

napco

2025 TREND REPORT

Holiday





Welcome

WELCOME TO THE NAPCO 2025 HOLIDAY TREND REPORT, YOUR SOURCE FOR NEW SEASONAL IDEAS AND INSPIRATION, DESIGNED TO HELP GROW YOUR PROFITS!

Consumer tastes, wants and needs are constantly changing. Napco is committed to keeping you a step ahead of the ever-evolving marketplace, providing a comprehensive look at the kinds of products consumers are looking for.

Through our extensive research, our product development team has identified the latest trends in the market, certain to drive purchasing decisions, and ultimately putting you at the forefront of today's consumer desires and generating exciting possibilities to increase your sales!

On the following pages, you'll explore the hottest floral varieties and colors for the holiday 2025 trends, along with the most in-demand styles, materials, textures and shapes. Plus, take advantage of our design inspirations as our suggestion on how to create more visually appealing merchandising displays!

For over 85 years, Napco has been the source Florists, Garden Centers, Growers and Gift shops have depended on for innovation. We're continually conceptualizing, developing and introducing a wide range of new products through our own design experts and by working closely with suppliers around the world.

We offer more than 4,000 products, backed by personalized service and a commitment to your total satisfaction. For more information and to see our entire product offering, shop online at napcoimports.com, visit one of our showrooms in either Jacksonville, FL or Atlanta, GA, or call our customer service department at 800-356-2726.

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- PANTONE 7494 C
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- PANTONE 5625 C
- PANTONE 7743 C
- PANTONE Cool Gray #5 C

Arctic Atrium

The Arctic Atrium collection beckons with an ethereal display of nature caught in winter's most elegant embrace. Delicate ice crystals dangle like nature's chandeliers above frosted greenery and mounds of snow. Find the perfect balance between winter's stark beauty and botanical life, with preserved moss accents, botanical icons and ice. Create an atmosphere that feels both crisp as a December morning and alive with quiet vitality.



AA1



AA2



AA3



AA4



AA5



AA7



AA6



AA8



AA9



AA10

floral

- Green rose
- Succulents
- Green hypericum
- White hydrangea
- Snowflake mum

elements

- Clear acrylic
- Flocked and iced foliage
- Penguins
- Snowflakes
- Chrome accents
- Greenhouse icons
- Heavy snow finishes
- All shades of green





- PANTONE 199 C
- PANTONE 182 C
- PANTONE 577 C
- PANTONE 635 C
- PANTONE 479 C

Sugar Rush

Wrap yourself in a cotton-candy cloud of pastels with the Sugar Rush collection. Brown gingerbread icons add warmth and nostalgia, while delicate white icing details pipe their way across surfaces like delicate lace. Red and white holiday swirls create a traditional backdrop for the playful scatter of rainbow sprinkles that add pops of joy throughout. The style captures both the innocence of an old-fashioned candy shop and the whimsy of a modern patisserie, with gumdrops and lollipops lending their festive magic to the palette. Everything about Sugar Rush invites you to indulge in sweet memories, from the vanilla-soft lighting to the way decorative elements seem to drip and swirl like melting ice cream on a summer day.



floral

- Red gerbera
- Hot pink rose
- Green hypericum
- Mixed holiday greens
- Green hydrangea

elements

- Gingerbread
- Icing and sprinkles
- Candy canes
- Cupcakes
- Baking icons
- Whimsy Santa and snowmen





- PANTONE 487 C
- PANTONE 1795 C
- PANTONE 1807 C
- PANTONE 5767 C
- PANTONE 7416 C

Patina & Petals

The Patina & Petals collection will transform your space into a magnificent fusion of baroque opulence and untamed botanical splendor, where weathered copper elements wear their green-blue patinas like vintage velvet. Brilliant red cardinals perch among the verdant boughs of a holiday secret garden full of flowering abundance. Every angle reveals a new composition of nature and artifice, where the traditional formality of Christmas decorating dissolves into something more mysterious and alive, as if baroque ornaments had been left to weather and bloom in a forgotten conservatory.



