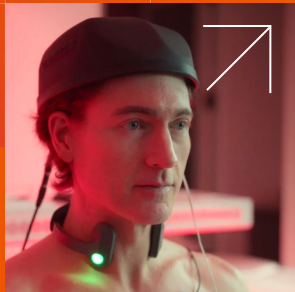


TOASTER



2025 TREND FORECAST VOL.02 PEOPLE

Connecting with a new era of consumers



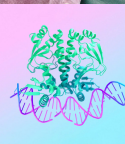
In Vol. 01, we explored the rapid advancements in Tech that are shaping the future of marketing.

Now we shift our focus to the human side and the fascinating ways people are adapting, evolving and redefining their experiences with a world that is changing around them.

Our team presents five key consumer trends that should be top of mind for marketers in 2025 and beyond.



Tom Dunn
Founder, CEO



2025 TREND FORECAST

VOL.02-PEOPLE

01

Return of the ads

In-stream ads turn to
entertainment to capture
viewers' attention

02

Reality remix

Customers lean into AR
- a new paradigm of
brand experiences

03

Who wants to live forever?

Brands are making
biohacking simple to
win over consumers

04

Dumb is the new smart

Minimal phones are
helping consumers fight
the great tech overwhelm

05

Inflawencer uprising

Building brand authenticity
through micro & nano
influencers

TREND 01

Return of the Ads

In-stream ads turn to entertainment to capture viewers' attention

TLDR

23%

Kantar confirms ad-supported streaming is now mainstream, and Performance Marketing World finds that ads on streaming services are seen as 23% more trustworthy than those on video-sharing platforms.

SOURCE 7

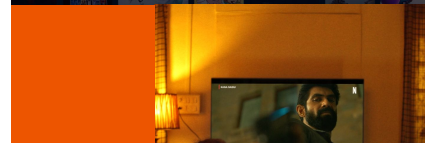
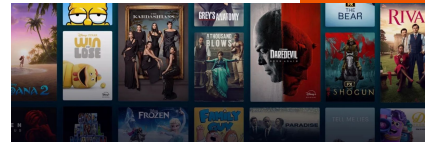
Platforms like Netflix, Amazon Prime, and Disney+ have locked ads into paid tiers — and it's working. For brands, the message is clear: if consumers are streaming, they're watching ads. The only question is if yours is worth their time.

Current state of play

➤ The era of ad-free streaming is over. Amazon's Kelly Day [reports](#) subscriber churn has been "much, much less than we anticipated."

➤ Ad-supported streaming subscriptions are [projected to rise](#) through 2025. This new model rewrites the rules, turning ads into memorable moments of engagement.

➤ Netflix has even proved that ads can be an enjoyable part of the watching experience. Through a [partnership](#) with Google Lens and Emily in Paris, viewers could shop their favourite outfits straight from the screen.



TOASTER

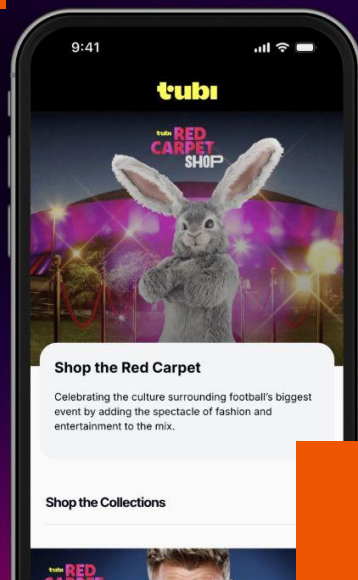


TREND 01 RETURN OF THE ADS

What's next

Audiences expect seamless entertainment from start to finish. Creativity matters more than ever with great storytelling, humour, and interactive formats now the baseline.

The smartest brands are blurring the line between entertainment, advertising, and commerce. Digital storefronts, in-ad purchasing, and real-time transactions are turning streaming into a full-funnel sales channel, where engagement doesn't just stop at awareness — it ends with checkout.



