



Balloon Market's 2025 Trend Forecast!

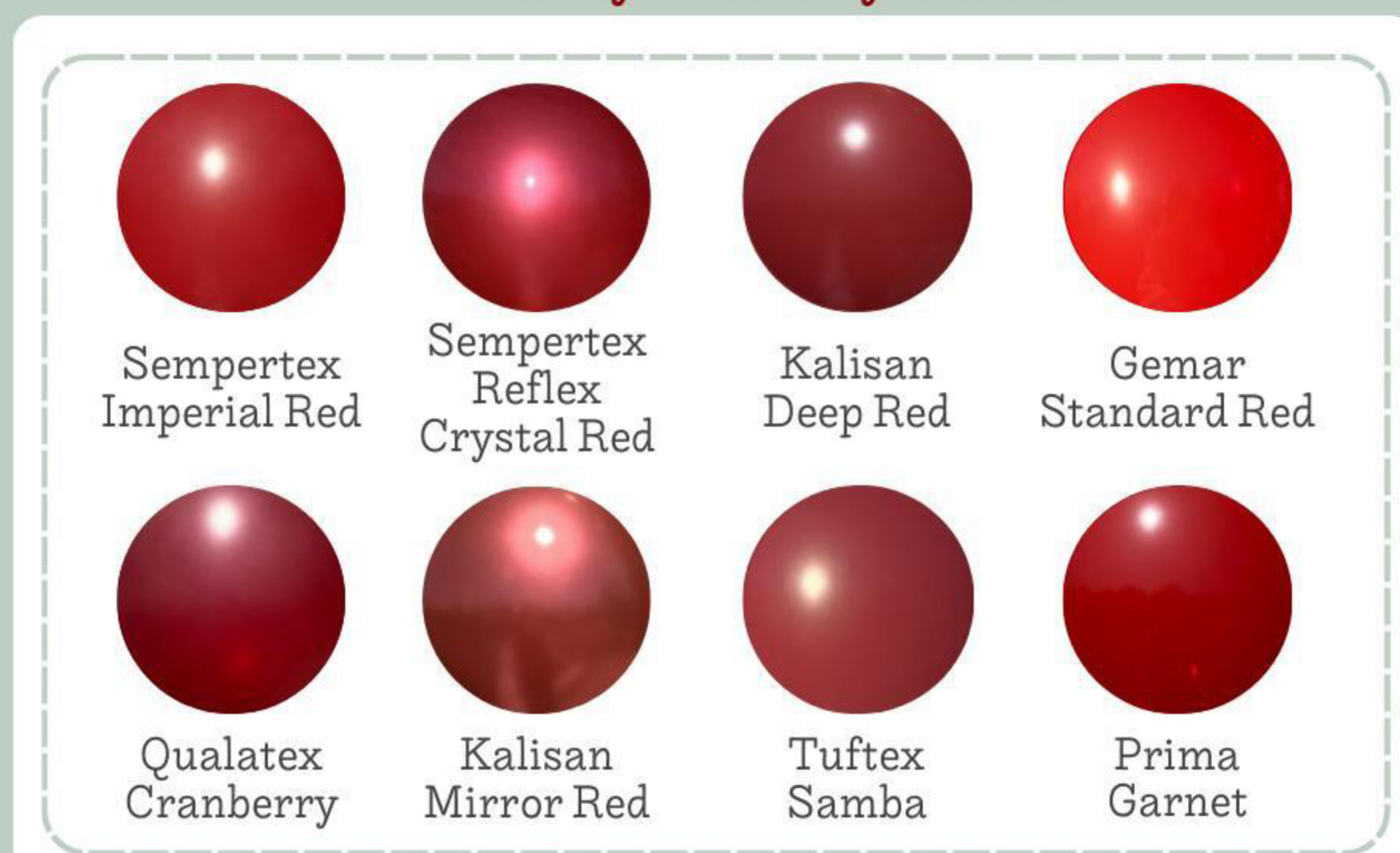


Burgundy was huge last winter, and it's here to stay! We'll also see these hues transition into brighter, bolder reds in 2025!



'Berry 1st' was perhaps one of the biggest themes last year, whilst 'Cherry On Top' is already trending for baby showers this year!

Cherry & Berry Hues



Mocha Mousse is Pantone's colour of the year!

