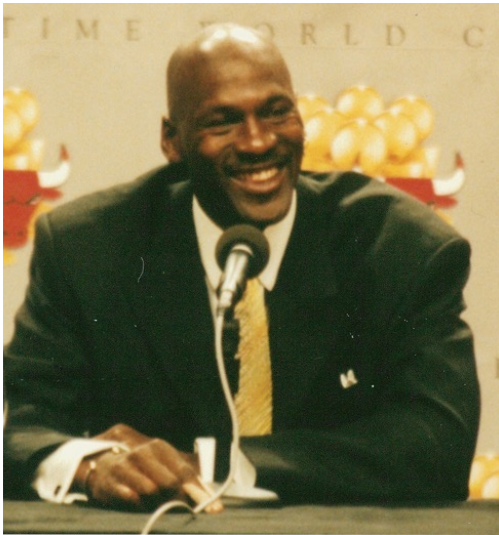


GLOBAL TRENDS FOR 2024



Matt Carmichael
Senior Vice President, Global Trends and
Foresight

Researcher, editor and futurist



Photos: Matt Carmichael

... with its share of problems

Chicago Ranks No. 1 In Corruption

IS THE END?

How bad will this winter be in Chicago

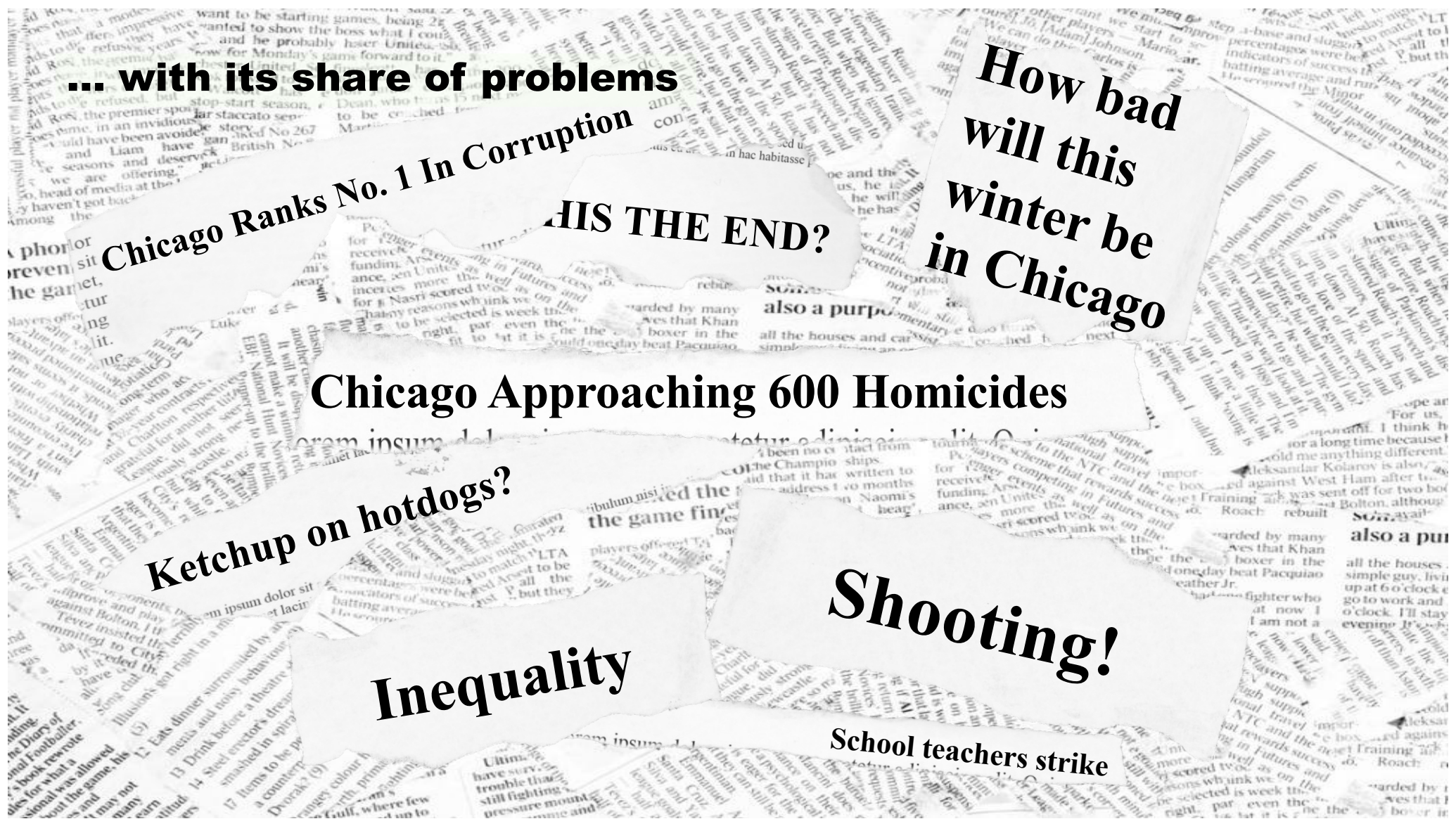
Chicago Approaching 600 Homicides

Ketchup on hotdogs?

Inequality

