



SWEDISH YOUTH'S 2025 TRENDS

A trend forecast based on 17 000 young voices





"All kinds of bowl cuts –
'cause Oasis is back!!"
– Guy, 23 y.o.

Young Swedes on 2025 trends

Every fall, Ungdomsbarometern invites thousands of young people (ages 15–24) to predict next year's trends as part of Sweden's largest youth study. From 17 447 participants in this year's survey, we received 11 137 unique trend predictions, which this report is based on. Now in its fourth edition – and its second in English – our trend forecast continues to reveal surprising insights, yet some themes persist year after year. That's why we've compiled a selection of trends that have taken root and stood the test of time – you'll find them on the next spread!

As always, we're also diving into what's new and exciting – the trends that give us a glimpse of what will capture young people's time, attention, and spending habits in 2025! Next year's key trends revolve around technology, lifestyle, and aesthetics – and the contrasts are striking. While some young Swedes embrace technological advancement, seeking a faster, smarter, and more optimized future where a neon-lit world with generative AI is their right hand, others are questioning their relationship with tech and consumption, longing for a simpler life free from constant stimulation. A similar shift is also happening in aesthetics, where clean- and soft girl styles are giving way to the chaotic 2010s look and a revival of the Tumblr era. **Heads up** – skinny jeans are back!

How do we track trends? This report is entirely based on open-ended responses, where young Swedes answered the question: "What will be the biggest youth trend in 2025, and why?". The question was asked as part of Ungdomsbarometern 2025, with responses collected between October 3 and November 4, 2024. This open format allows us to capture both broad movements and niche subcultural trends, offering a unique insight into how young people perceive the future.

Behind this year's trend report, alongside 11 137 young voices, stands Ungdomsbarometern's team of trend analysts, who keep their finger on the pulse of Swedish youth every day. With the support of AI and years of expertise, we present our most forward-leaning report yet. Hold on tight – we're heading full speed into 2025!

XOXO
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The trends that stick around

After years of analyzing young people's trend predictions, we've learned a thing or two about the patterns that tend to repeat when they look ahead. While the social media landscape – where many trends are born (and die) – moves fast, some trends keep resurfacing in new iterations year after year. In our trend data for 2025, we've identified three recurring themes from previous years that continue to make an impact:

*"Starting your own business.
Pretty trendy right now."*

– Guy, 17 y.o.

Making Money / Entrepreneurship

A recurring theme is young people's focus on entrepreneurship and making money – a so-called "grindset" mentality. Ahead of 2025, we see many young people prioritizing diversifying their income streams, for example, by selling clothes and gadgets online. At the same time, awareness of consumer behavior and sustainable financial choices is growing.

"The growing awareness of mental health, especially among young people, has made mindfulness a big thing. Meditation and therapy are gonna be the next big trend."

– Guy, 17 y.o.



Holistic health

According to young people, the holistic approach to health is here to stay. This is reflected in trends like yoga, meditation, and manifestation, but also in the growing interest in meditative activities such as crocheting, knitting, and painting.

"I think Gorpcore will keep growing among young people. The interest in outdoor activities seems to be getting stronger, especially among those living in big cities (...)"

– Girl, 24 y.o.

Travel and outdoor life

Since the 2020 pandemic, young people's desire to travel and their interest in outdoor activities have steadily grown. In 2025, more people are expected to seek new nature experiences both close to home and around the world. Trend reports highlight activities like interrailing, fishing, and Gorpcore – a style associated with functional outdoor clothing. While these trends might not be entirely new, they continue to thrive!

What are young people looking forward to in 2025?