Pantone says: 'Mocha Mousse is a warming, brown hue imbued with richness. It nurtures us with its suggestion of the delectable qualities of chocolate and coffee, answering our desire for comfort.'



Here's some of our favourite latex colours to create your own mocha inspired display!



These rich brown shades are also perfect for those 'Bearly Wait' & 'Beary 1st' or 'Tini Bit Older' themes which are trending!

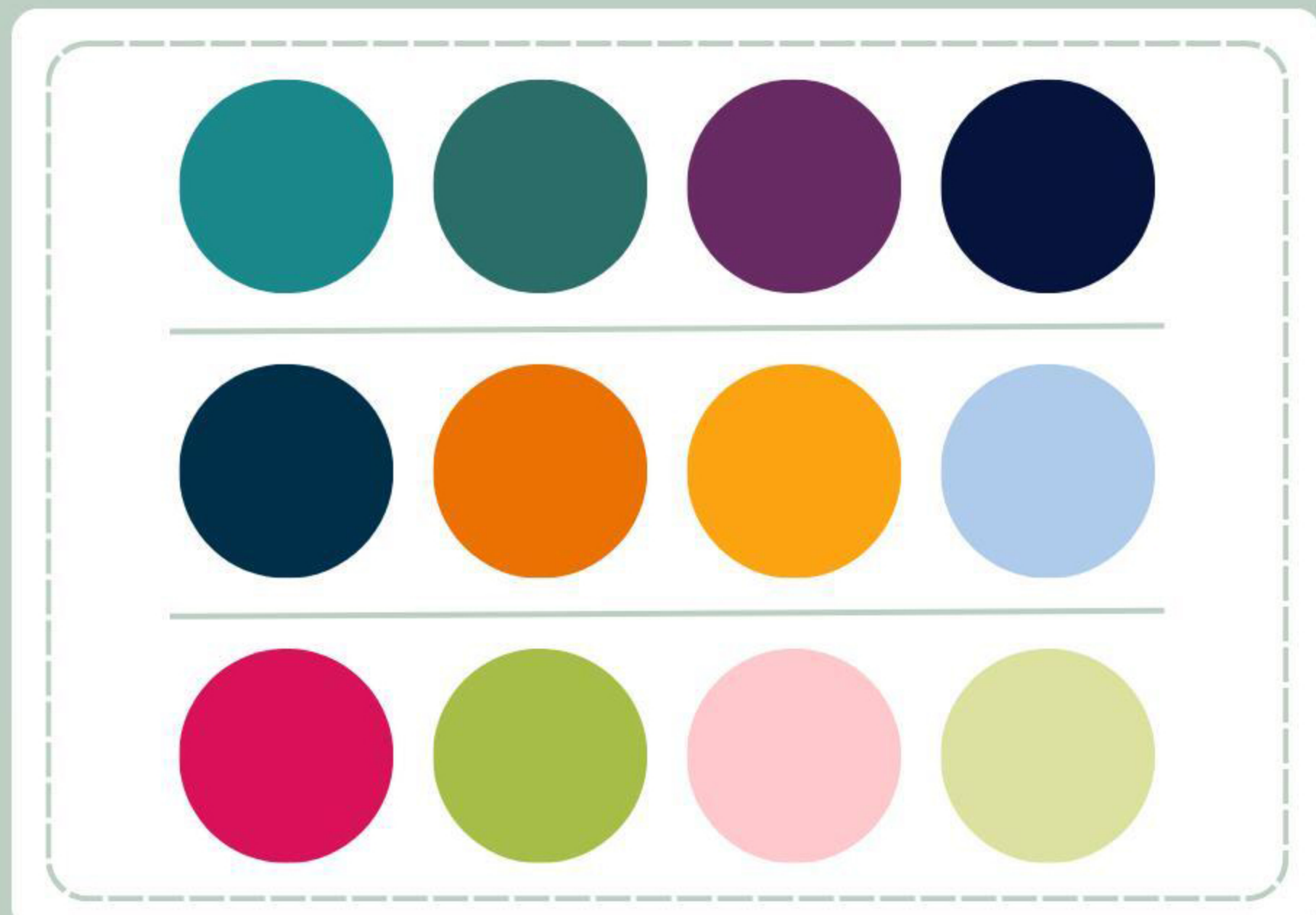


Don't forget to check out our reel showing some other hues inspired by Mocha Mousse over on Instagram!



Not a fan of brown hues?

Here's some other colour palettes we think might be popular this year!

