

2025 HORROR TREND TRACKER



How to Use This Guide: This guide breaks down the most notable horror trends of 2025.

What's rising, what's fading, and what producers are hungry to read. Use it to position your scripts for today's horror market.

FOLK HORROR (RISING)

Nature-based dread, rural settings, ancestral terror. Audiences love mythology, folklore, and isolation-based horror.

ELEVATED HORROR (EVOLVING)

Moving away from grief-driven stories toward voicey, genre-blended, experimental narratives. Focus on concept + emotional depth.

BODY HORROR (SURGING)

Transformation, identity, physical grotesquery. Films like 'Titane' and 'Infinity Pool' are pushing the boundaries of discomfort.

FADING TROPES

- Possession (unless reinvented)
- Found Footage (oversaturated)
- Home invasion (too familiar)

New twists are required to stand out in this genre.

WHAT PRODUCERS WANT

- Contained, low-budget horror with high concepts.
- Unique subgenres and fresh spins.
- Scripts that hint at sequel/franchise potential.

MARKET ADVICE FOR WRITERS

- Don't follow the trend - "understand" it.
- Choose subgenres that reflect your voice.
- Aim for originality and emotional clarity.
- Include a logline that hooks in under 30 words.