Shooting!

School teachers strike





More than one thing can
be true at the same time.

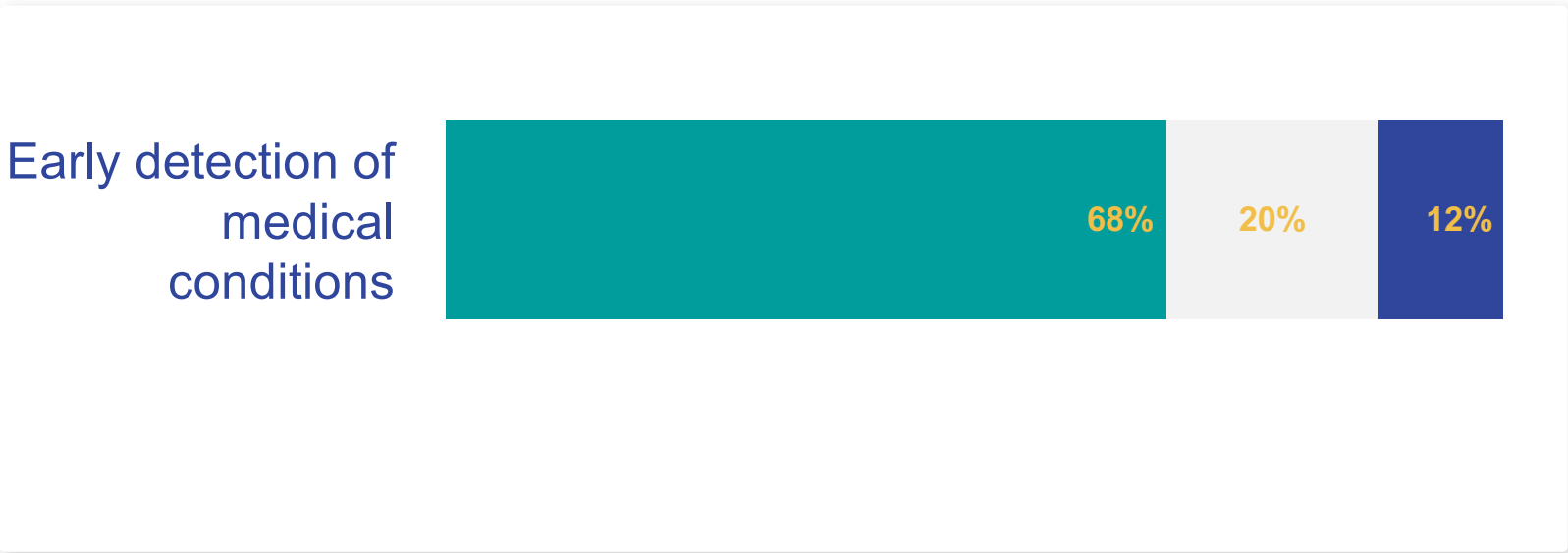
AGENDA

- 1. Trends and counter trends**
Polyphasia in a polycrisis
- 2. How we think about trends and the future**
The Ipsos Theory of Change
- 3. Ipsos Global Trends**
A focus in on several key trends shaping the future
- 4. Why we think about the future**
And why you should, too