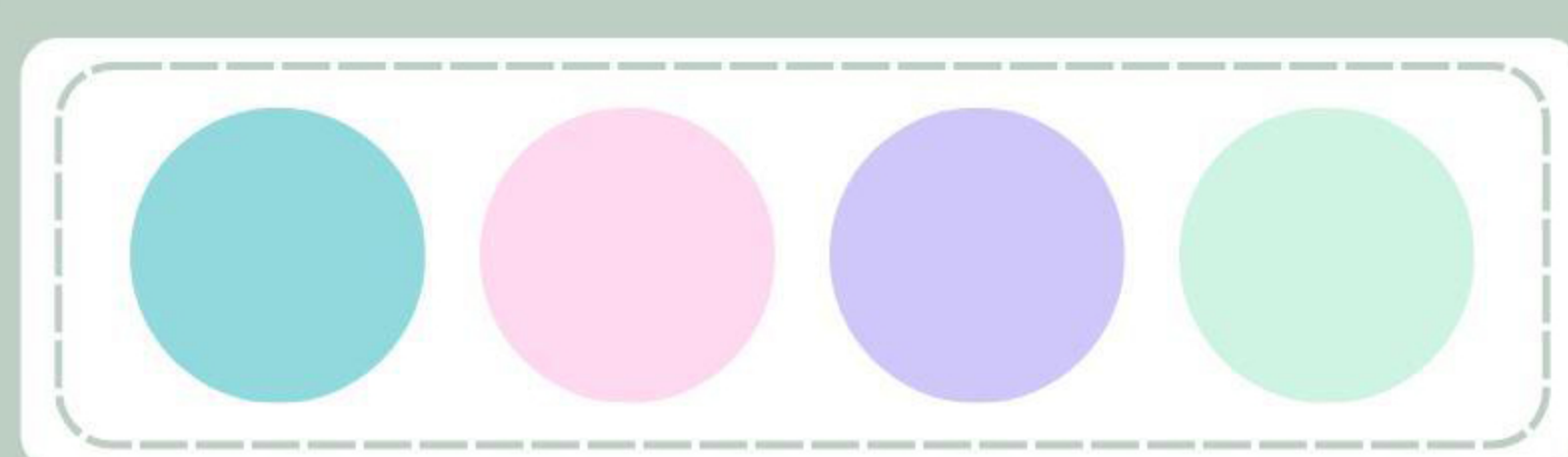


You can expect to see jewel tones, blues & ochre, as well as bold shades such as chartreuse & fuchsia. If bold isn't your style, then fresh greens paired with soft pinks are already being spotted in designs!

We're huge fans of unique colour palettes! Unsure on how to use? Consider picking accent colours, or colour blocking!

Iridescent Pastels

Iridescent pastels are on every trend report, and for good reason! From florals, to under the sea themed installs, this colour palette will be popular!



Looking to add a touch of luxury to this theme? Consider the Sempertex Silk range! With Cool Mint & Pink Blossom which fit this theme perfectly!



Don't forget about the Primadescent range to add that extra iridescent touch!



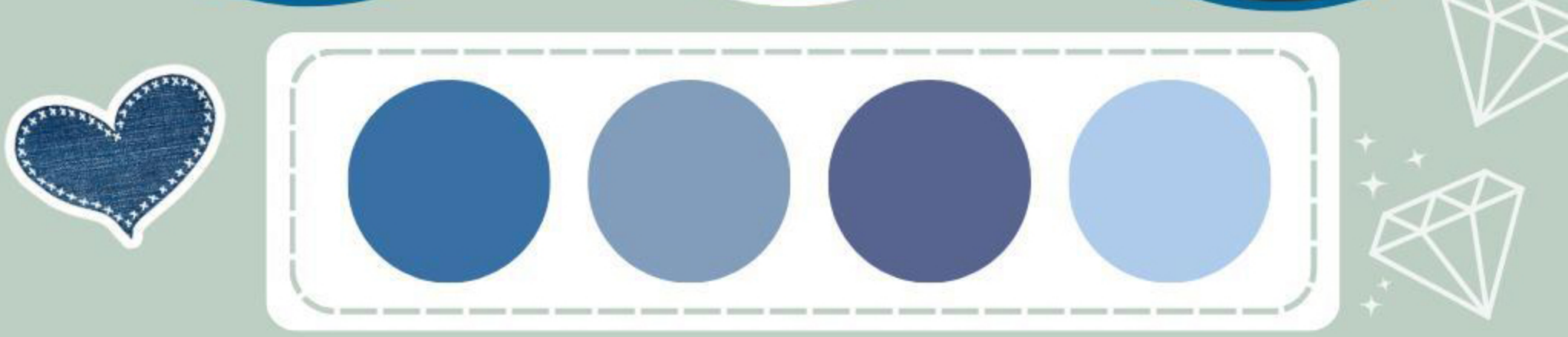
Trending themes!