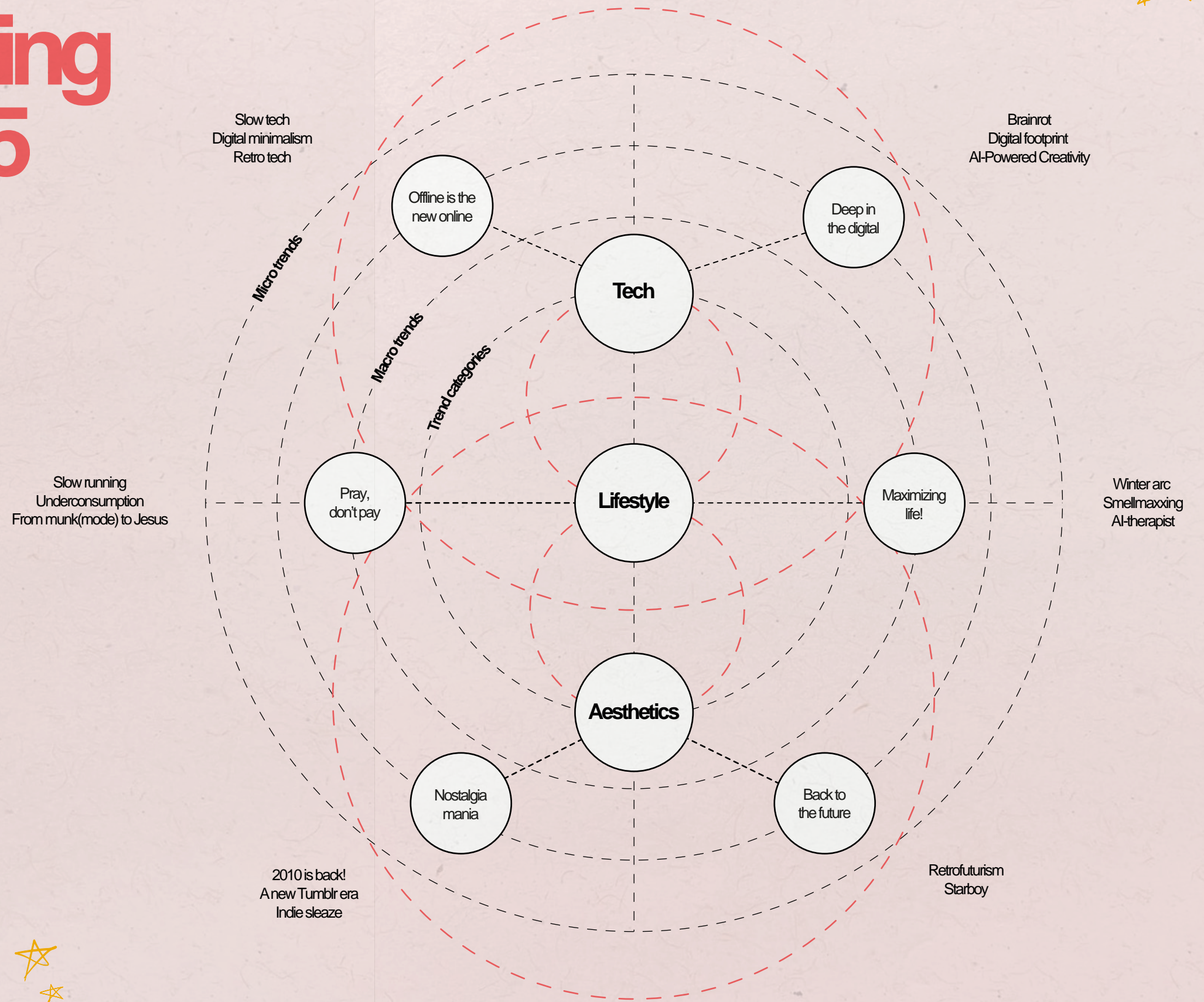
- The long-awaited GTA 6 is (hopefully...) getting released
- The movie A Minecraft Movie premieres
- Season 2 of the South Korean game show Squid Game drops
- The fifth and final season of Stranger Things is coming
- Major concerts and gigs (Billie Eilish, Kent, Oasis)



Trends shaping youth in 2025

At the center of young people's trend predictions this year lies a fundamental question that defines their lives right now: how should they navigate a hyper-digital consumer society that keeps spinning faster and faster? Is happiness and success found by diving in – or by breaking free? This year's trends reveal a youth generation that is divided – or perhaps ambivalent. Where one lands on this spectrum not only affects their relationship with technology but also influences lifestyle habits, consumption patterns, and expressions of identity.

Last year, a clear gender divide emerged among the trends: young men tended to focus on optimization, while young women sought a more balanced lifestyle. This year, the differences are less pronounced. Could 2025 be the year when more young men start striving for balance, while more young women embrace their #winterarc – ready to perform and take on the world?



Offline is the new online

More is better! Or is it? In many cases, it might seem like today's young people grew up with a phone glued to their hand, but for several years now, we've seen signs of a shifting attitude toward the amount of time spent in the digital world. When we ask young people themselves, a significant number believe that 2025 will be the year when stepping away from technology becomes trendy in order to focus on other aspects of life. We're also seeing several microtrends pointing in the same direction!

1. Slow tech

The concept of "slow tech" is highlighted by many young people as one of the major trends of 2025, inspired by movements like "slow food" and "slow fashion." However, it's not necessarily about making slow computers cool, but rather about adopting a more mindful approach to technology use. Instead of being sucked into an endless stream of stimulation and optimized algorithms, the focus is on tailoring one's tech usage to create more space for reflection, mental rest, and other aspects of life that feel important.

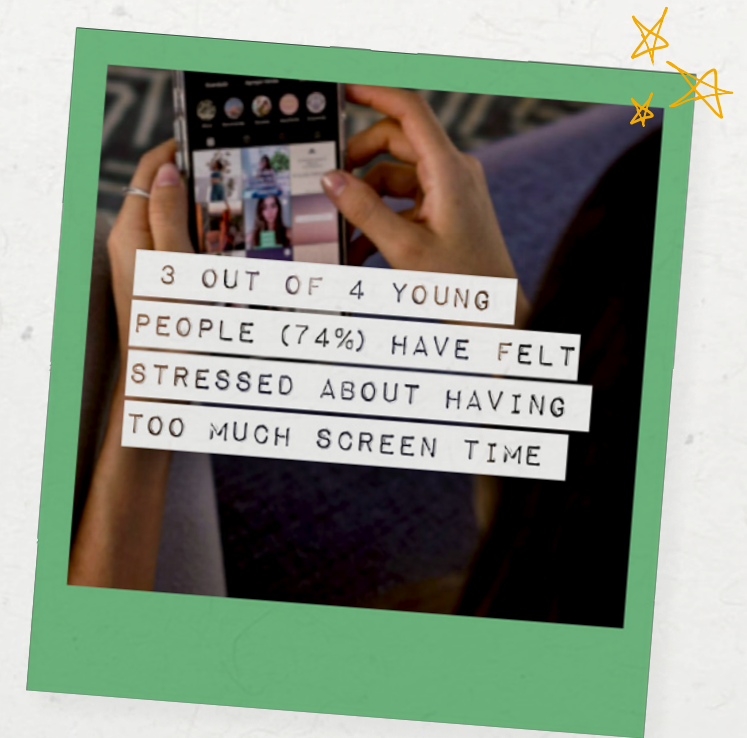
"Digital detox and 'slow tech'. As a contrast to being constantly surrounded by digital devices, I think we'll see a counter-trend where young people look for more balance and consciously take a step back from technology. Instead, they'll focus on slower, more analog activities like reading books, writing by hand, or spending time outdoors without distractions."

