Row offers details such as high-low veneer planking, rustic hammered metal bar hardware, metal stretchers and seeded glass.

Crafted with Pecky Hickory veneers, Vineyard Row is available in two finishes: Sonoma, a light and airy vibe, and Napa, a darker aesthetic. Several pieces in the collection include elements inspired by local craftsman-style architecture and items found

throughout vineyards such as wine presses, wine barrel straps and post-and-beam construction.

With convenient wine bottle storage integrated into multiple pieces throughout, Vineyard Row embodies the spirit of wine country living. ■ Source: *Furniture Today*