Boozy inspired themes like 'A Tini Bit Older' Birthdays, and 'Spritz' themed parties are filling our feeds!

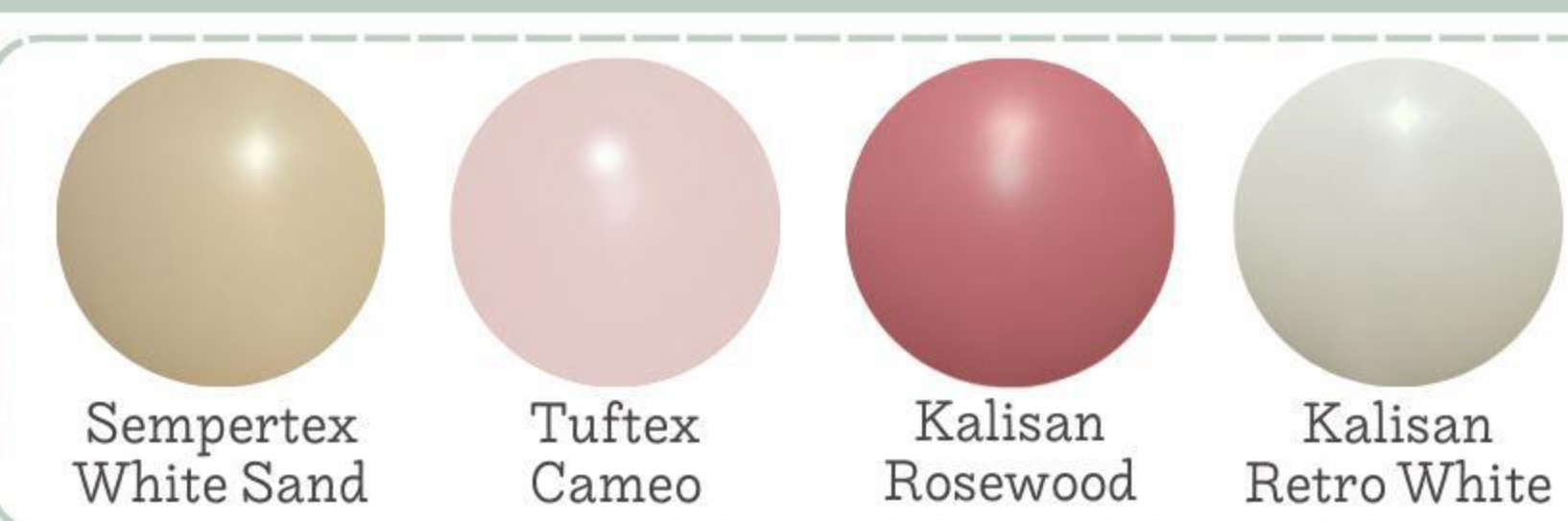


Denim & Diamonds..

One of the more niche themes spotted recently!



Boho makes a come back!



Rosewood & White Sand were staples of the Boho trend last time!



Pair with a chrome gold, or double stuff white sand inside satin pearl to elevate this trend!



Swan Lake is another trending theme, and these colours would work perfectly!

Bow's the word!

