

# Spring FORWARD

TRENDS AND ICONS TO WATCH AT MARKET IN 2025

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As winter fades and daffodils begin to bloom, it's time to embrace the fresh energy of spring. This season brings exciting trends and timeless icons that will shape retail and gifting markets. From pet-centric products to nostalgic Easter décor, here's what to watch for at the upcoming Minneapolis Gift Mart 2025 shows.

## SPRING CALENDAR OF EVENTS

Mark your calendars for key seasonal celebrations:

- ✿ **March 20 – First Day of Spring**
- ✿ **April 20 – Easter & Passover**
- ✿ **April 22 – Earth Day**

Each of these holidays brings opportunities for themed merchandise, décor, and gifting trends that will dominate the season.



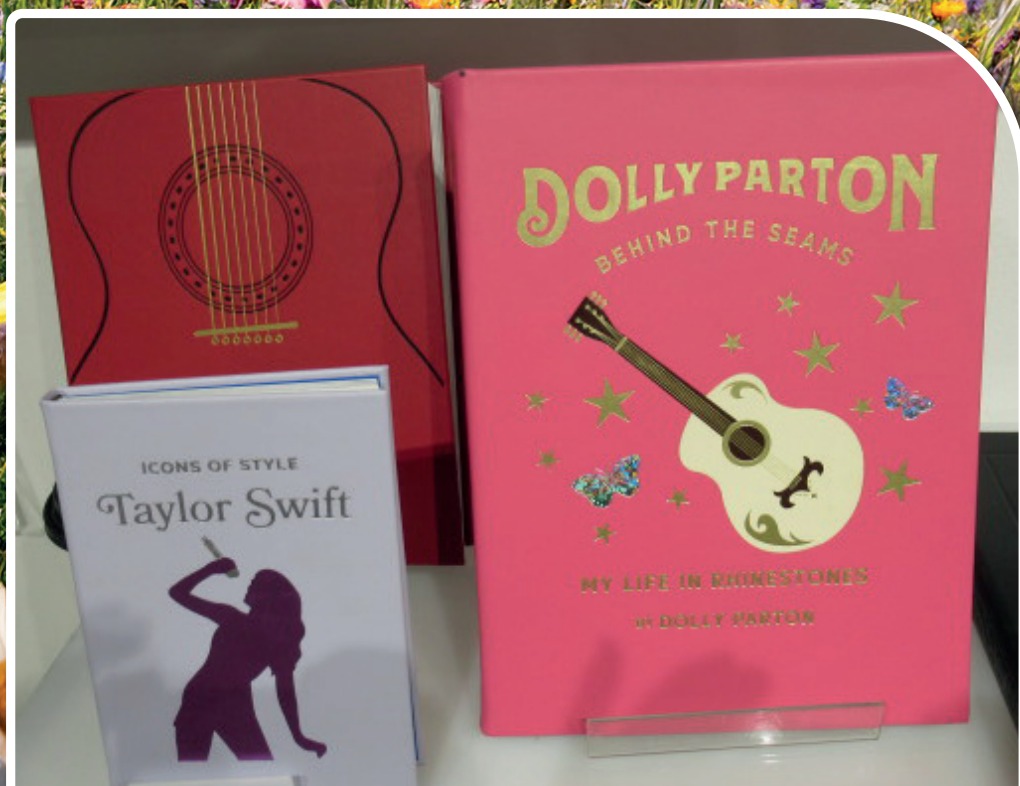
## GROWING MARKET SEGMENTS

### PET PARENTS: A BOOMING INDUSTRY

The pet industry is on a rapid rise, projected to grow from \$320 billion in 2023 to \$500 billion by 2030. Pet-focused products—ranging from beds, clothing, and toys to home décor, throw pillows, and fashion accessories for pet owners—will continue to be in high demand.

### DOLLY PARTON & TAYLOR SWIFT: POP ICONS DRIVING RETAIL

Two cultural powerhouses, Dolly Parton and Taylor Swift, continue to capture consumer interest across generations. Expect to see books, activity kits, coloring books, and other merchandise appealing to children through Gen Z.



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WATCH

TREND



## MARKET ICONS & THEMES FOR 2025

Icons often transcend categories, appearing across home décor, tabletop, fashion, and gifts.

Here are key design elements to watch for:

### 1. CLASSIC MOTIFS WITH A MODERN TWIST

- ✱ **Scallop Edging & Waves** – Soft, curved details on textiles, furniture, and home décor
- ✱ **Cabana Stripes** – Bold, wide stripes in vibrant and pastel palettes
- ✱ **Round Shapes** – Spheres, balloons, and bubble-inspired elements add a whimsical touch
- ✱ **Mock Foods & Faux Fruits** – Decorative food replicas appearing in unexpected ways—handbags, candles, tissue boxes shaped like loaves of bread, and embroidered food motifs on totes



### 2. GAME NIGHT REIMAGINED: CASINO & CLASSIC GAMES

Traditional games get a fresh look with casino-inspired aesthetics.

Expect to see:

- ✱ **Glassware, tabletop, and gifts featuring deck of card icons**—Kings, Queens, Jokers, hearts, and diamonds
- ✱ Poker chips, matchbooks, and playful phrases like *Lucky in Love*.
- ✱ **Board games making a comeback** – Checkers, puzzles, chess, dominoes, backgammon, and the growing return of Mahjong groups
- ✱ **Pickleball novelty** – Accessories, towels, and apparel featuring fun pickleball phrases and imagery



### 3. BOHO WESTERN: THE SALOON REVIVALS

Western themes remain strong but with a fresh saloon-inspired twist:

- ✱ Watering Hole references, cowboy imagery, and rustic textures
- ✱ **Icons** – Horseshoes, boots, rope, suede, spurs, stars, cacti, and gingham prints
- ✱ **Color Palette** – Sand, Mocha Mousse (Pantone's 2025 Color of the Year), deep reds, terracotta, and classic cowboy hues



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#### 4. CANDYLAND & CIRCUS: WHIMSICAL NOSTALGIA

A bright, youthful trend filled with playful imagery:

- ✿ Harlequin patterns, cabana stripes, and scallop edges
- ✿ **Faux food motifs** – Sweet treats, popcorn, soft-serve ice cream, and oversized bows
- ✿ **Circus-inspired graphics** – Without the animals, the focus is on prints and patterns
- ✿ **Dumbo's 85th Anniversary in 2026** – Expect plush toys and themed collectibles to arrive next year



#### 5. HOT HOUSE BOTANICALS: TROPICAL & FLORAL INFLUENCES

- ✿ Lush botanical prints, tropical birds, butterflies, and floral designs
- ✿ **Faux fruit and food items used in unexpected ways** – Shaped into handbags, boxes, and decorative accessories



#### 6. NEW RETRO EASTER: VINTAGE-INSPIRED SPRING DÉCOR

Easter merchandise embraces a nostalgic, vintage aesthetic, featuring soft pastels and traditional motifs:

- ✿ Classic sugar eggs with intricate interior scenes
- ✿ **Extended seasonal appeal** – Easter décor incorporating fruit motifs (strawberries, lemons, oranges) allows consumers to keep displays up through summer
- ✿ **Multi-purpose designs** – Bunnies holding baskets that double as planters for post-Easter use

As we move past winter and welcome spring, these trends will bring fresh energy to the market. Look for these themes and icons in stores and displays soon. **Enjoy the arrival of spring!**