— Girl, 20 y.o.



2. Digital minimalism

Mindful consumption is great and all, but how much of a conscious digital consumer can you really be when the phone in your pocket is simultaneously a camera, a communication tool, a way to keep up with the latest TikTok dances, and a home theater? **Enter: digital minimalism!** By simplifying their digital lives, many young people hope to achieve a more intentional approach to technology use. This could mean reducing the number of apps on their phones or decentralizing their tech by using a separate camera or MP3 player to minimize distractions.



"An even bigger focus on sustainability and mental health. More and more young people seem to be looking for balance between digital life and real life, while the climate crisis pushes them to be more conscious. Tech is evolving fast, but I think a mix of digital detox and sustainable consumption will be the next big thing, as a reaction to stress and overconsumption."

— Guy, 17 y.o.

3. Retro tech

Wired headphones have already been a Gen Z staple for years, but according to young people themselves, 2025 will be the year retro tech makes a big comeback. We're talking flip phones, digital cameras, and iPods! Linked to the trend of a more balanced digital life, it's perhaps no surprise that many are longing for a time when each device had a clear and single purpose – resulting in fewer distractions.



TECH

Deep in the digital

As we've established in previous trend reports, every trend is typically followed by a counter-trend. Just as many young people plan to reduce their tech usage in the coming year, there is also a group that stays ahead of the curve in the digital landscape, always keeping their finger on the pulse. For these individuals, the focus is on consumption, integration, and optimization of technology, with the digital world taking center stage.



"Brainrot. Because the new generation has spammed all these new words and phrases, and now everyone's using them. You see and hear it everywhere – on TikTok, in the streets, and among kids and teens."

– Girl, 17 y.o.

4. Brainrot

The term "brainrot" refers to the state of being mentally immersed in a specific type of media, memes, or other cultural phenomena to the point where it becomes hard to think about anything else. Brainrot can emerge as a result of excessive meme consumption, which in turn leads to brainrot terms that young people use among themselves. Examples of phrases originating from meme culture include "skibidi," "let him cook," "rizzler," and "what the sigma." The meaning of each expression can vary depending on the context, and part of the charm of brainrot is that these terms don't always need to have a concrete definition.



"The word 'skibidi' and other brainrot terms. You can have 'skibidi rizz', a 'skibidi gyatt', or even a 'skibidi fanum tax grimace shake.'"

– Guy, 19 y.o.



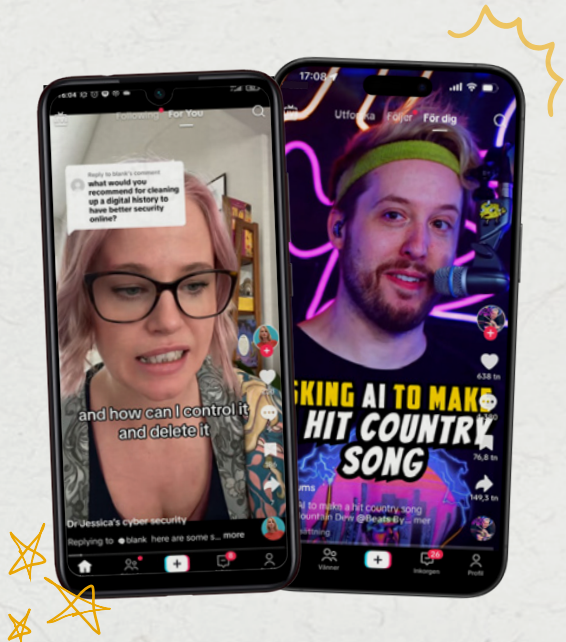
"In 2025, we might see a dystopian yet highly likely trend where young people embrace anti-surveillance mode, with clothing and accessories designed to protect against surveillance. With more cameras, drones, and facial recognition, these pieces could become part of everyday fashion."

- Guy, 23 y.o.



5. Digital footprint

Among young people spending more time online, we're seeing a growing focus on cybersecurity. Many mention increased awareness of their "digital footprint" as one of the major trends of 2025. But how do you navigate life in a tech-driven society? The solution – unsurprisingly – is more tech. It's becoming increasingly common for young people to use apps and software to enhance their digital anonymity. At the same time, there's speculation that future clothing and accessories will be designed to protect against facial recognition and an increasingly surveillance-heavy world.



6. AI-Powered Creativity

A prominent theme among those speculating about increased technology use as next year's biggest trend is AI-powered creativity. Compared to previous years, when creative trends were often synonymous with hands-on crafts like DIY projects, knitting, or sewing, we're now seeing a clear shift toward digital creation taking center stage. The introduction of AI has made it easier for anyone to bring their ideas to life, and many young people predict a rise in people turning to AI to create music, art, or games as a way to express their creativity.

"AI-driven creativity, with tools that generate music, art, and content, is revolutionizing how young people express themselves and build their online platforms. This technology is driving both personal development and new ways to be creative, while sustainability and mental health continue to be important topics."

