



TREND BOOK 2025

Dear Reader,

Interior design has always reflected the times we live in, constantly evolving to incorporate the latest advancements in technology, culture, and taste. Today, we find ourselves at the intersection of tradition and innovation, where familiar comforts are reimagined through the lens of futuristic vision.

The interior design trends of 2025 are more than just temporary styles; they represent a deeper reflection of our current world. In an age marked by personal expression, environmental awareness, and rapid technological change, these trends speak to our desires and dreams for how we want to live. They tell a story of how design can address the biggest issues of our time, from climate change to the rise of artificial intelligence.

This trend book will take you on a journey through the key themes shaping the future of design. Biophilia, a connection to the natural world, back-to-basics simplicity, seamless technology integration, and bold, modern aesthetics will all define the spaces of tomorrow. These four aesthetics will not only reflect broader societal changes but also offer solutions to the challenges of our fast-paced, ever-evolving lives.

Welcome to the 2025 Trendbook. Here, we delve into the emerging shapes, textures, and colours that will transform interior design in the coming year. Let this be your guide to anticipating - and actively shaping - the future of living spaces.

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TRENDSPOTTING AT MARMITE

Driving innovation in every aspect.

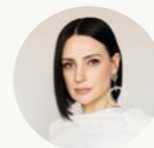
At Marmite, we see following trends as an opportunity to keep evolving and to better align our products with the changing needs of the world. We aim to stay current with modern standards while working to minimize our environmental impact. Striving to innovate and enhance our practices, we're focused on becoming a more responsible and sustainable manufacturer within our industry.

Continuous improvement is central to our mission. We're always learning, observing, and adapting - whether through shaping long-term strategies, exploring new technologies, or adjusting our product offerings. This process touches every part of our organization. Through regular market research, conversations with our customers and partners, and participation in industry events, we work to stay informed and responsive. Monitoring key metrics- such as resource usage, energy and water consumption, and waste levels - allows us to evaluate our progress and guide our future actions responsibly. Our approach considers the entire design and manufacturing process: from material selection and production methods to packaging and transportation. With each step, we aim to reflect our commitment to ongoing improvement and environmental care.



Tomasz Dudek,
Group Product Manager

As a product team, we don't just focus on design - we actively track sales trends and use these insights to guide our offerings. We're always ready to share this knowledge with our clients. For example, we analyse which sizes, shapes, and colours are currently the most on-trend and in demand. This approach has led us to expand our range, introducing back-to-wall baths, larger-bowl furniture basins, textured finishes, and even bolder, more vibrant colours that go beyond the usual earthy tones. By focusing on the needs of the end user, we help our clients offer products that stand out and add value to their collections.



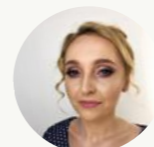
Magdalena Musiał,
Innovation and Strategic Product Designer

As designers, our goal is to create products that not only fulfil their function but also stay aligned with current design trends. We constantly push our boundaries, developing innovative shapes while also prioritising eco-responsible design principles. Every Marmite product is designed to use minimal raw materials and generate less production waste.



Radosław Lemański,
Operations Director

We regularly introduce fresh designs into our portfolio that respond to current trends. However, this also means we need to seek new production and construction solutions. We constantly have to adapt our machinery and train our production teams in new methods. It's a continuous improvement journey that, while often challenging, brings a great sense of satisfaction in the end. A good example is the recent addition of corner bathtubs to our range, which meet our clients' need for options suited to smaller spaces. This required the involvement of many team members and numerous trials before we could confidently commit to incorporating this solution into our regular production.



Ewelina Stępień,
Technology and Quality Assurance Manager

A significant trend emerging from climate change is the commitment to environmental protection and adopting the highest ecological standards within company operations. What's particularly important to us is having these standards validated by respected external entities with established reputations. We have concrete confirmations of our commitment, including our Environmental Product Declaration (EPD) and Marmite's SCS Recycled Content Certification. Additionally, as members of the Polish Green Building Council, we support a more sustainable built environment.



Justyna Stodólska,
R&D Specialist

In our in-house laboratory, we not only ensure product quality but also strive for ongoing innovation. We're continuously working on improving our matrix formula, aiming to make our material just as durable and functional, yet lighter. This focus on refinement aligns with current trends and supports our commitment to advancing both product performance and sustainability.



Maciej Poznański,
EHS Manager

As with any manufacturing company, it's challenging to eliminate waste entirely, but we strive to follow current trends and continually explore new options. At present, a portion of the waste we generate is successfully recycled and given a second life. For example, scrap material is partially used as crushed filler for roads, and post-production particles and dust are reclaimed for the production of bricks and blocks in a brick factory. We also recycle items such as steel, paper waste, and plastics. We are constantly looking for new solutions in this area. Currently, we're working on a project to utilise our own scrap during the production process for our products.



