

PRESS RELEASE



Hannover, 20. May 2025

Now new: The iF Design Trend Report 2025

The fourth Trend Report published by iF Design deals with six global transformations in our society and the question of how design will influence our future.

International design experts comment on important trend topics and make recommendations.

Best practice on over 300 pages with extensive illustrations featuring iF DESIGN AWARD 2025 winners.

Free download until 7 July 2025.

Against the backdrop of global environmental challenges, the worlds of business, creativity, technology and politics are increasingly converging. Design has a mediating role to play in shaping a more liveable future for all.

For the fourth year in a row, iF Design is the publisher of the iF Design Trend Report, an internationally oriented analysis of global design trends. In collaboration with researchers from "The Future:Project", Frankfurt/M., the new Trend Report looks at the most important facts and trends that are shaping the present of design and makes them comprehensible using current best practice examples from the iF DESIGN AWARD 2025.

The iF Design Trend Report 2025 is a valuable resource for anyone working in the fields of product, innovation or strategy - a cornucopia of trends, case studies and food for thought that will influence the way we design in the coming years. Interviews with designers from ten countries provide valuable insights and perspectives on the topics. The most important key learnings are concisely summarized at the end of each chapter. The report can be explored interactively and supports flexible reading behavior.

>> The current Trend Report can be downloaded until 7 July 2025

from ifdesign.com/en/trend-report!

Which megatrends does the iF Design Trend Report 2025 cover?

The Trend Report 2025 focuses on six major transformations in our society:

→ Human Digitality

Design promotes the interaction between people and technology in a more networked society. The more complex the technologies, the greater the demands on the interfaces between products and services, as demonstrated by the use of generative AI and robotics.

→ **Conscious Economy**

Design helps to create more empathetic interaction in companies. Values and social developments are increasingly shaping strategies in companies, which are also inspired by design methods. Soft skill sets are becoming a decisive factor within HR and recruiting and job crafting should free employees from passivity.

→ **Co-Society**

Design to promote togetherness in an increasingly fragmented and polarized polarized society. Wealth is reinterpreted in the Quiet Luxury trend and used for more economic and social justice. Sustainable products impress with carefully selected materials. Two opposing trends can be identified: Individualization versus a culture of “we”.

→ **Eco Transition**

Design accelerates transformations towards a circular society. Companies benefit from shared resources, reduce costs and increase flexibility. Open innovation platforms and sharing knowledge about circular design will play a central role in design.

→ **Mindshift Revolution**

Design breaks with stereotypes. Values and norms, worldviews and gender-specific imprints are reshaped and leave more room for personal development. for personal development. Mental health is gaining in importance. The mental health shift is supported by universal design and contributes to more mindful interpersonal relationships.

→ **Glocalization**

Design supports glocal resilience. Glocalization describes the search for a new connection between local actions within the global network. Design strategies address this and strengthen local locations through regionalized production processes and intercultural learning and make them less dependent on international interdependencies.

>> **Download:** <https://www.ifdesign.com/en/trend-report>

The iF Design Trend Report 2025 at a glance:

Publisher: iF International Forum Design GmbH, Hanover
Research and editing: The Future:Project AG, Frankfurt/M.
Online publishing: April 2025, 338 pages
Language: English
Format: PDF / 16:9 landscape format
Price: Free download until July 7, 2025
Thereafter: EUR 299.00 incl. VAT.

Contact for further information and images:

Joana Harmening
Public Relations

iF International Forum Design GmbH
Bahnhofstrasse 8 / 30159 Hannover
Tel: +49.511.54224-204
joana.harmening@ifdesign.com

www.ifdesign.com