- Girl, 20 y.o.



"Apocalyptic revolution 'core'" - Guy, 24 y.o.

"Survive the end of the world" - Girl, 20 y.o.

Pray, don't pay

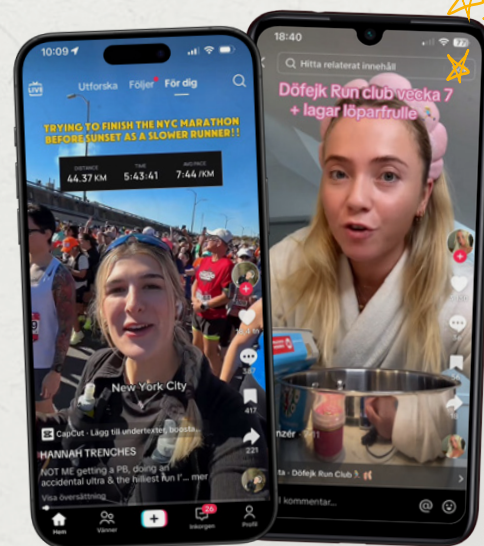
Lifestyle is a broad theme that encompasses various attitudes, values, and behaviors that shape how we live our lives. Just like last year, many young people envision a life with more balance, greater awareness, and fewer demands – now with an even clearer focus on distancing themselves from the hyper-digital and consumer-driven lifestyle that dominates today. Whether it's joining a running group or finding a community in a church, it's clear that young people are seeking connections beyond the digital world!

1. Slow running

Unlike the gym-focused fitness trend that has dominated young people's workouts in recent years, many believe that more will lace up their running shoes in 2025. New running groups, influencers sharing training plans, and marathon prep reflect the more performance-driven side of the running trend. However, slow running is emerging as a key perspective for 2025. Slow running means jogging at a relaxed pace (zone 2 training, if you will), where the focus isn't on chasing personal bests but rather on running for well-being and as a social activity.

"Working out, especially cardio like running. The gym has been a trend for a while now, but it's starting to die out"

– Girl, 19 y.o.

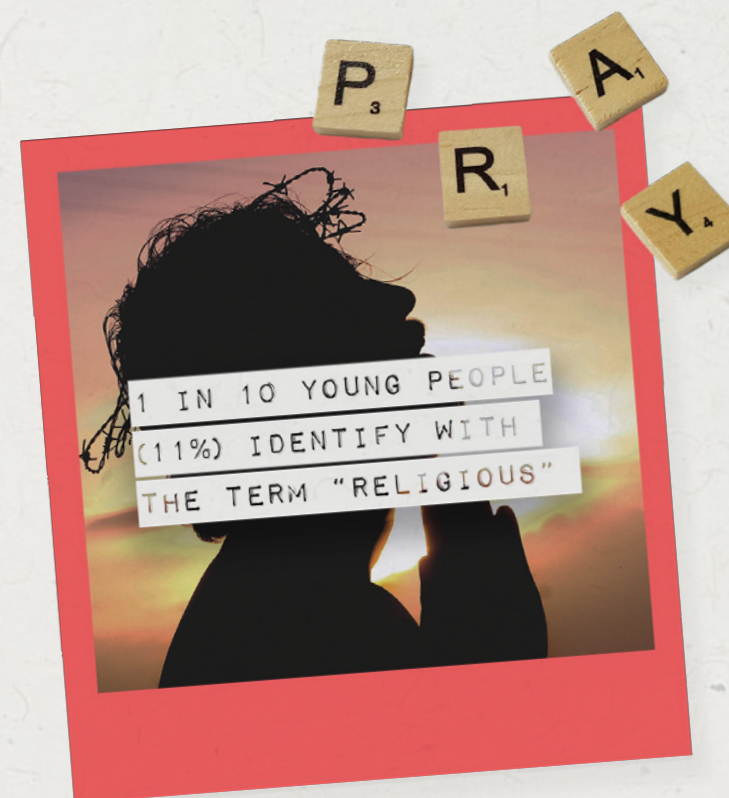


2. Underconsumption

Following trends like recession core and deflucencing, a new term is emerging: "underconsumption." At its core, it's about being frugal and reducing consumption to only the essentials. Whether this is a reaction to today's consumer culture, which is dominated by massive hauls and relentless PR messaging on social media, or simply a way to make the consequences of tough economic times seem more trendy remains to be seen!

"I think turning to God is gonna be a trend. A lot of people feel lost in today's society, so I feel like more will start finding their way through Christianity."

– Guy, 21 y.o.



