



2025 Trends January 2025

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2024 was a turbulent year, and the outlook for 2025 looks similar. A new administration, continued geopolitical discord, and the threat of more natural disasters, will impact economies across all sectors.

Six major trends agreed on by a number of business experts are:

1) AI-Created Content: A Balancing Act

CRM Marketing Group [Optimove](#) writes: *“While most marketers are still learning to trust AI to power decision-making, 2025 will see more widespread adoption, especially in content generation. AI can automate and accelerate the creation of personalized content, including product recommendations, email copy, and dynamic website content.”*

Maria Stachstein, in [Digital Marketing News](#), agrees but cautions: *“Marketers must balance AI-generated content with human originality to maintain brand sentiment and unique perspectives.”*

2) Consumer Mistrust

A significant by-product of Trend #1 is increased mistrust of digital content. [Accenture Life Trends 2025](#) says: *“It’s now incredibly easy to create all kinds of digital content, so a flood of scams is blurring the lines between what’s real and what’s deceptive, making it harder for people to tell them apart... People are increasingly skeptical of what they see online, leading to a risk that they hesitate to sign up, opt in or buy now.”*

3) Adoption Of Skills-Based Hiring

Employers are changing and broadening their talent search. [Jack Kelly says in Forbes](#): *“Skills-based hiring is set to dominate recruitment practices in 2025, as employers increasingly prioritize candidates’ competencies over traditional credentials. This reflects a growing recognition of the limitations of degree-focused hiring methods and the need to address talent shortages.”*

4) Full Return To Office?

Post-pandemic tension between employee expectations and employer demands will continue. *“CEOs are hardening their stance on returning to pre-pandemic ways of working, with 83 percent expecting a full return to the office within the next three years,”* according to the latest global [CEO outlook survey by KPMG](#). However, there is growing evidence of significant employee pushback, with some companies seeing valued players quitting over this issue.

5) Trade Volatility

“Trade in 2025 promises to be unpredictable and more “transactional” as a new administration takes charge in Washington,” predicts [Willy C. Shih of the Harvard Business School](#). *“Companies are signaling their concerns by front-loading imports in preparation for new tariffs to come into effect as soon as Trump takes office.”*

6) Color of the Year: MOCHA MOUSSE (PANTONE 17-1230)

Mocha Mousse is *“a mellow brown hue whose inherent richness and sensorial and comforting warmth extends further into our desire for comfort.”* [Laurie Pressman, Vice President of the Pantone Color Institute](#), continues: *“[It] nurtures us with its suggestion of the delectable qualities of chocolate and coffee.”*

For more details, be sure to click on the links provided.

Need help identifying trends in your industry? Contact me at Lrink@LindaRink.com