With ad-supported tiers now the default, CTV is now a non-negotiable in any serious marketing plan.

Viewers expect ads as engaging as their shows. Prioritise storytelling, humour, and interactivity.

Digital storefronts mean streaming ads are no longer just for awareness – they're built for real-time conversions, turning screens into sales channels.

TAKEAWAYS



TOASTER TRENDSPOTTER

Tom Bransby

Content Strategist, EMEA

TOASTER

TREND 02

Reality Remix

Customers lean into AR - a new paradigm of brand experiences

TLDR

1.19B

expected mobile augmented reality (AR) users worldwide by 2028, up from an estimated 1.03 billion in 2024.

As consumers are showing a growing preference for [immersive experiences](#) and greater engagement with them, tech brands are innovating and pushing boundaries, prototyping groundbreaking ways to bring AR experiences to life.

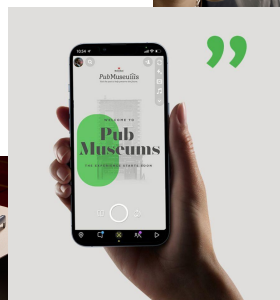
SOURCE 7

Current state of play

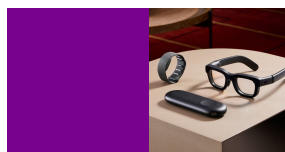
➤ AR experiences are mostly accessed via mobile devices today making it easy for people to explore digital layers but brands like Snap with [Spectacles](#) and [Meta's Orion](#) are exploring wearables that hint at a more seamless, hands-free future.

➤ Companies like [XReal](#) are teaming up with auto and tech brands to enhance the moments people already love, like gaming or solo driving—by adding AR that feels more intuitive, immersive, and personal.

➤ AR is showing up in unexpected places, like turning [pub visits](#) into a walk through local history or adding mixed reality to [how we enjoy entertainment](#). Turning everyday moments into something richer and more meaningful.



TOASTER

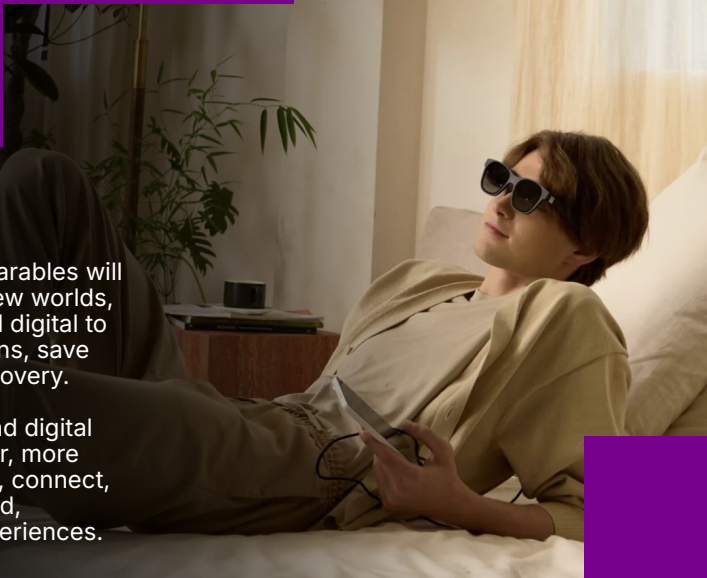


TREND 02 REALITY REMIX

What's next

Personal devices and wearables will immerse consumers in new worlds, blending the physical and digital to enhance brand interactions, save time, and encourage discovery.

This fusion of physical and digital realms will unlock smarter, more meaningful ways to learn, connect, and engage with the world, revolutionising brand experiences.



AR can let people try before they buy, with future potential for full brand immersion.

As more people embrace AR, marketers can spark curiosity and build deeper, more exciting connections.

To unlock AR's full potential, brands and tech companies must collaborate to create real value for people and the experiences they seek.