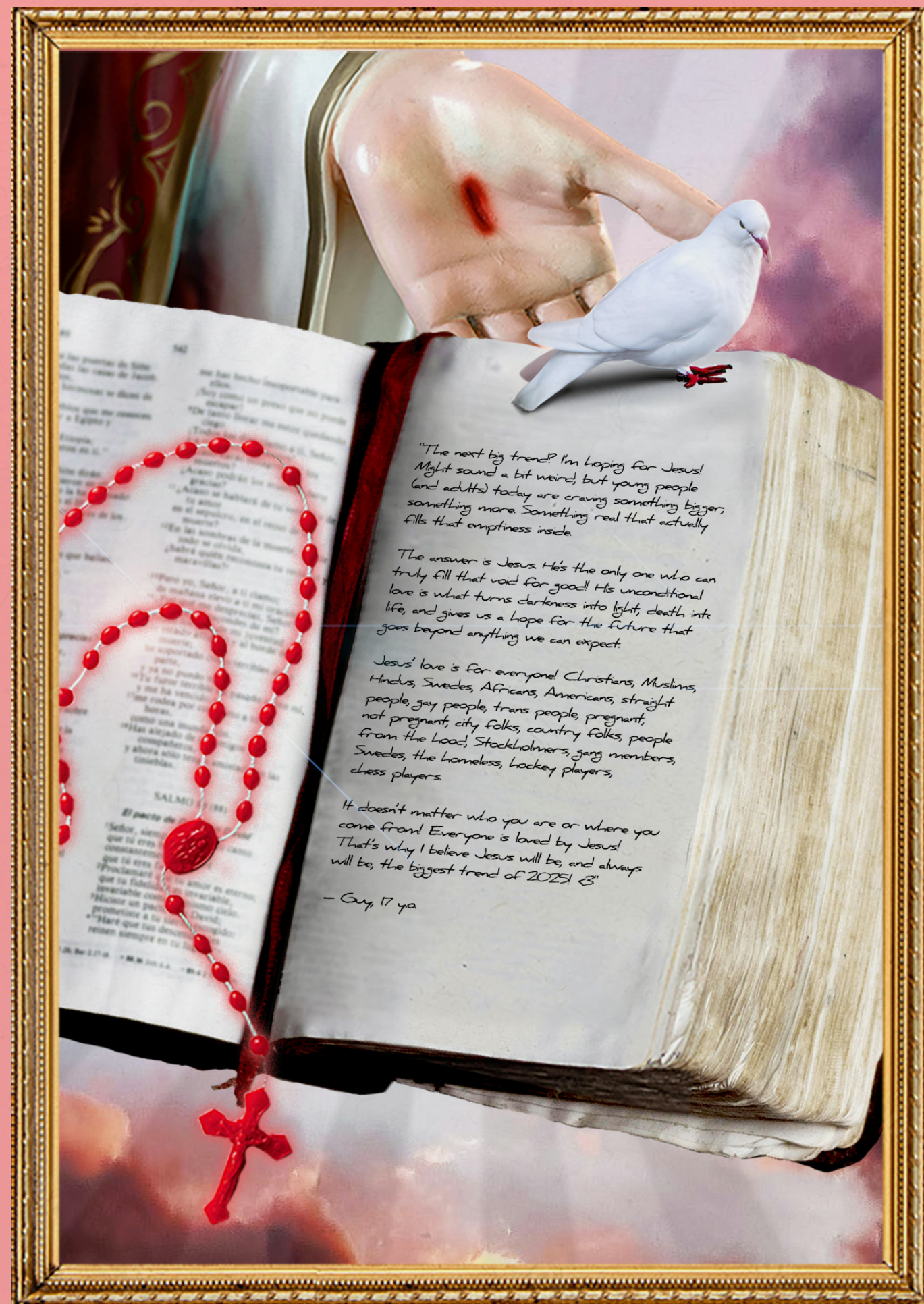
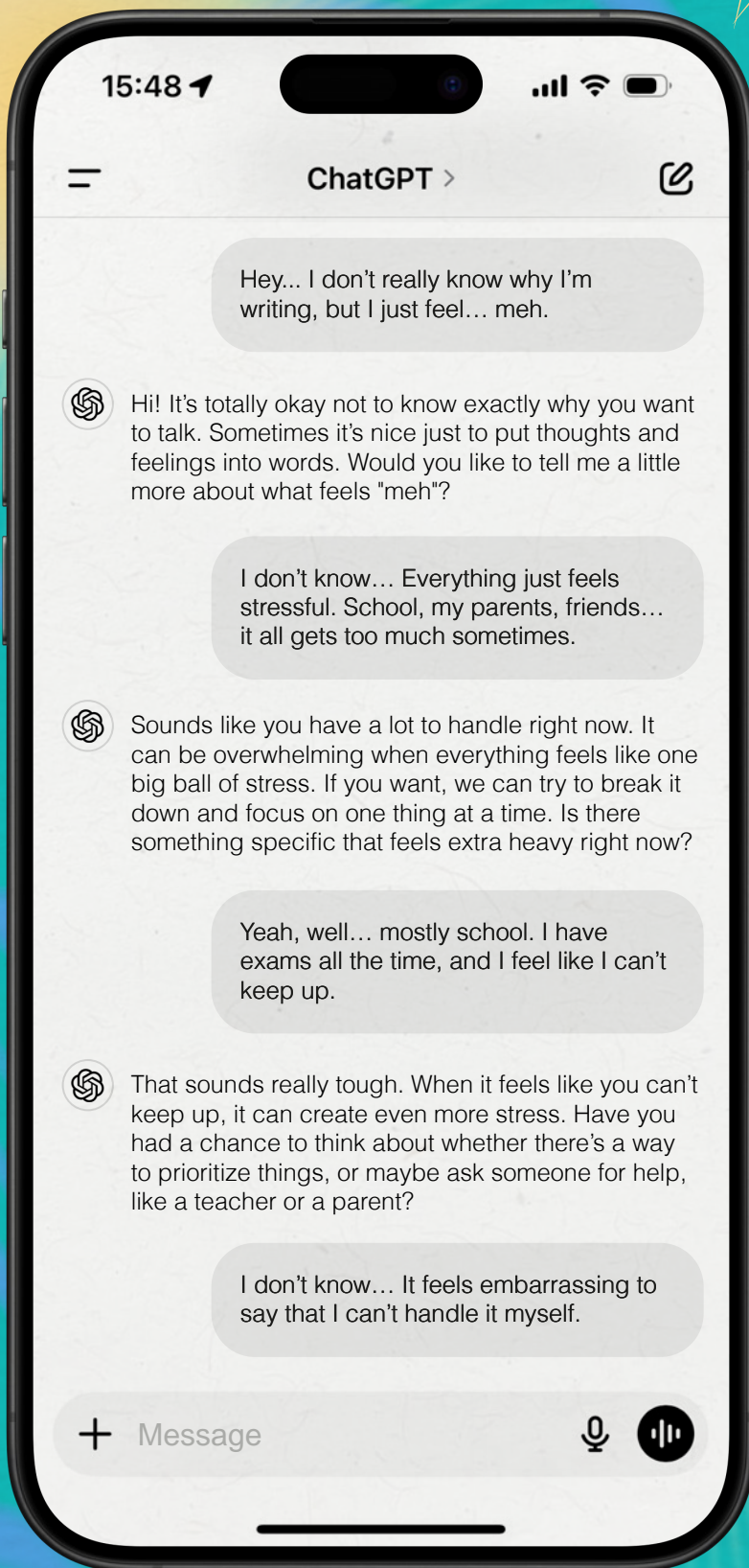
"Underconsumption, minimalism, and second-hand. A lot of people are starting to realize just how much overconsumption there is today."