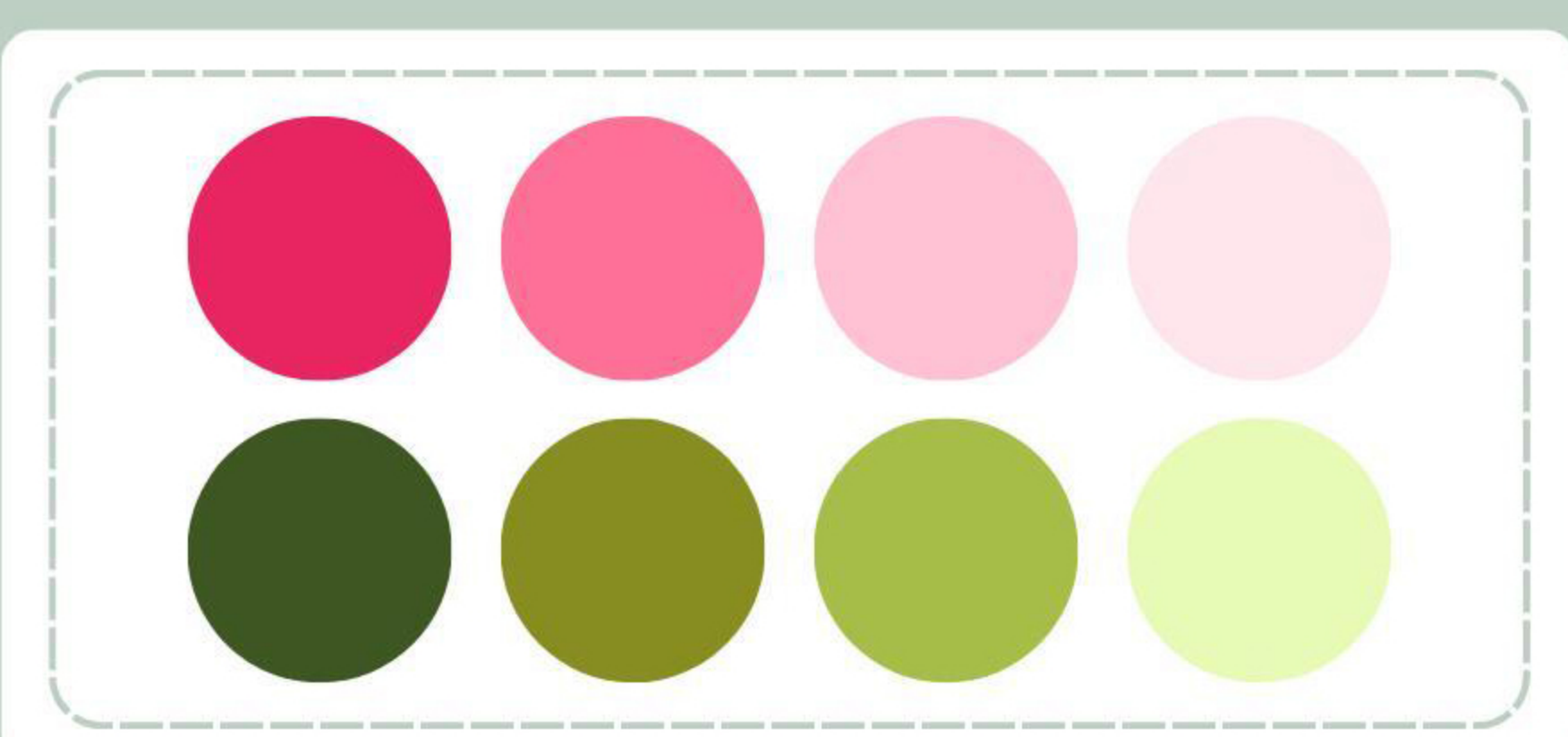


We all loved a bow last year, but this fan favourite doesn't end there! We're seeing bows incorporated into every theme!

With big bows sweeping through designs, we're also going to see an increase in 'Drapery': fabrics and fringe effortlessly draped through installs! From lace, to satin, to cheesecloth, we're excited to see how you incorporate this trend into your designs!



Pink goes good with green!



After the release of Wicked late last year, this colour combo filled our feeds! No doubt with its popularity, and the impending release of part 2, we will be seeing these colours together all year round!



From emerald, to olive, to chartreuse, there's a green suitable for every occasion! We can't get enough when paired with beautiful pink shades!

Attention to detail is bigger than ever! From personalisation to embellishments, it's the little details that make all the difference!



Vinyl, and embellishments like pearl stickers are some of our favourite ways to add detail to designs & elevate your creations!

Speaking of pearls, we are obsessed with the modelling balloon pearl bead trend!



We always see a fusion between organic & classic decor ever year, but the techniques are merging more than ever!

Don't miss our BMTV episode with Sue Bowler and Loretta Saunders, who combine elements of both styles!

Butterflies & Fairytale themes

Both of these themes featured traction last year, and they pair so well together! Featuring soft colours, butterfly decor, and fairytale elements that bring this theme to life.