TAKEAWAYS



TOASTER TRENDSPOTTER

Tershari Johns

Junior Strategist, EMEA

TOASTER

TREND 03

Who wants to live forever?

Brands are making biohacking simple to win over consumers

TLDR

\$80B

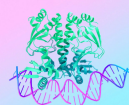
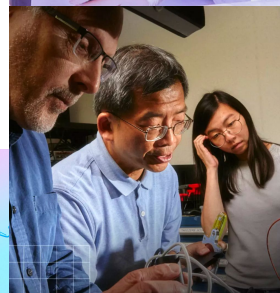
the projected value of the global anti-aging market by the next decade, up from \$47 billion in 2023.

The quest for longevity and enhanced human performance will drive the '[biohacking](#)' trend in 2025. With the rise of wearable tech, AI-powered personalised wellness plans, nootropics and advanced supplements, people are more empowered than ever to optimise their health, performance and life spans.

SOURCE ↗

Current state of play

- ↗ [60% of people](#) have said its extremely or very important to purchase longevity products, and [70% are planning](#) on buying more in the future.
- ↗ Biohackers are moving at pace, and innovations like [AlphaFold](#) offer up quicker, more affordable ways to understand and potentially manipulate gene function.
- ↗ Companies like Verily are supercharging precision health. Through wearables and data analysis [Verily](#) is at the forefront of extending the longevity and quality of people's lives.



TREND 03 WHO WANTS TO LIVE FOREVER?

What's next

And against a backdrop of an ageing population in the UK, with nearly one in seven people projected to be over the age of 75 by 2040, what opportunities does this present for brands?

With a huge portion of the population living longer, healthier lives, who will benefit from the increased buying power?



In any growing sector, developing trust is key. Brands that provide insight — not just products — build lasting credibility.

Experiential activations can turn skepticism into trust and curiosity into conviction by immersing consumers in the real-world benefits of health data.

TAKEAWAYS



TOASTER TRENDSPOTTER

Lucy Hilton

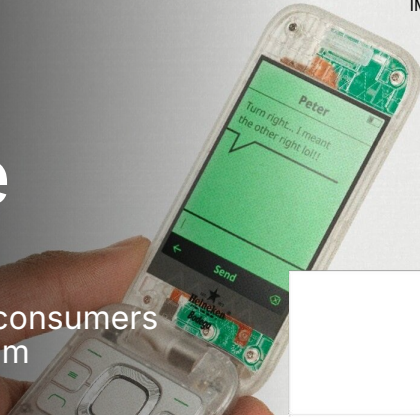
New Business Director, EMEA

TOASTER

TREND 04

Dumb is the new smart

Minimal phones are helping consumers fight the great tech overwhelm



TLDR

51%

of Gen Z regularly doom scroll.

SOURCE 7

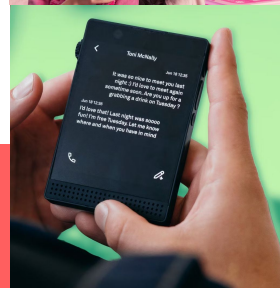
49%

of Gen Zers experience negative emotions due to constant scrolling.

Unable to exercise self control, Gen Z is turning to digital minimalist lifestyles and phones to rediscover the pleasures of the offline world.

Current state of play

- From [Heineken](#) and its phone-free music concerts to [The Row](#) and its notebook-centric fashion shows, brands are actively encouraging audiences to disconnect and live in the moment.
- Resurgence of feature players Nokia with their 2780, and new brands like [Light Phone](#) and [Punkt](#) shows a clear opportunity for finite purpose limited tech user experiences.
- Culture-first brands like [Mattel](#) and [Heineken](#) are creating limited edition minimal phones, tapping into customer nostalgia while also meeting new age needs like digital simplicity, control over time and a decluttered mindspace.



TREND 04

DUMB IS THE NEW SMART

What's next

While mainstream mobile manufacturers may not invest in creating pure dumb phone models, we see increasing traction for modes like focus time, sleep, offering users more control over digital overwhelps

Imagine your phones connecting you back to the present moment & serving as your sentient de-stress provider.