Daria Zapłata,
Procurement Manager

In terms of packaging, we're aligning with the trend of reducing environmental impact and are continually refining our approach to make it more eco-friendly. For instance, with our shower trays, 100% of the cardboard packaging is sourced from recycled materials. We've also largely eliminated the use of protective film on the surface, which significantly reduces plastic in the process. Additionally, we've replaced most of the polyurethane foam with cardboard fillers, making it easier for end users to recycle the product. For most of our bathtub packaging, we've removed the wooden construction, opting instead for stronger cardboard, so there's minimal wood inside the box.



Rafał Bączyk,
Head of Design Engineer

During the design process, we use the latest design methods along with prototyping, applying modern virtual testing techniques at the computer model stage to ensure that the final product has the lowest possible weight while retaining its functional properties and features.



TRENDS



INFINITE BIOPHILIA

Infinite Biophilia has surged in popularity as awareness grows around the influence of our built environment on both human well-being and the planet. This trend, set to dominate interior design in 2025, embraces the art of bringing nature indoors, blurring the boundaries between interior spaces and the natural world.

As urban green spaces shrink, the need for nature-inspired interiors rises, transforming homes, offices, schools, and hospitals into environments infused with life. Biophilic design integrates elements like living walls, indoor gardens, natural materials, and expansive windows that flood spaces with light, fostering a seamless connection to the outdoors. Features like lush greenery, water installations, and organic textures such as wood, stone, and woven fibres create immersive, tactile environments that engage the senses.

This design approach isn't just about aesthetics. Research shows biophilia

promotes well-being, reducing stress, boosting cognitive function, and enhancing productivity. It's a trend rooted in sustainability and the innate human desire for a deeper connection to nature. Biophilic spaces offer not just beauty, but tranquillity, harmony, and a sanctuary for the mind, body, and soul.

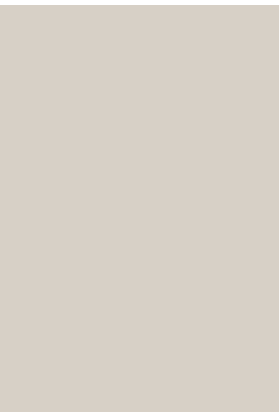
By celebrating raw, natural elements, this design ethos creates authentic, meaningful environments that go beyond visual appeal to nurture our physical, emotional, and mental health. Infinite Biophilia offers a timeless reminder: the closer we are to nature, the more balanced and fulfilled we become.

Key characteristics

- **Evolving Greenery:** Lush, omnipresent greenery and living walls dominate, transforming spaces into natural havens while purifying the air. This evolving landscape fosters freedom and vitality.
- **Nature-Inspired Views:** Windows, skylights, and other openings provide constant views of nature, promoting relaxation, reducing stress, and creating a calming atmosphere.
- **Natural Materials:** Biophilic design uses organic materials such as wood, stone, and water to evoke a raw, earthy feel. Curved lines and raw edges mimic nature's organic forms, creating spaces that feel connected to the outdoors.
- **Earthy Colour Palette:** The use of earthy greens, tranquil browns, and neutral, weathered tones inspired by organic pigments seamlessly integrate with natural elements.
- **Maximised Natural Light:** The design emphasises natural light, which floods spaces to support well-being and regulate circadian rhythms, further enhancing the connection to the outdoors.
- **Biomimicry:** Patterns and textures echo natural elements, using biomimicry to enhance harmony with the natural world.







Colours, textures & shapes

In the Infinite Biophilia trend, colours appear as if they are directly sourced from nature's palette. Organic pigments breathe life into earthy greens reminiscent of lush forests, seamlessly harmonising with grounded neutrals. Weathered tones, inspired by aged wood and natural pigments, add depth, history, and character to interiors. Shades of rainforest greens, from rich verdant hues to calming teals, evoke feelings of comfort, renewal, and rejuvenation, embodying the serene beauty of nature.

Textures and shapes in this trend embrace the organic and imperfect. The warmth of wood, paired with the earthy feel of sisal and bamboo, fills interiors with natural fibres, grounding the space and connecting it to the environment. Raw edges and unfinished details are celebrated, highlighting the authenticity in simplicity. Biomimicry plays a key role, with patterns mimicking nature's forms, creating spaces rich in organic aesthetics that invite us to reconnect with the natural world.