PP1



PP2



PP3



PP4



PP5



PP6



PP7



PP8



PP9

floral

- Rust lilies
- Red amaryllis
- Flat cedar
- Phalaenopsis Orchid
- Privet berries
- Peach garden rose

elements

- Cardinals
- Woodland animals
- Santa
- Metallic floral
- Natural wood
- Verdant designs
- Aged finishes





- PANTONE 7589 C
- PANTONE 4249 C
- PANTONE 479 C
- PANTONE 9202 C
- PANTONE 7494 C

Noble Pine

The Noble Pine collection invites you to stroll through a woodland sanctuary where majestic deer figures, crafted from weathered metals and natural materials, stand guard among forests of pinecones. The aesthetic maintains a balance between rustic warmth and understated elegance, where gnarled branches become nature's art installations. Naturally shed antlers accent this look, their graceful forms adorned with tiny white lights and delicate pinecone garlands. Textural elements embrace the forest floor's layered beauty, with rough-hewn wood surfaces, smooth birch bark, and clusters of dried pine needles creating a rich tapestry that engages both eye and hand.



floral

- Pine
- Pinecones
- Dried twigs
- Brown roses
- Magnolia leaves
- White hypericum

elements

- Woodland animals
- Antlers
- Deer
- Copper accents
- Pinecones
- Natural materials
- Rustic finishes



Timeless Traditions

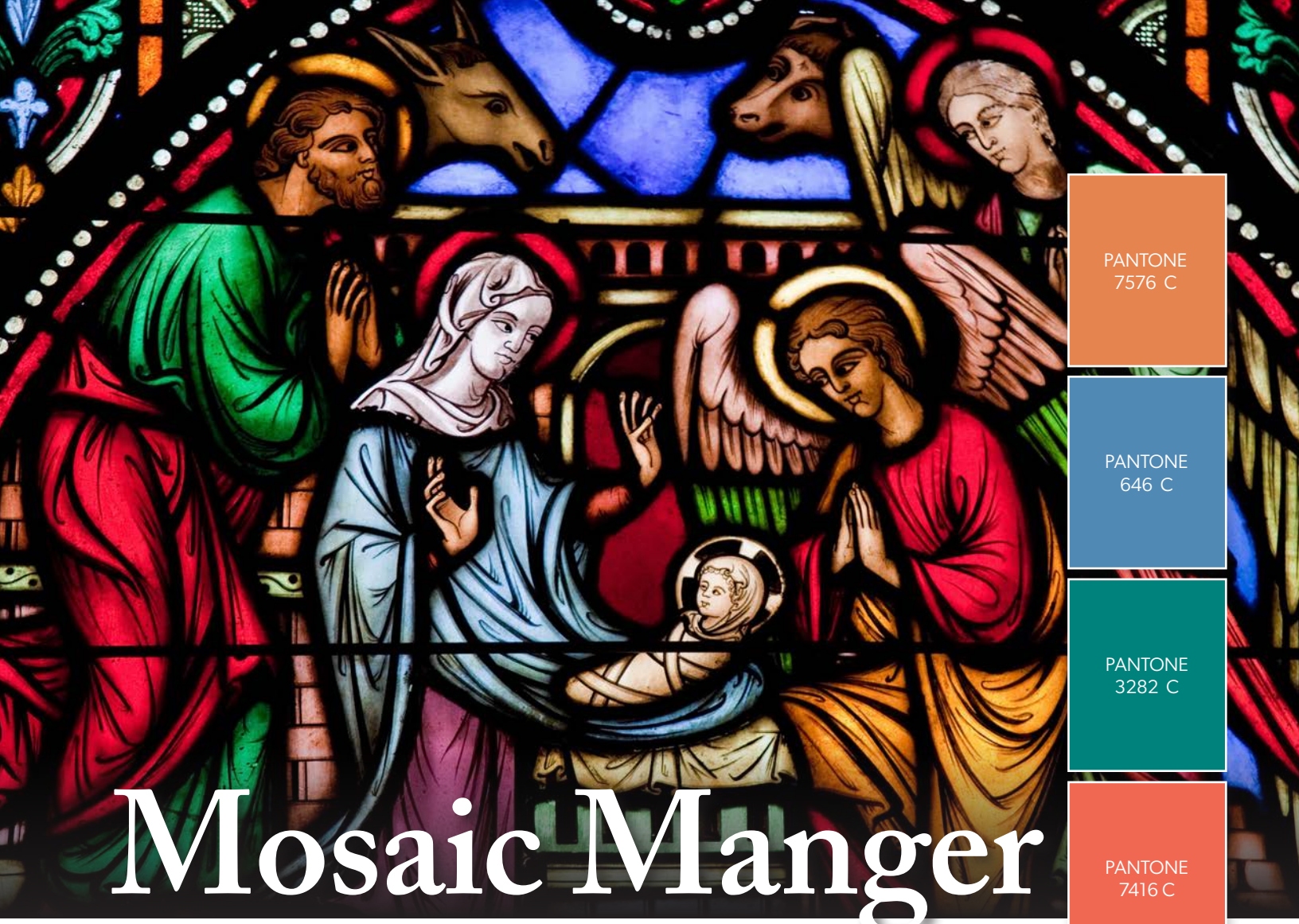
The Timeless Traditions collection embraces the quintessential magic of a classic Christmas, where bright holly berries and deep green leaves weave through garlands alongside rich red velvet ribbons and shimmering gold ornaments that catch the light of twinkling white candles. Every corner holds a piece that could tell a story - from the classically adorned tree to the collection of Christmas storybooks worn soft at the corners from years of Christmas Eve readings - creating an atmosphere that feels both timeless and deeply personal.