We think AI will help detect medical conditions

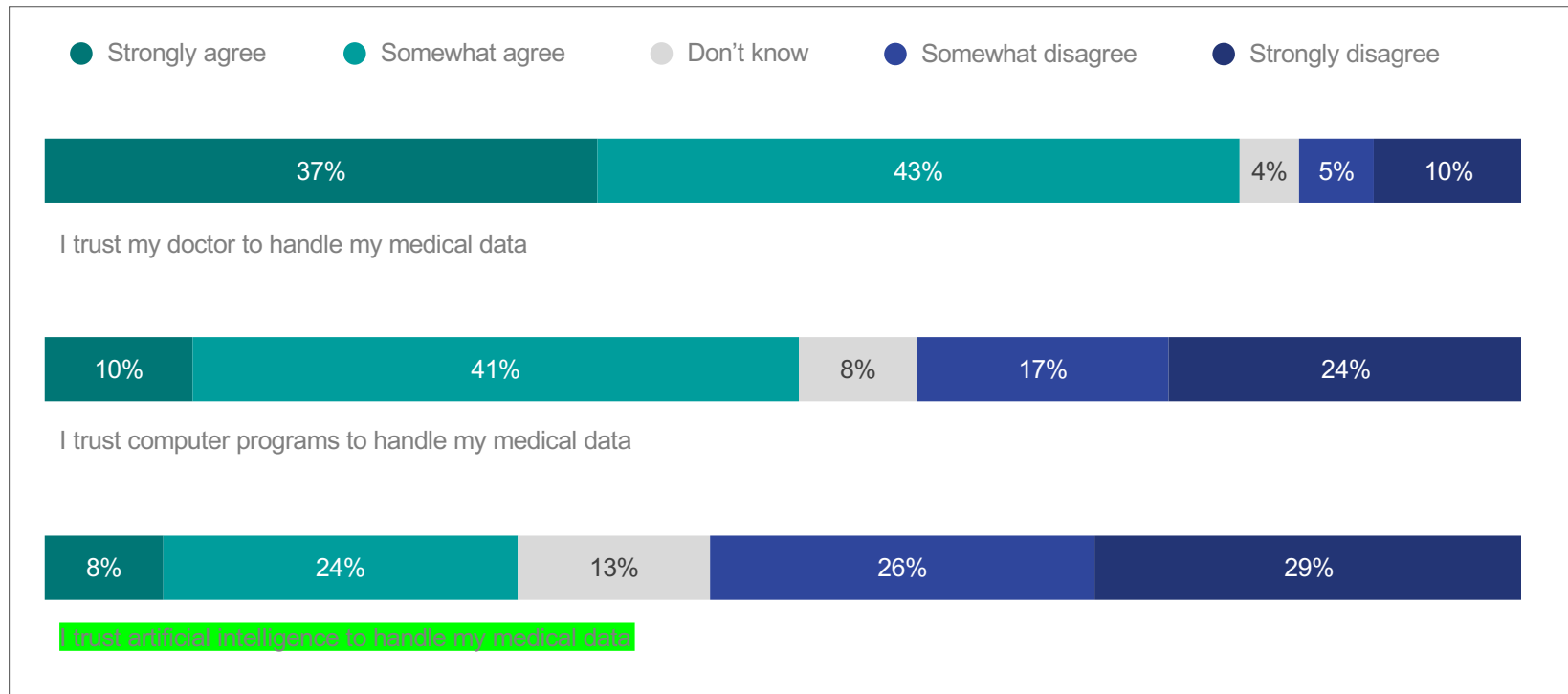
● Better ● Worse



Source: Ipsos Consumer Tracker, fielded September 26 – 27, 2023 among 1,116 U.S. adults.

But we don't trust AI with our medical data

Q: How much do you agree or disagree with the following statements?



Source: Ipsos Consumer Tracker, fielded June 6 - 7, 2023 among 1,108 U.S. adults.



Understanding people in all their complexities is important for us in our work.