Innovation needs to keep pace with the growing challenge of digital addiction in youth.

Age-appropriate phone ratings could be a solution for better digital well-being.

Moves like Australia banning smartphones for teens signal a larger cultural and business shift.

TAKEAWAYS



TOASTER TRENDSPOTTER

Divyanshu Bhadoria

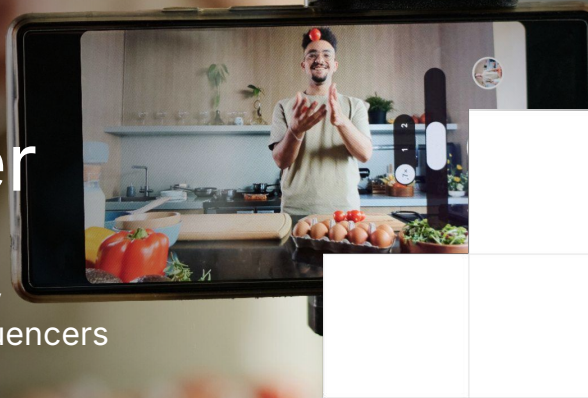
Chief Strategy Officer, INSEA

TOASTER

TREND 05

Influencer uprising

Building brand authenticity through micro & nano influencers



TLDR

43%

of brands are shifting budgets to smaller influencers for better engagement and ROI.

SOURCE ↗

As marketers continue facing pressures to “do more with less,” they’re turning to nano influencers (1K–10K followers), whose raw, unfiltered endorsements drive higher engagement than celebrity posts—well, unless your name is [Pedro](#).

Current state of play



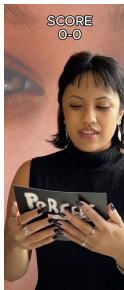
Big brands like [Unilever](#) are finally catching up, allocating 50% of their budget looking to work with 20x more influencers



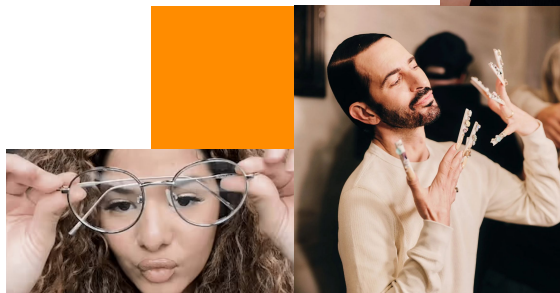
[Bumble](#) leverages micro-influencers to share their personal dating stories on the app, contributing to a rise in downloads and subscriptions



[B2B](#) and [B2C](#) brands are turning to employees for authentic content to expand their reach, even using [live-streaming to boost sales](#)



TOASTER



TREND 05 INFLAWNCER UPRISING

What's next

In 2025, influencer marketing shifts to authentic, long-term partnerships, with micro influencers seamlessly integrating brand stories.

AI enhances this evolution by identifying influencers, optimising content, and predicting trends. Brands that embrace AI-driven insights and organic storytelling will build deeper trust, engagement, and lasting impact.

Relax your grip on brand guidelines in exchange for authenticity.

Long-term partnerships allow your brand to be organically introduced.

Leverage emerging AI platforms to identify the right influencers.

TAKEAWAYS



TOASTER TRENDSPOTTER

Zanya Fahy

Head of Strategy, EMEA / US

TOASTER



Thanks for reading along.
We're excited to share that our:

2025 TRENDS FORECAST Vol.03 → is on the way...

Connect with our market leads to explore how we can help your business capitalise on emerging trends and drive your business forward.



**Joann
DeLanoy**

Managing Director

📍 EMEA



**Bhawika
Chhabra**

Managing Director

📍 INSEA



**Susannah
Bard**

Managing Director

📍 US

General enquiries:

hello@toaster.co

New business:

newbiz@toaster.co



TOASTER