- floral**
- Poinsettia
 - Holiday greens
 - Holly
 - Red and white roses

- elements**
- Santa
 - Snowman
 - Christmas packages
 - Holly
 - Sleighs
 - Ornaments
 - Nutcrackers





- PANTONE 7576 C
- PANTONE 646 C
- PANTONE 3282 C
- PANTONE 7416 C
- PANTONE 5585 C

Mosaic Manger

The Mosaic Manger collection transforms the traditional nativity scene into a breathtaking interplay of light and sacred geometry, where fragments of stained glass and gilded tesserae reimagine the Holy Family through a kaleidoscope of illuminated pieces. The stable becomes a masterwork of golden neutrals, its humble structure elevated by the Star of Bethlehem, casting rays of light from above.



MM1



MM2



MM3



MM4



MM9



MM8



MM5



MM7



MM6

floral

- Quicksand rose
- Peach Hypericum berries
- White Hydranges
- Christmas greens
- Coral snapdragons

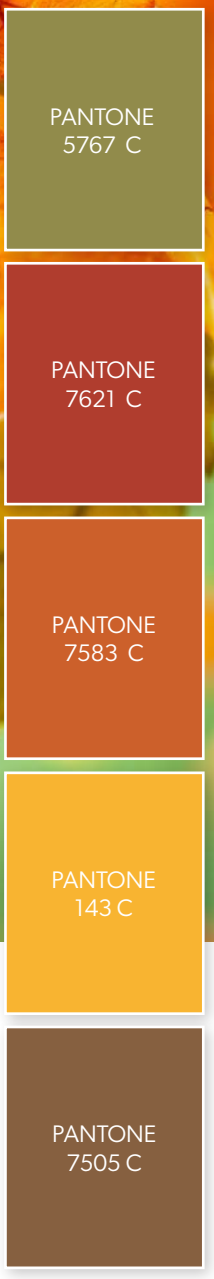
elements

- Holy family
- Wisemen
- North star
- Manger, Angels
- Gilded accents



Autumn Alchemy

The Autumn Alchemy collection bridges the gap between fall's golden days and winter's first frost, where traditional pumpkins are reimagined in velvet and metallic finishes that will carry through to December's celebrations. The palette draws directly from a fall forest floor - Layers of deep umber, warm tan, rich brown, and every shade of orange from glowing amber to deep persimmon set against a Tiffany blue sky. Ornamental grasses and dried botanicals in warm amber and copper tones mingle with early additions of eucalyptus and cedar, creating arrangements that gracefully transition from autumn abundance to winter's elegance.



floral

- Preserved leaves
- Yarrow
- Chinese lanterns
- Christmas greens
- Rust colored rose
- Dried stems
- Pinecones

elements

- Fall leaves
- Pumpkins and gourds
- Squirrels
- Acorns
- Pinecones
- Copper accents



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Arctic Atrium

PAGES 4-5

SKU#	PRODUCT NAME
AA1	53697 Large Green/White Diagonal Stripe Planter
AA2	53794 LED Snowflake Deer with Pine Tree
AA3	53574 Frosted Tree/Animals Santa
AA4	53781 Spiral Pine Star Tree
AA5	53780 Polyhedral Star Ornament
AA6	53648 "Merry Christmas" Box
AA7	53465 Standing Earmuff Penguin
AA8	53789 White Glitter Holly Wreath Cardinal
AA9	53443 36" Frosted Pine Tree
AA10	53466 Plush Snow Tree