Ben Page, CEO, Ipsos



IPSOS GLOBAL TRENDS

What we learned when we asked
nearly 50,000 global citizens about their worlds

GLOBAL TRENDS 2023

We undertook the most **ambitious** Ipsos Global Trends research—ever

50

Global markets

87%

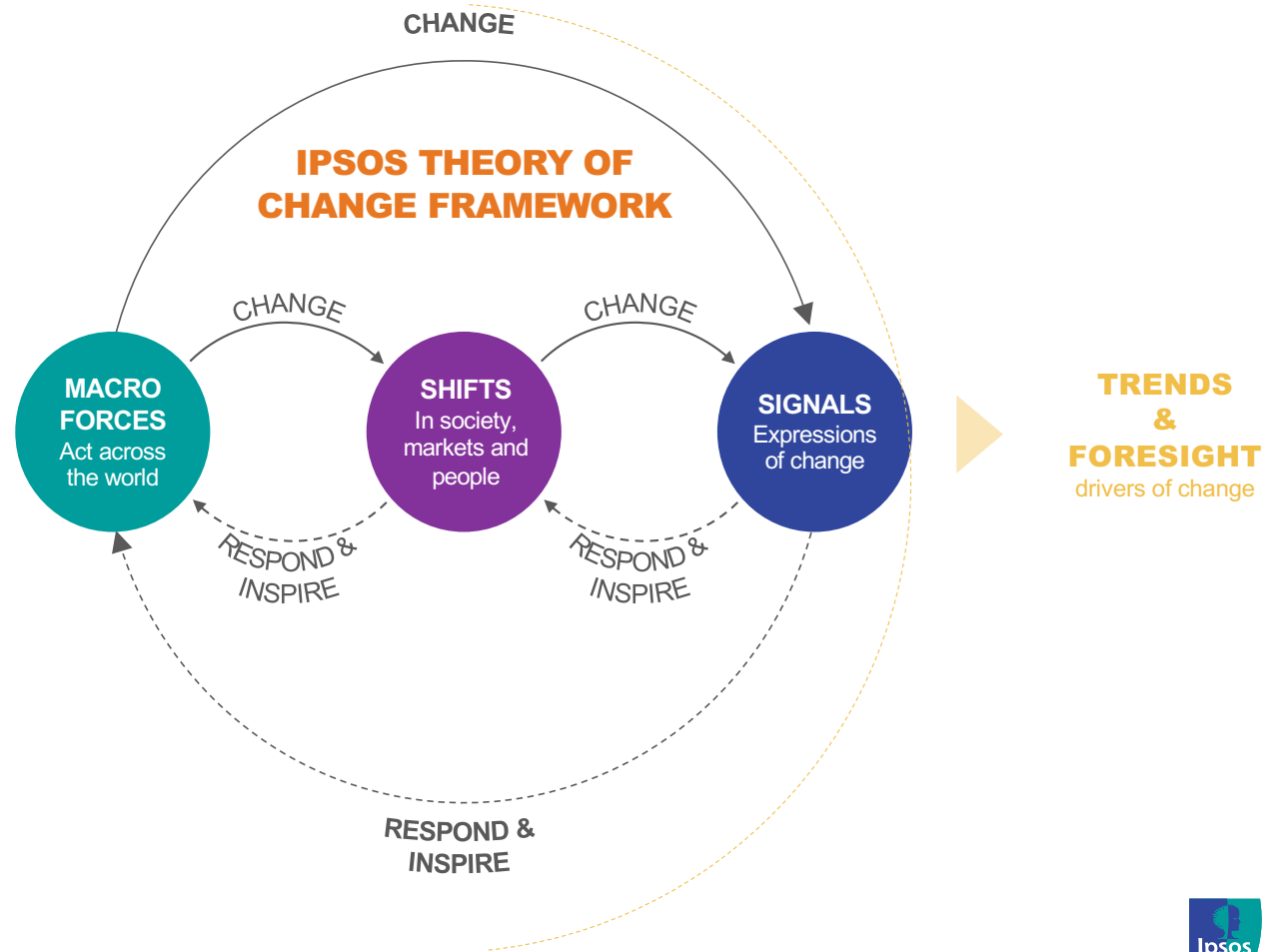
of the global
economy

70%

of the world's
population

**A NEW WORLD DISORDER:
OPPORTUNITY IN A POLYCRISIS**

The Ipsos Theory of Change underpins all our work



Our six global Macro Forces and key themes

Operating at a broad level, Macro Forces have far-reaching impacts within countries and across borders, affecting societies, markets and people.



