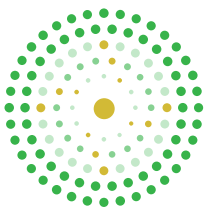


ZEITGEIST 2025

# TILTING PERSPECTIVES

Transition is the essence of the zeitgeist. Nationally and internationally, we are all dealing with the climate crisis, refugee crises, polarisation, violence and war, among other issues. Yet our reactions to this state of polycrisis are different to previous years. While we take these problems seriously, our reactions are ambivalent. We fear that any response will affect our basic needs, all while knowing just how badly action is needed. We are therefore searching for a new perspective: a hopeful view of the future.

The fear that our livelihood, security and broad welfare will be affected by changes is present across Europe. Right-wing populism is taking hold in several member states. The call for change is creating even greater contradictions in society as people ask which way they should turn. We must also ask ourselves what we are willing to give up: our holidays, our favourite food, our car? The contradictions between what is good in the longer term but inconvenient right now create inner turmoil. Everyone has different perspectives. The Tilting Perspectives trend revolves around different ways to examine the problems coming our way. The following four values shape this trend.



Lifecrafting



Pragmatic Progress

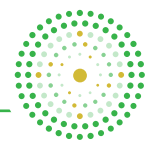


We-United



Smooth Radicals

## LIFECRAFTING



Fears about our livelihood can be fought with control. Inside each of our own small bubbles we can control our lives, making the world feel smaller and more manageable. At home or close to it, we find safety, security and trust. We look for connection, because together we can change things. In this way, we reduce loneliness and hardening attitudes throughout our environment. However, environmental awareness and health also play an important role within Lifecrafting. We feel responsible and take the initiative to make a difference. The target group within this value trend is quite diverse, with the common denominator being a rational attitude and the desire to belong and make our immediate environment friendlier and more manageable.

### Starting points for the horticulture sector

To put this value trend into practice, it's important to focus on environmentally friendly products, especially as the target group values flowers and plants that are grown with consideration for the climate. These need not be new varieties, nor does the presentation have to be revolutionarily innovative, grand or compelling. Above all, give voice to the honest story behind the product. Provide tips on how plants can positively influence indoor and outdoor climates. Houseplants are largely tropical plants: which home-grown plants can also enhance the indoor environments? Demonstrate where horticulture products come from and the people who played a role in the whole process, from growing to the shop floor. Provide this in a solid, reliable way to reach and really connect with the target audience.

## PRAGMATIC PROGRESS



As the world appears to be becoming more and more complex, AI is a possible source for solutions. For this trend, don't fear using new technological developments, but instead a focus on making everyday life easier. Logical, rational and practical thinking are the key to change. Don't sit on your laurels - accelerate, tackle and do things differently. We can achieve this by thinking and acting flexibly and pragmatically. This resilience and decisiveness leads to positive feelings. The use of technology creates not only new materials and techniques, but also opportunities for new ideas and ways of thinking.

### Starting points for the horticulture sector

To give this value trend legs, think of Pragmatic Progress keywords: simplification, optimisation, flexibility and prevention. Purchasing the right plants to suit your available physical space and lifestyle should be very easy to arrange within an app. Another example is the Botanical Wonders app from Bloemenbureau Holland that instantly shows how a plant will look in your home. Be a forerunner in using new materials, for example in packaging, plant pots or vases.

## WE-UNITED



We-united concerns social renewal, specifically renewed ways to reduce poverty and opportunity inequality and to find new, shared norms and values in our multicultural society. In this new form of society, we create a new 'us' by merging borders. Be it gender, nationalities or status, together we will ensure broad prosperity and a good quality of life. Within this social transition, education, equality and connection play important roles. Connection has a different role here than in the Lifecrafting value trend; here, it's all about connecting social networks, doing things together and creating a new society as a whole, rather than only within our own miniature worlds.

### Starting points for the horticulture sector

Within We-united, the idea of connecting and connection is particularly interesting for the horticultural industry. Consider the possibility, when buying a bouquet or plant, of donating the same specimen to someone who cannot afford it. Or try providing additional background information to products, showing that everything that grows and blooms has a function within nature. Sponsor a school or community garden, organise workshops and bring people from the neighbourhood together. Talk about how it's healthy and natural to have flowers and plants in your home. Finally, give more space to different cultures. How do other countries and cultures treat flowers and plants, and what symbolic value do they have?

## SMOOTH RADICALS



The various crises are flying at our throats. Both the issues and the solutions are perceived as suffocating and overwhelming. Income inequality, mental pressure, housing shortages and performance pressure put a damper on daily life. We want to escape and avoid this oppressive state. We try to stretch boundaries and search for breathing space in the here and now. Fun, creativity and freedom play an important role as we put long-term plans on the back burner. Individualism is not a dirty word here. This value trend is particularly resonating with young people.

### Starting points for the horticulture sector

When translating this value trend into horticultural products, space is important. Make grand statements. Use flowers and plants that evoke dreams of distant places or other times. The individualism within this value trend can also be shaped by distinctive, as-yet unknown products. Arrange creatively and think outside the box, especially with presentation materials, vases and pots. Anything goes as long as it's social media-worthy. Humour plays an important role in appealing to the target audience, so don't shy away from it. Use a special flower in an arrangement, give plants an eye-catching name or incorporate a wink and nod into your marketing.



SCAN FOR MORE INFORMATION ON  
THE HORTICULTURE SECTOR TRENDS 2025