Plants advantages

Plants act as natural air purifiers, filtering pollutants and improving air quality while enhancing overall well-being. Their presence lifts the mood, reduces stress, and fosters a calm, welcoming atmosphere. In addition to health benefits, plants offer visual charm, absorb sound to reduce noise levels, and can create privacy through natural-shaped screens. By incorporating greenery, not only is the décor elevated, but spaces become more peaceful, comfortable, and deeply connected to nature, promoting both aesthetic beauty and tranquillity.



BOLD FLAVOR

The Bold Flavour trend is making waves in the interior design world, embracing bold primary colours and vibrant patterns to create lively, personality-filled spaces. Departing from the simplicity of minimalism, this trend celebrates maximalism, encouraging creative layering of colours, textures, and patterns. It's all about visually stimulating designs that invite individuality and joy into your home.

Breaking away from the subtlety of minimalism, the Bold Flavour trend brings vibrant colours, daring patterns, and playful creativity to the forefront of interior design. This movement celebrates maximalism, inviting homeowners to embrace colour, texture, and pattern to create lively, personality-filled spaces. Bold Flavour is all about making bold design choices, allowing creativity and individuality to shine through in every room.

With vivid primary hues and dynamic patterns, this trend pushes the boundaries of traditional design, encouraging an eclectic

mix of elements that transform interiors into vibrant, immersive environments. It reflects a post-pandemic desire for homes to serve not just as functional spaces, but as joyful sanctuaries where play, creativity, and socialising can thrive. From bold statement walls to brightly coloured furniture and playful patterns, Bold Flavour offers a sensory escape and a nostalgic sense of childlike wonder.

At its core, this trend is about personal expression, giving people the freedom to create spaces that reflect their unique tastes while bringing positivity, joy, and comfort into daily life.

Key characteristics

- **Bold Colours and Patterns:** Vivid primary colours and daring patterns take centre stage, infusing spaces with energy and creativity.
- **Playful Aesthetic:** Designs feature fun shapes and unexpected proportions, sparking a sense of wonder and imagination.
- **Layered Textures and Rich Fabrics:** From luxurious textiles to intricate detailing, these elements add depth and a sensory richness to interiors.
- **Statement Pieces:** Bold, colourful furniture or accent elements become focal points, injecting personality and flair into everyday spaces.
- **Multisensory Experience:** The vibrant colours, layered patterns, and textured fabrics combine to create an environment that stimulates the senses and encourages playful interaction.
- **Personal Expression:** At its core, Bold Flavour celebrates individuality, allowing homeowners to make bold design choices that reflect their unique style, transforming their home into a vibrant, personalised sanctuary.







Colours, textures & shapes

In the Bold Flavour trend, colours are more than mere accents - they are vibrant stimuli that evoke warmth and emotional depth. Warm shades of blue, green, and brown are boldly contrasted with vivid oranges and yellows, creating a dynamic palette that excites the senses. Each colour offers an immersive experience, inviting you not only to see but to feel and almost taste the richness of each hue. To balance this intensity, neutral tones are often incorporated, ensuring the space feels bold yet harmonious.

Textures and shapes play an equally crucial role, intertwining to create a sensory-rich environment. Playful geometric forms and unexpected proportions add an element of surprise, tapping into a sense of nostalgia and fun. This fusion of textures and shapes transforms interiors into engaging, vibrant spaces that invite exploration and spark joy.

Colours

Decorating with vibrant colours can be an exciting way to infuse energy and personality into a space. However, it's important to use them thoughtfully to create a harmonious balance. To keep the space from feeling overwhelming, pair bold colours with neutral tones like white, black, or beige. This allows the bright hues to shine without making the room feel chaotic. For a more polished look, rather than using every vibrant shade, select a few complementary colours that work well together. This approach helps maintain a cohesive and balanced aesthetic while still embracing the boldness of colour.



PURE BASICS



The Pure Basics design trend embraces a refined approach to minimalism, where simplicity, functionality, and intentionality take centre stage. It's a design philosophy that strips back the excess, but unlike traditional minimalism, it incorporates texture, layers, and warmth, resulting in a space that is simple yet full of depth and personality. This trend focuses on quality over quantity, with each piece thoughtfully chosen to create a serene and inviting environment that fosters mindfulness and declutters both space and mind.

Pure Basics emphasises unprocessed elements, embracing the natural beauty of raw materials and unfinished textures. It reduces the use of refined materials, celebrating the authenticity of wood, concrete, brick, and other raw, natural surfaces. These materials often remain exposed, adding a rugged and honest feel to the space. Muted colours, clean lines, and minimal ornamentation further contribute to a calm, practical atmosphere that is easy to maintain.