– Girl, 21 y.o.



3. From monk(mode) to Jesus

Why are so many young people saying that Jesus will be next year's biggest trend? Interest in religion has been simmering for a while, and according to young people themselves, 2025 seems to be the year when more start turning to faith and higher powers. Last year's trend, "monk mode," revolved around introspection and self-discipline to maximize performance and focus. This year, we're seeing a shift toward a more spiritual dimension, where the search for deeper meaning is about community, faith, and building connections beyond digital platforms. The motivation behind this trend is described as a way to create meaning in everyday life, but also as a space to find support in some of life's tougher questions.



Maximizing life!

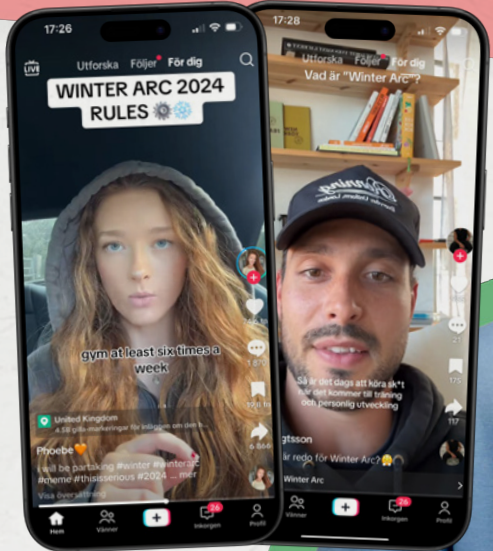
The overarching theme of optimizing one's life continues to evolve and branch out. Next year's trends in this area aren't just about optimizing physical health. The growing interest in mental well-being has led more people to speculate about trends that cater to these needs, while even more superficial aspects are being reinterpreted in a nuanced way. In the coming year, young people believe that smelling good will be just as important as looking good and staying fit.

"It's all about going into a 'grind phase', locking in on a healthy lifestyle and shutting everything else out for a long period until you've hit your goal."

– Guy, 21 y.o.

4. Winter arc

For those looking to maximize their self-improvement during the darker months of the year, the term "winter arc" has been coined as one of 2025's biggest trends. It builds on a broader trend we've observed, where the focus is on self-improvement and achieving specific goals. The idea is to enter your winter arc during the colder season and come out on the other side as a renewed and improved version of yourself. This trend, often associated with young men, frequently goes hand in hand with physical transformations like shaving one's head and bulking to maximize gym performance.



5. AI – therapist

Those striving to optimize their lifestyle believe that AI will play a major role in how young people manage their mental health in the coming year. Using AI as a personal therapist is a clear theme in youth trend predictions. Interest in mental health has been steadily growing for years, but not everyone has access to a therapist. Young people advocating for this trend highlight the benefits of turning to AI for personal issues – an accessible and cost-free way to receive concrete tips and advice for navigating daily life. The feeling of always having someone who "listens" is also seen as important, especially for those who don't want to or are unable to share their problems with friends or parents.

"Using ChatGPT as therapy. It's accessible, it can analyze entire conversations from screenshots in seconds, and instantly give feedback on how to interpret them. You can also ask follow-up questions or talk about things you wouldn't dare say to a real person – like the whole 'hiding behind a screen' thing. Plus, it's free, and it's not like young people have a ton of money to spend (usually) :))"

– Girl, 24 y.o.

"Smellmaxxing is gonna be the next phase of the 'looksmaxxing' trend, which has already led to a huge interest in expensive perfumes."

– Guy, 19 y.o.

6. Smellmaxxing

While it could be argued that "smellmaxxing" was already a trend in 2024, the term continues to surface among young people predicting next year's biggest trends. Like other "maxxing" trends, it's all about maximizing and optimizing a specific area – in this case, your personal scent. The trend, which primarily appeals to young men, has contributed to the rising interest in high-end perfumes and luxury fragrances. In many ways, it's a natural extension of the looksmaxxing trend we highlighted in last year's trend report.



