



neoreach
report 2025

EMERGING TRENDS

2025
Report



INTROD UCTION

As we enter 2025, new trends and cultural shifts are shaping the digital landscape. From the uncertainty of TikTok's lifespan to the continuous rise of video content. Drawing insights from recent reports, collected data, and market analysis, this report outlines the most significant emerging trends and their implications for creators and brands in the coming year.

EMERGING NICHEs

2025

WELLNESS & LIFESTYLE

In the era of New Year's resolutions, wellness and lifestyle content remains a key driver of engagement. Audiences are primarily drawn to:

Cooking & Nutrition:

Simple, healthy recipes and meal-prep videos resonate with users prioritizing mindful eating. [Emily Mariko](#) and [Nara Smith](#) were examples of this category's rising stars in 2024 and will continue to rise in 2025.

Exercise & Mindfulness:

Workout guides, yoga tutorials, and nervous system reset techniques cater to the growing need for calming, restorative practices.

Intentional Hobbies:

Crafting, journaling, gardening, and other creative hobbies are popular as people seek fulfilling offline activities.

What's
DIGITAL DETOXING
hot?

More and more influencers and social media users alike are turning away from their screens and toward times of relaxation and mindfulness. Schedule a digital detox for yourself and see what happens!

HUMOR & COMEDY



The world's chaotic state has made lighthearted content a refuge for many. Stand-up comedians and humor-based creators, such as Morgan Jay and Grace O'Malley, are thriving. Long-form comedy podcasts like Brittany Broski's "The Broski Report" and Kylie Kelce's new top-charting show emphasize:

Community Connection:

Comedy is used as a tool to foster laughter and shared experiences. For example, while Brittany Broski's podcast often focuses on serious topics, she seamlessly switches between humor and sincerity while tackling them.

Escapism:

Humor provides a necessary break from everyday stressors.

CURIOSITY & LEARNING

The growing popularity of learning-focused content reflects a renewed curiosity among audiences. Key drivers include:

Educational Series:

[Brittany Broski](#)'s art history videos and #BookTok communities are examples of creators delivering valuable knowledge in engaging formats.

Hobbies and Skills:

Tutorials on crafting, language learning, and skill-building encourage users to explore new interests.

Cross-Cultural Engagement:

Content that bridges cultural gaps fosters empathy and understanding. TikTok in particular is great at drawing worldwide creators from various spaces together and uplifting marginalized communities.



CINEMATIC CONTENT

This trend performs particularly well on platforms like Instagram Reels and YouTube Shorts.

“Cinematic” content merges relatable storytelling with elevated production quality. Creators like [Kaki Kirk](#) are leveraging:

Storytelling:

Even simple narratives, such as “Get Ready With Me” videos, are elevated through high-quality production.

Immersive Visuals:

Carefully curated aesthetics and meditative editing styles enhance user experience.

AI INTE GRA TION

AI is revolutionizing content creation and consumption. While fully AI-generated content remains niche, tools like ChatGPT are enabling creators to:

Streamline workflows and idea generation.

Develop manifestation techniques

Customize user experiences with AI-powered personalization.



AI will play a transformative role in shaping influencer marketing. As AI-powered tools become more advanced, they'll not only streamline the creation of viral content, but may also evolve into essential services for content creators, blurring the lines between human ingenuity and machine-driven innovation.

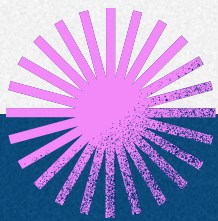
-Mikayla Bednarz, Director of Talent Management at NeoReach

Although AI is being utilized by many influencers, others openly criticize it and have opened up conversations surrounding its ethics, which will continue into 2025 as it becomes more prominently used.

OFFLINE MARKETING & EVENTS

Ironically, as digital spaces evolve, there's a resurgence in offline interactions.

Key trends include:



In-Person Events:

Both creators and brands are organizing community-focused gatherings. An example of this is the [recent Tarte makeup influencer trip](#), which many creators were criticized for attending due to its proximity to the Palisades wildfires.

Hybrid Models:

Events that blend physical and digital engagement foster deeper connections.

RECLAIMING TIME OFFLINE



With the uncertainty around TikTok, many users are reconsidering how they spend their time, leading to a renewed focus on real-life interactions. While social media isn't going away, users are becoming more mindful of how they consume content. This shift could lead to more curated and purposeful content, a rise in long-form content platforms, and healthier digital habits overall.”

-Jenny Burrow, Talent Manager at NeoReach

The impending TikTok ban has sparked conversations about stepping away from social media.

This cultural shift encourages:

Authentic Connections:

Users are rediscovering the joy of offline hobbies, family time, and community engagement.

Intentional Social Media Use:

Audiences seek value-driven content that enhances their lives rather than mindless “doom-scrolling”.

CONTENT STYLES & FORMATS

2025

COMMUNITY-FOCUSED CREATORS

Creators who prioritize community engagement over virality are seeing increased success.



You might recognize these:

Eli Rallo:

Her platform, Prose Hoes, combines book recommendations with curated music and food pairings, creating a rich community experience.

Private Content Spaces:

Patreon and similar platforms are enabling exclusive, subscription-based content that fosters deeper creator-audience relationships. Substack is also becoming increasingly popular.

RELATABLE & VULNERABLE CONTENT

According to LTK's 2024 Creator Journey Shopping Trends Report, 75% of users watch creator's videos because of a creator's ability to be authentic.