The trend draws inspiration from timeless design philosophies such as Feng Shui and Japandi, combining Nordic minimalism

with the simplicity of Eastern design. This results in interiors that are bright, spacious, and functional, where the emphasis is placed on materials rather than decorative objects.

At its core, the Pure Basics trend reflects a shift towards responsible living. It values thoughtful consumption, prioritising durable, versatile items that stand the test of time. In response to throwaway culture, this design philosophy promotes sustainability, urging us to embrace timeless pieces that offer longevity and contribute to a more mindful, balanced lifestyle.

Key characteristics

- **Open and Spacious Layouts:** Minimal partitions create a sense of flow and openness, making this style ideal for large spaces that prioritise airiness.
- **Minimalist and Uncluttered:** The focus is on simplicity, with a clear, decluttered environment to reduce stress and foster a sense of harmony and mindfulness.
- **Natural Materials:** Raw materials like wood, stone, concrete, and marble bring authenticity and texture, adding a grounded, natural feel to the space.
- **Neutral Colour Palette:** Timeless shades like beige, grey, brown, and white dominate, creating a calm, neutral backdrop that allows the natural materials to shine.
- **Textural Contrast:** Although minimalist in design, the trend uses a variety of textures - such as stone, wood, and soft fabrics - to add depth and interest without clutter.
- **Natural Lighting and Statement Pieces:** Large windows flood spaces with natural light, complemented by a few well-chosen statement décor pieces to energise the minimalist setting.







Colors, textures & shapes

The colour palette of Pure Basics reflects a sense of timelessness and subtle elegance, with soothing shades that create a calming atmosphere. Warm browns and sandy tones offer an aged, classic feel, while soft neutrals and muted hues bring a fresh, modern touch. This versatile palette complements a wide range of interiors, adding both warmth and serenity to the space.

The Pure Basics trend reimagines traditional designs, blending durability with a refined sense of style. Shapes are redefined with

innovative proportions, instantly drawing the eye. Wavy lines and organic forms introduce softness and movement, giving a sculptural element to the space. Unique and playful details breathe life into classic pieces, especially when repurposed or upcycled.

Textures and patterns further enrich the design, with intricately crafted elements adding depth and individuality to an otherwise minimalist aesthetic, infusing it with character.

Fractals

Fractals, intricate geometric patterns found in nature, are a key element of the Pure Basics trend, bringing organic beauty indoors. Seen in wallpaper, furniture, and accent pieces, these patterns add depth and texture to minimalist spaces. Beyond their aesthetic appeal, fractals promote calm and well-being, evoking a sense of balance and tranquillity. By incorporating fractal designs, interiors become serene, nature-inspired environments that blend simplicity with natural elegance.



METaverse MAGIC

The Metaverse Magic trend signals the dawn of a new era in interior design, blending cutting-edge technology with human creativity to create spaces that blur the lines between the physical and digital. This trend reflects the growing influence of the digital world on our environments, with AI playing an essential role in shaping how we design and live.

With advancements in AI and computational innovations, we are witnessing a profound transformation in how we live, work, and design. AI now plays a vital role in generating personalised design solutions, predicting future trends, and helping designers create immersive, realistic visualisations.

Inspired by the ever-expanding metaverse, the Metaverse Magic trend creates futuristic interiors that echo the virtual worlds we increasingly inhabit. These immersive spaces often reflect the digital realms we spend our time in, embracing maximalism with a focus on modernist, abstract shapes. Bright neon colours, dark tones, and abstract

forms dominate, crafting bold, maximalist spaces that are playful, immersive, and visually striking. These dystopian yet creative environments transport us into digital realms, making them ideal for exploration and self-expression.