Sugar Rush

PAGES 6-7

SKU#	PRODUCT NAME
SR1	53436 Red/White Glitter Swirl Ornament
SR2	53450 Red/White Swirl Candy Ornament
SR3	53449 Red/White Candy Ornament
SR4	53749 Ice Cream Cone 2 Assorted Ornament
SR5	53598 Ice Cream Cone Santa
SR6	53751 LED Penquin With Candy Cane
SR7	53777 Mouse Holding Cup Cake
SR8	53752 LED Reindeer Holding Ornament
SR9	53776 Mouse Chef with Gingerbread Man
SR10	53743 Gingerbread Man with Candy Cane
SR11	53498 LED Gingerbread Santa Train
SR12	53641 Christmas Village Planter
SR13	53801 LED Christmas Gingerbread House

Patina & Petals

PAGES 8-9

SKU#	PRODUCT NAME
PP1	53816 Holly/Berry Planter
PP2	53820 LED Santa Hat Reindeer
PP3	53457 Cardinal Tree Topper
PP4	53762 Red Scarf Fox with Little Fox
PP5	53507 LED Cardinal/Pine Birch Lantern
PP6	53642 "Merry Christmas" Cardinal Square Pot Cover
PP7	53690 LED Bead Pine/Berry Lantern
PP8	53593 Deer Head on Stand
PP9	53674 5" Poinsettia/Holly/Berry Pot Cover

Noble Pine

PAGES 10-11

SKU#	PRODUCT NAME
NP1	53533 Large Pine Cone Cap Mushroom
NP2	53528 Sitting Pine Cone Bird
NP3	53700 Small Brown/Beige Snowflake Planter
NP4	53766 Large Pine Cone Planter
NP5	53821 Deer Antlers
NP6	53715 Twig Arm Pine Cone Snowman
NP7	53761 Lying Deer with Wood Grain
NP8	53678 Small Black Reindeer T-Lite Holder
NP9	53677 Large Black Reindeer T-Lite Holder
NP10	53524 Standing Flocked Moose
NP11	53525 Lying Flocked Moose

Timeless Traditions

PAGES 12-13

SKU#	PRODUCT NAME
TT1	53696 Small Red/White Diagonal Stripe Planter
TT2	53640 Moon/Reindeer Planter
TT3	53530 Dachshund with Animals and Tree
TT4	53798 Pug in Ornament and Santa Hat
TT5	53830 LED Cardinal/Holly Snowman
TT6	53511 Santa Holding Bag with Tree
TT7	53833 Santa on Moon
TT8	53651 6.5" Joy to the World Pot Cover

Mosaic Manger

PAGES 14-15

SKU#	PRODUCT NAME
MM1	53505 LED Nativity Lantern
MM2	53731 Kneeling/Praying Angel
MM3	53517 Angel Holding LED Wreath
MM4	53519 Stone Holy Family Nativity
MM5	53540 Holy Family with Donkey
MM6	53590 LED Nativity Table Décor
MM7	53721 LED Angel/Nativity Snow Globe
MM8	53832 Wing with Sleeping Baby Jesus
MM9	53831 Star/Angel Nativity

Autumn Alchemy

PAGES 16-17

SKU#	PRODUCT NAME
AAL1	77979 5" Red Cap Mushroom Pot Cover
AAL2	77959 Pumpkin Planter
AAL3	77998 Terra Cotta/Beige Leaf Owl Planter
AAL4	77936 Acorn on Branch/Leaf
AAL5	77927 Fall Squirrel Tea Light Holder
AAL6	77971 3D Mushroom Planter
AAL7	77946 Scarecrow on Pumpkin
AAL8	77928 Orange Mushroom Taper Holder
AAL9	77930 Brown/Green Acorn Tree
AAL10	77956 LED Corn Star Tree

Education

Explore new ways to learn with Floriology! Whether online, or in-person, our AIFD-certified instructors are ready to inspire designers, new and experienced.



Merchandising

Discover our latest collections with more than 5,000 products. To take advantage of product specials and freight incentives, contact our team of product specialists at 800-356-2726.

Corporate Showrooms

Our collections are a direct result of consumer response and suggestion. Our in-house expert design team aims to create products based on the feedback we receive, to provide our customers with merchandising inspiration. We invite you to plan your next shopping trip to a Napco showroom today!

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