



Crystal Balls and Coffee Chats

What 2025 Holds Worldwide

Utilizing the Quals.ai platform, an AI-powered qualitative research tool, we conducted 150 interviews across Turkey, Romania, Netherlands, Kazakhstan, and the UK. Quals.AI conducted the interviews, analysed the conversations and came up with the insights.



Economic Rollercoaster: Hold Onto Your Hats!

When it comes to the economy, it seems everyone's been on a wild ride, clinging on for dear life while dodging inflation and economic instability like a game of dodgeball.



In Turkey, the struggle is real with inflation hitting hard, while in Kazakhstan, rising prices are a sore spot. Our friends in the UK? They're bracing for potential economic woes post-elections.



"The inflation has been relentless, affecting almost every aspect of our daily lives."
(Turkey, Female, 37)

"Rising prices have made life more difficult, but moments at the lake kept us grounded."
(Kazakhstan, Female, 30)

"Economic instability is daunting, but I'm motivated to work harder for stability."
(UK, Male, 33)



Rituals, Traditions, and Magic of Family

Across the globe, folks are ringing in the New Year with family gatherings, wishes at midnight, and Hogmanay celebrations.

Whether it's a pomegranate smashing in Turkey or a midnight candle wish in Kazakhstan, these traditions are all about hope and renewal. Forget Hogwarts; the real magic is right here with each family gathering and tradition!



"Our family gatherings during New Year's are about joy and gratitude."

(Romania, Male, 35)

"Breaking a pomegranate on New Year's Eve is our way of wishing for prosperity."

(Turkey, Female, 40)

"We wish upon the stroke of midnight, believing in the magic of a fresh start."

(Kazakhstan, Female, 30)

Health is Wealth: More Than Just a Catchphrase

If last year taught us anything, it's that taking care of ourselves is as critical as ever. From mental health struggles to physical well-being, participants across Turkey, the Netherlands, and the UK are prioritizing health like never before.


Whether it's balancing work and life or tackling mental health head-on, everyone's all about staying in tip-top shape – no more excuses, folks!



"2024 has reinforced how crucial health is;
it's my top priority for 2025."
(Turkey, Female, 37)

"Balancing work and life is essential for
mental peace."
(Netherlands, Male, 41)

"I aim to improve my mental health, focusing
on resilience."
(UK, Female, 31)

The background of the slide features a warm, golden-orange sunset sky. In the foreground, the silhouettes of a family are visible. A man is lifting a young child into the air, while a woman stands nearby, her arms raised in a gesture of joy or support. The overall mood is one of happiness and family unity.

Family: Our safe haven!

Across the board, family support is the backbone that holds us steady through life's storms.

In Turkey and Romania, family is everything, while UK and Dutch participants echo the sentiment by leaning on loved ones for strength. No matter where we are, family remains the anchor that keeps us grounded through every chapter of life.



"Family is my anchor; their support keeps me grounded."

(Turkey, Female, 41)

"Strengthening family bonds is essential for resilience."

(Romania, Male, 41)

"Despite challenges, family time brings joy and a sense of belonging."

(UK, Male, 51)

2025: The Year of Hope, Goals, and a Little Wingin' It

As we dive into 2025, perspectives differ on how to plan for the future.

Turkish and Kazakh participants are all about setting clear goals, while the Dutch and Romanians are more relaxed, focusing on their well-being. Meanwhile, UK folks are eyeing career growth and stability with keen anticipation.

Here's to a year of dreams, visions, and maybe a little bit of winging it!



"I aim to achieve my career goals with clear strategies for success."

(Turkey, Male, 38)

"Living life one day at a time, appreciating every moment, is my plan."

(Netherlands, Female, 41)

"Achieving financial freedom is my main goal for the new year."

(Kazakhstan, Female, 28)

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From inflation woes to personal health triumphs, these stories paint a vivid picture of shared human experiences despite diverse backgrounds. Whether holding onto family or embracing new traditions, the world is united by universal themes of resilience, hope, and the pursuit of happiness.

Here's to a 2025 filled with dreams, laughs, and maybe a few surprises along the way!