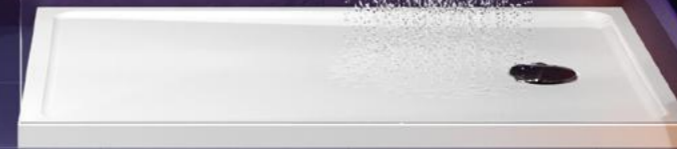
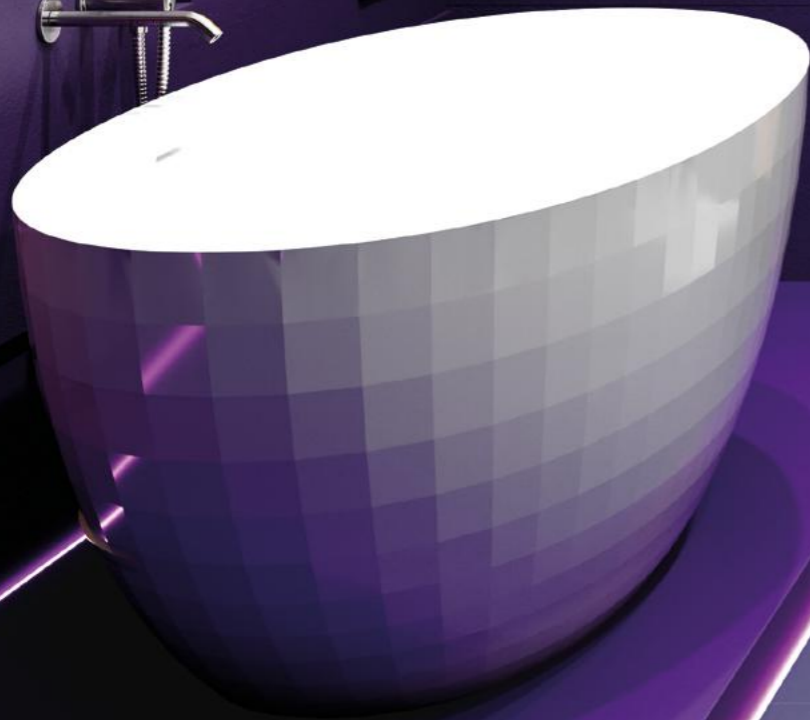
Incorporating Metaverse Magic into design means embracing virtual influences and technology, with interiors showcasing modernist designs filled with creativity and innovation. This trend allows for imaginative, almost surreal spaces that are not meant to be taken too seriously but offer a fun, experimental approach to living in an increasingly digital world.

Key characteristics

- **Blurring Reality and Virtual:** This trend merges real and virtual worlds, reflecting the influence of digital spaces.
- **Futuristic Colour Palette:** A dynamic mix of deep, cosmic tones contrasted with dazzling neon accents gives interiors a futuristic and otherworldly feel.
- **Reflective and Transparent Materials:** Transparent surfaces, metallics, mirrors, and glossy tiles add mystery, depth, and a sleek, modern finish to interiors.
- **Dynamic Lighting:** LED lights and neon elements are key features, creating immersive, colourful lighting effects that enhance the futuristic ambience.
- **Fluid and Dynamic Designs:** Free-flowing shapes, colour gradients, and metallic elements evoke movement and modernism.
- **Sleek and Minimalist Interiors:** Furniture is often harsh, angular, and minimalistic, focusing on function over form. Simple lines and a lack of decorative features reinforce the modern, futuristic vibe. Accessories are kept to a minimum, embracing a clean, straightforward aesthetic.
- **Dystopian Elements/Influence:** Utilitarian materials like concrete, metal, and exposed pipes create a minimalist, industrial look.



GOOD
VIBES
ONLY





Colors, textures & shapes

The Metaverse Magic colour palette begins with deep, galactic hues like midnight indigo and smoky graphite, evoking the vastness and mystery of outer space. These rich, cosmic tones are contrasted by soft, ethereal shades such as misted lavender, rose, and mint, creating a balanced interplay between dark and light. Vibrant bursts of neon lime and vivid tangerine inject bold, energetic accents that electrify the palette, mirroring the dynamic pulse of the digital world.

Textures and shapes reflect this digital influence, with pixel-inspired patterns and forms that literally echo virtual environments. Translucent materials like frosted acrylic and tinted glass create layers of depth and intrigue, while reflective metallics scatter light, adding a futuristic edge. Fluid shapes, smooth gradients, and shimmering metallic speckles evoke a sense of continuous motion, blending the boundaries between the physical and virtual realms in a visually striking and immersive experience.

Pantone colour of the 2025

The 2025 Pantone Colour of the Year, Future Dusk, a deep blue-violet, reflects society's growing fascination with AI, the metaverse, and space exploration. This hue captures the mysterious blend of the physical and virtual worlds, symbolising the uncanny fusion of reality and fantasy. Predicted by Coloro and WGSN, Future Dusk represents the technological, creative, and societal shifts that will define 2025, perfectly aligning with the forward-looking Metaverse Magic trend.



BLENDING BOUNDARIES

The art of mixing design trends.

Design trends provide helpful direction when choosing products, but the real beauty of design lies in its flexibility. It's a space where creativity can thrive, and mixing styles, colours, and textures can lead to something truly unique.

Eclectic design gives you the freedom to combine seemingly contrasting styles- whether it's blending elements from nature with those inspired by the digital world, or mixing bold, modern pieces with classic basics. This approach adds personality and character, making your space feel more personal and memorable.

The key to success is balance. Thoughtfully combining different trends can create a cohesive, visually engaging space that's both distinctive and harmonious.







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