"Tumblr 2014. Y2K already made a comeback, and lately, the trend cycle has been moving faster and faster, so it wouldn't be surprising if we start seeing trends from the 2010s. I've also noticed people on TikTok romanticizing and dreaming about the Tumblr 2014 aesthetic. Right now, it's ironic, but irony usually comes before a trend :)"

— Girl, 24 y.o.



2. A new Tumblr era

Tumblr, a social microblogging platform, had its golden age between 2010 and 2015. On this platform, users expressed themselves by reposting images, quotes, and GIFs to their personal blogs – imagine it as a mix between Pinterest and Twitter. Like all social media platforms, Tumblr was a product of its time, shaped by the era's music genres, fashion trends, beauty ideals, and cultural movements. With young people now predicting a new Tumblr era, we could see the return of everything from soft grunge and fandom culture to VSCO filters and mustache mania.

"A tougher beauty aesthetic with skinny jeans, more colorful clothes, and heavier eye makeup. A bit of a harder, edgier style."

— Girl, 15 y.o.

3. Indie sleaze

The perfectly curated and balanced "clean-girl" aesthetic now seems to be making way for a more unpolished and rebellious look. Young people predict that 2025 will be the year of indie sleaze, a style rooted in the music and club scene of the early 2000s. Indie sleaze is all about a carefree attitude and a raw aesthetic. Ripped skinny jeans, graphic t-shirts, leather jackets, cigarettes, smudged eyeliner, and digital camera flash photography all contribute to a messy, mismatched, and effortlessly cool vibe.

"Indie sleaze!! I've definitely noticed among my friends that a lot of fashion from 2007 to 2012 is making a comeback, with lots of mismatched details. Music like The Dare is getting popular again."

— Girl, 24 y.o.



mustache mania





Back to the future

Will all young people be wearing skinny jeans with mustache tattoos in 2025? Probably not. But even among those drawn to more futuristic and tech-driven trends, nostalgia plays a clear role. It's often about blending aesthetics that evoke memories of past decades with futuristic elements like neon and cutting-edge technology. We see this particularly in the evolution of cyberpunk aesthetics, retrofuturism, and the Starboy style.



"Retro futurism. In the 2000s, cars like the VW Beetle and Mini Cooper brought back 60s design. Now, the car market is looking 40 years back again, this time to the 80s, with models like the Hyundai Ioniq and the new Land Rover Defender."

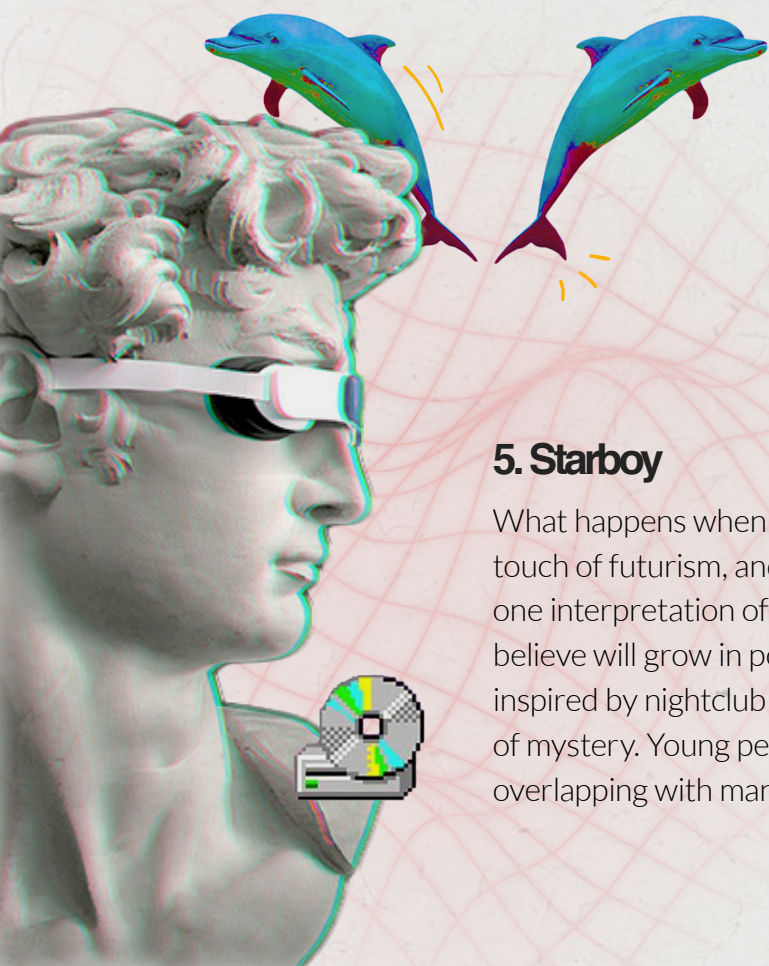
— Guy, 18 y.o.

4. Retrofuturism

Those who associate "retrofuturism" with 1950s illustrations of sleek, streamlined architecture might have a different image in mind than young people today. Among younger generations, retrofuturism is seen as an evolution of the cyberpunk aesthetic, where the angular shapes of the 80s meet the neon-lit technology of the future. This growing aesthetic spans everything from interior design to cars and has strong ties to the Vaporwave music style. Anyone exploring the corners of social media where retrofuturism is thriving will often come across images of neon-lit luxury hotel settings, accompanied by lo-fi beats mixed with jazz and electronic music. Other visual media that embody retrofuturism include films like *Blade Runner*, *Ghost in the Shell*, and *Akira*.

