

Balloon Market's TREND Forecast 2026

Let's take a look at our trend predictions for 2026!

Blue Hues

No question about it, blue is very much the colour of 2026. Not that it ever went away, but a resurgence of darker blues and glacier tones will be filling socials!



From baby showers to weddings, blue is a versatile colour for any occasion. Not to mention, 'something blue before I do' is a top trending hen do theme!



Or maybe some brighter colour palettes for 2026?

Take a look at some combinations inspired by colour institutes WGSN and Coloro, as they share their key colours for 2026.

Transformative Teal



WGSN and Coloro's colour of the year 2026, teal is a natural, oceanic shade that works as an effective colour pop to any design. Go monochrome, or mix with other bold shades for statement summer installations.

Amber Haze



Rich amber paired with this muted citrus palette is enough to inject any creation with plenty of Vitamin D to beat the winter blues.

Jelly Mint



Jelly Mint has been declared a key colour for spring and summer this year, where we see minty tones and pale pistachio become an underdog colour trend with a lot more vibes than you'd expect from a muted pastel. Pair with other similar shades, or powder pinks for a soft spring palette.

Trending Themes

2025 was a year where aesthetic vibes were favoured over themes, but in 2026 we will see a resurgence in themed displays, events and creations. Here's a look at some themes we can expect to see trending.

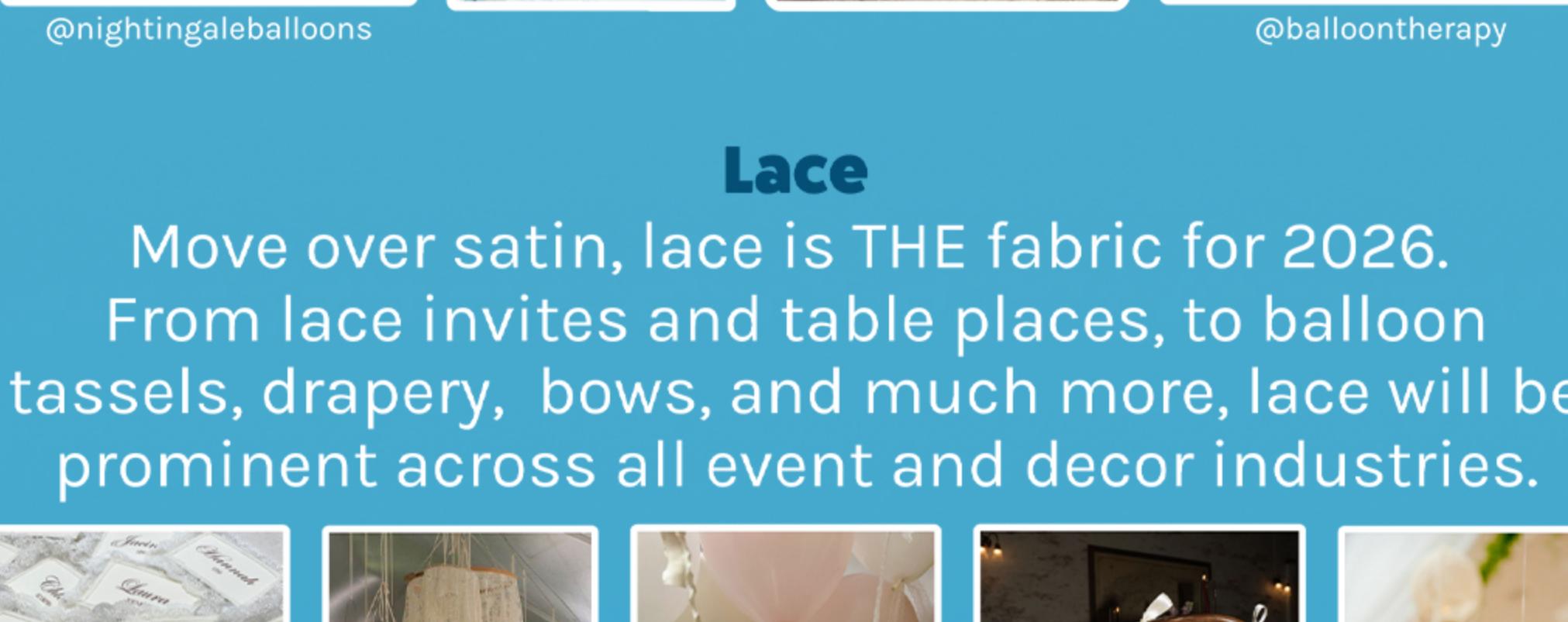
Ralph Lauren

We embraced Ralph Lauren Christmas, so why not carry on this cosy, traditional theme throughout the year?



Silver Chrome

Silver chrome is on mood boards everywhere for the 2026 season, especially for weddings.



Tartan

This classic print has been made popular by the Ralph Lauren inspired decor that is having a moment.

Gingham

From bows and backdrops this print is versatile! Did you catch our reel on how to customise foils with any fabric to fit themes? We used gingham here!

Lace

Move over satin, lace is THE fabric for 2026. From lace invites and table places, to balloon tassels, drapery, bows, and much more, lace will be prominent across all event and decor industries.

Tulle

Tulle is in it's & pairs perfectly with lace and bow elements.

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Pantone's colour of the year is Cloud Dancer!

Pantone says: 'Similar to a blank canvas, Cloud Dancer signifies desire for a fresh start. An airy white hue that opens up space for creativity, allowing our imagination to drift so that new insights and bold ideas can emerge and take shape. Imbued with serenity, Cloud Dancer encourages relaxation and focus, allowing the mind to wander and creativity to breathe, making room for innovation.'



Feeling inspired? Here's our top latex picks to make your own dreamy cloud-like display.

Cloud Dancer inspired creations!



Not a fan of Cloud Dancer?

Here's a look at some other earthy neutrals that are trending this year which might be more your vibe!



Seasonal Baby Showers

We've seen an increase in seasonal themed baby showers in the last year, with Spring, Autumnal and Winter styling over traditional baby showers.

For Spring and Winter, themes like 'Baby In Bloom', 'Santa Baby' and 'Baby It's Cold Outside' are popular.



Meanwhile, for Autumn, Baby shower themes like 'A little Pumpkin Is On The Way', 'Fall In Love With', and 'Hello Pumpkin' are growing in popularity rapidly.



Vampy Romance

Burgundy will be making way for more plum shades in this dark, romantic aesthetic. Perfect for autumn if you're over oranges and neutrals, or for Halloween!



Enchanted Garden

Think less fairy, and more whimsical, down the rabbit hole wonderland vibes, full of meadow greens, powder pinks and floral/foliage accents.



Linking Balloons

2026 will see the revival of linking balloons! With Kalisan's newly launched K-Links, and dramatic drapery rising in popularity, linking balloons are perfect for draping across rooms, ceiling installs, balloon walls and 3D balloon shapes, which will all trend this year.



Seasonal occasions getting earlier

We can all agree that last year, Christmas started in September, and was in full swing by November, right? Well in 2026, the same applies. Seasonal events and festive occasions are gathering interest earlier than ever before. Consider advertising and stock prepping 1-2 months earlier than usual to be ahead of the game, and avoid any stock shortages.