Larger creators like [Alix Earle](#) and [Jake Shane](#) are shifting toward relatability by sharing personal stories, humorous confessions, and struggles through podcasts and vlogs. They often invite celebrity guests to partake in these refreshing human conversations. This new approach appeals to audiences seeking authenticity and allows celebrities to appear more accessible and connected with fans.



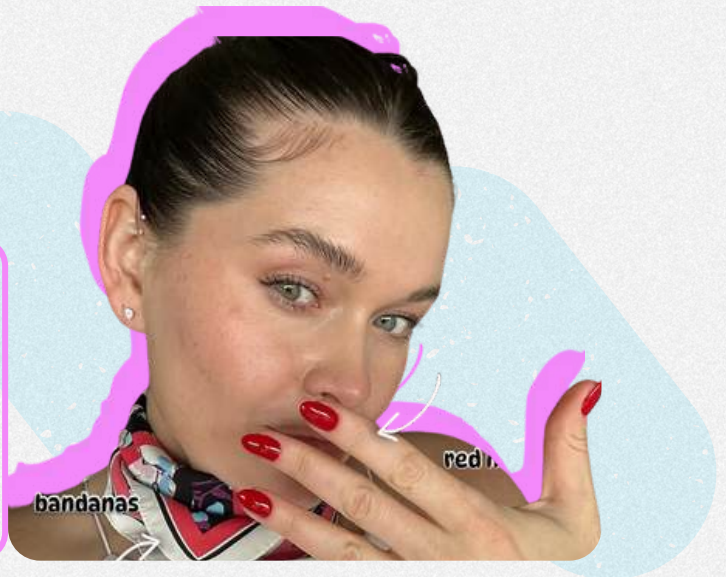
ECCENTRIC VISUALS

On platforms like Instagram, curated, editorial-style content is gaining momentum.

Here's a sneak peek:

Savable Content:

Practical tips, comforting narratives, and “less meme-forward” posts that resonate with user needs.



Collages and Script Overlays:

Bold visuals that mix text and imagery.

E- COMMERCE TRENDS

According to [OptinMonster](#), 87% of buyers believe that social media helps them make buying decisions.



The Next Era of Social Shopping

With TikTok Shop's feared disappearance, platforms like YouTube and Instagram are filling the void by integrating shopping features. Smaller creators and businesses that rely on TikTok for growth must adapt by leveraging these tools to sustain their visibility and sales.

LONGER-FORM CONTENT

Data suggests that TikTok has shortened attention spans, but there's renewed interest in longer formats:

Creator-Led Series:

Examples include MrBeast's Games series and Brittany Broski's art discussions on her independent YouTube channel.

Comfort Content:

Audiences enjoy relatable creators sharing day-in-the-life vlogs or deep dives into personal interests.



PLATFORM PREDICTIONS

20
FOR
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REIMAGINING SOCIAL MEDIA USE

With TikTok's feared exit (which was almost immediately reversed), platforms like Pinterest, YouTube, and Facebook took potential opportunities to capture displaced audiences. Emerging trends include:

Voice-Based Platforms:

With text, video, and image-based platforms dominating, the rise of voice-focused apps may be the next evolution.

Community-Centric Spaces:

Reddit, LinkedIn, and Facebook Groups offer niche, discussion-focused environments for younger generations.



I've seen a lot of people starting to use Lemon8 more and also starting to migrate to Rednote. I'm not sure if one platform will take over for TikTok, similar to how one platform hasn't taken over for Twitter since Elon Musk bought it. Yes, many people use Threads but Bluesky is also doing well and Mastodon is doing well too. I think without the one unifying platform we'll all end up on platforms that feel somewhat like the platform we want but aren't the same.

-Lyss Micalizzi, Head of Content & Research at NeoReach

SNAPCHAT, INSTAGRAM, & YOUTUBE

These platforms remain the dominant players post-TikTok. Features like Stories, Reels, and Shorts continue to drive engagement, but with an added emphasis on:

Educational and Cinematic Content:

As mentioned above, many creators have opted to emphasize visually appealing and engaging content.

Community-Driven Narratives:

With the recent election, many creators have shared fears, hopes, and opinions on the new presidency, leading audiences to feel more connected.

THE ROLE OF FACEBOOK

Interestingly, Gen Z and Millennials are turning to Facebook for dating and niche communities. This resurgence could position Facebook as a platform for fresh, intentional engagement.



Facebook's resurgence among Gen Z and Millennials for dating and niche communities speaks to a shift toward more intentional digital spaces. As a talent manager, I see this as an opportunity for creators and brands to engage audiences in deeper, purpose-driven ways. The platform's evolving role invites curated storytelling and meaningful conversations rather than fleeting viral moments, which is exactly where authentic connections are forged.

-Meghan Timony, Talent Manager at NeoReach

CONCLUSION

The digital ecosystem in 2025 is defined by balance: audiences crave meaningful connections, intentional consumption, and relatable creators while exploring new formats and technologies.

Marketers and creators who prioritize authenticity, community, and value-driven content will thrive in this evolving landscape. While the impending fear of a TikTok ban still lingers despite its immediate resurgence in the US following a brief ban, users will still likely continue to flock to the app for entertainment and educational purposes.

Despite TikTok's popularity, many other platforms are still incredibly popular and are predicted to dominate throughout 2025. Our recommendation overall is to work towards your niche. Who are you marketing towards? Where are they congregating en masse? Do you think predicted 2025 trends might change that?

Only time will tell but we hope that with this report and the thoughts given throughout the report from our team, you can tell that we'll be ready.