5. Starboy

What happens when you mix old-money style with streetwear, add a touch of futurism, and top it off with a bit of bad boy energy? This is one interpretation of the Starboy aesthetic, which many young people believe will grow in popularity over the next year. The aesthetic is inspired by nightclub culture, featuring dark clothing, neon, and a sense of mystery. Young people describe it as the new alternative to "grisch," overlapping with many of the visual elements found in retrofuturism.



What do this year's trends tell us about young people today?



The TikTok generation strives for digital balance

In young people's trend predictions for 2025, we see a generation raised on the internet grappling with what it means to live in a hyper-digital consumer society. A world where there are always more things to add to the wish list, more self-improvement tips, more messages to reply to, and more entertaining videos to scroll through. For many young people, it seems the cup has overflowed. We see a shift toward stepping away from the digital world and instead embracing more analog paths to well-being, meaning, and social connection. It's an interesting development for Gen Z, often labeled the "TikTok generation," but now perhaps looking to redefine their own narrative.

A fragmented or nuanced generation?

While some young people are stepping away from the digital world, many are going all-in on tech and its possibilities – whether that means using AI as a therapist or letting their brain marinate in brainrot content. The tug-of-war between a balanced, mindful approach to the digital society and an optimizing, immersive

one raises an interesting question: What happens to an already fragmented generation when some hit pause while others go full speed ahead? Without offering a definitive answer, we want to emphasize the importance of nuance – few things are black and white when it comes to Generation Z. Even though this report presents different approaches as opposing ends of a spectrum, many young people feel drawn to both sides. Chances are, there's someone out there who has picked up an old digital camera and experimented with creating AI-generated art!

"I think acne is about to become a thing! In the past few years, we've seen how things that were once considered unattractive, different, or outside beauty norms have become cool, like freckles, imperfect teeth, and 'shaggy' hair. Not everything has to be super clean and perfect like it was around 2016 to 2019. So I think the next big thing will be acne and acne scars."

– Girl, 23 y.o.



A messier aesthetic makes a comeback

Another exciting shift in this year's trend report is happening on the aesthetic front. After several years of polished and well-groomed ideals like *clean girl* and *soft girl*, a messier look seems to be taking over, aligning with the 2010s revival. Last winter, we saw the *mob wife* trend make an entrance, followed by *brat summer*, which quickly became a global phenomenon. If we listen to young people, ripped skinny jeans, tousled hair, and smudged makeup are next in line. For guys, last year's *grisch* aesthetic has taken on a bad boy twist, now known as *Starboy*. Fashion trends have always been cyclical, but it's an interesting contrast when a generation known for being polished starts embracing the messy look. Will 2025 be the year Gen Z finally lets loose?

"I think the clean girl aesthetic will slowly but surely fade away. We'll see bolder colors, big chunky shoes, and more noticeable jewelry. Kind of a 2010 vibe with messy hair and makeup, you know?"

– Girl, 18 y.o.

"Going out more, hitting clubs and rave-like parties. I think fashion will move in that direction too. Recession pop is probably gonna grow as well."

– Undisclosed gender, 20 y.o.

What do these trends mean for your organization?

In Ungdomsbarometern's trend workshop, we take a deep dive into what 11,000 young people in Sweden believe will define the coming year. Will it be grindset, slow tech, or brainrot shaping their choices in time, attention, and spending?

Over 2.5 hours, you'll get an inspiring overview of youth trends, followed by a workshop where we explore what these insights mean for your organization. What opportunities and challenges do this year's trends present? How can you future-proof your organization to meet tomorrow's needs?

The workshop includes:

- Exciting insights into today's youth generation
- Inspiration and new perspectives on the present and future
- A shared action plan to strengthen your future strategy

Practical information:

- Duration: 2.5 hours (presentation and workshop)
- Price: 30,000 SEK excl. VAT and travel expenses
- Extras: You will receive access to the presentation and a summary of the discussion afterward

Contact us to book or learn more at hej@ungdomsbarometern.se

Mindful tech, food kits, self sufficiency and so much more!

Now you've explored some of the most thought-provoking and exciting trends we've identified in young people's predictions for 2025. But for every trend presented here, there are hundreds more that didn't make it into this year's report. With 11,137 trend insights to explore, the possibilities are endless! Are you curious about what young people predict for sustainability, politics, or the economy? **Our trend experts are here to help!** On this page, you'll find a sneak peek at some of these trend insights across selected areas.



The biggest trends of 2025 among...

... tech enthusiasts:

- GTA 6
- "Mindful tech"
- Personal AI / AI as a friend

"I think the biggest trend among young people in 2025 will be talking about GTA 6 since it's a super hyped game that's supposed to drop at the end of the year."

— Gamer, 17 y.o.

... food lovers:

- Making things from scratch
- "Food kits" for growing your own vegetables
- "GRWM" (Get Ready With me) cooking style videos on TikTok

Examples of areas for in-depth trend analysis:

- Economy and Entrepreneurship
- Travel and Exploration
- Sustainability and Environment
- Politics and Engagement
- Music and Gaming
- Food and Beverages

... climate advocates:

- Upcycling and DIY fashion
- Circular economy
- "Self-sufficiency"