Societies in Flux

Aging populations

Community migration

Life stage evolutions

Greater ethnic & religious diversity

Identity fluidity



Tech-celeration

Pervasive technology

The immersive frontier

AI advances & quantum computing

Increased automation

Toll of technology



Inequalities and Opportunities

Rise & fall of middle classes

Employee power shift

Generational wealth disparities

Impacts of inflation

Alternative value structures



Environmental Emergencies

Climate change

A greener way of thinking

Over-development



Political Splintering

Plateau of globalisation

Security dilemmas

Rethinking institutions

Increasing geopolitical conflicts

Entrenched inequality



Well-rounded Well-being

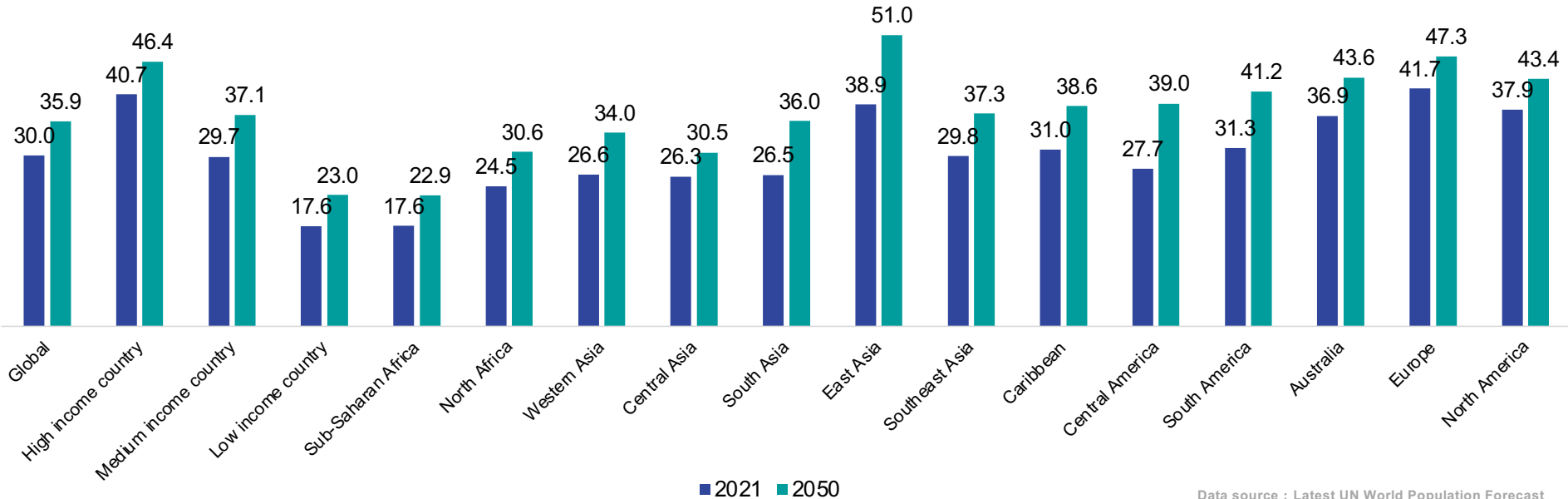
Growing mental health crisis

Systemic health inequality

Integration of health & technology

Populations in most areas are aging rapidly

Median age by region in 2021 vs. 2050 (est.)



Data source : Latest UN World Population Forecast



The Ipsos Global Trends



The Key Trends for you



**Uncertainty
and Insecurity**



Tech Dimension



**Search for Simplicity
and Meaning**



**Authenticity
is King**



**Enduring Appeal
of Nostalgia**

REACTIONS TO UNCERTAINTY AND INEQUALITY

Uncertainty has become the only certainty. People in many markets are facing economic instability as currencies are devalued, inflation is rising, supply chains continue to be disrupted and governments are changing. Financial inequality, already a driver of change, has worsened during the epidemic. Around the globe, efforts to achieve equality on the basis of gender, race, ethnicity and religion captured the headlines.

Making people feel stable and valued helps them cope with uncertainty and inequality.

Driving Macro Forces



Rise & Fall of Middle Classes



Impacts of Inflation



Greater Ethnic & Religious Diversity



Entrenched Inequality

Global recovery remains slow, with growing regional divergences and little margin for policy error

WORLD ECONOMIC OUTLOOK

NAVIGATING GLOBAL DIVERGENCES

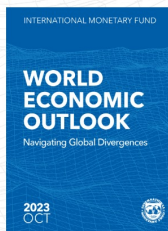
OCTOBER 2023

World Economic Outlook Projections
(Real GDP growth, annual percent change)

	2022	2023	2024
World Output	3.5	3.0	2.9
Advanced Economies	2.6	1.5	1.4
United States	2.1	2.1	1.5
Euro Area	3.3	0.7	1.2
Germany	1.8	-0.5	0.9
France	2.5	1.0	1.3
Italy	3.7	0.7	0.7
Spain	5.8	2.5	1.7
Japan	1.0	2.0	1.0
United Kingdom	4.1	0.5	0.6
Canada	3.4	1.3	1.6
Other Advanced Economies	2.6	1.8	2.2
Emerging Market and Developing Economies	4.1	4.0	4.0
Emerging and Developing Asia	4.5	5.2	4.8
China	3.0	5.0	4.2
India	7.2	6.3	6.3
Emerging and Developing Europe	0.8	2.4	2.2
Russia	-2.1	2.2	1.1
Latin America and the Caribbean	4.1	2.3	2.3
Brazil	2.9	3.1	1.5
Mexico	3.9	3.2	2.1
Middle East and Central Asia	5.6	2.0	3.4
Saudi Arabia	8.7	0.8	4.0
Sub-Saharan Africa	4.0	3.3	4.0
Nigeria	3.3	2.9	3.1
South Africa	1.9	0.9	1.8
Emerging Market and Middle-Income Economies	4.0	4.0	3.9
Low-Income Developing Countries	5.2	4.0	5.1

Global recovery remains slow, with growing regional divergences and little margin for policy error

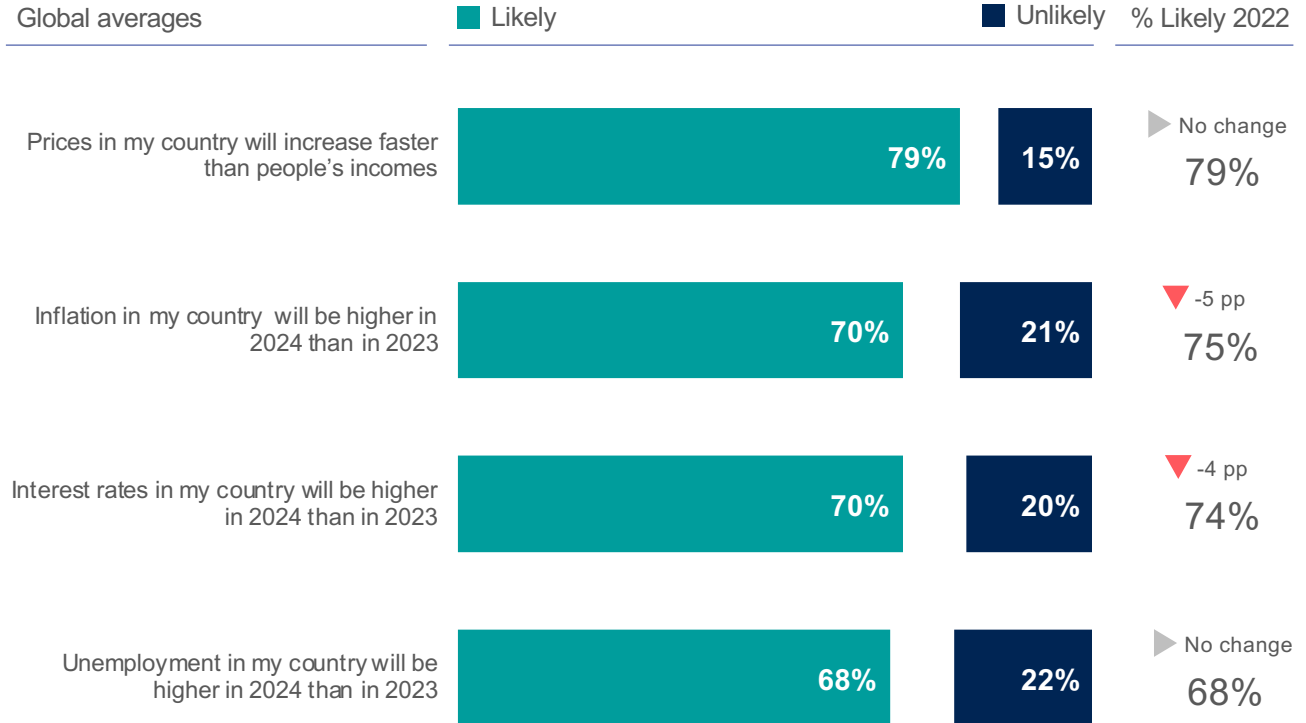
The baseline forecast is for global growth to slow from 3.5 percent in 2022 to 3.0 percent in 2023 and 2.9 percent in 2024, well below the historical (2000–19) average of 3.8 percent. Advanced economies are expected to slow from 2.6 percent in 2022 to 1.5 percent in 2023 and 1.4 percent in 2024 as policy tightening starts to bite. Emerging market and developing economies are projected to have a modest decline in growth from 4.1 percent in 2022 to 4.0 percent in both 2023 and 2024. Global inflation is forecast to decline steadily, from 8.7 percent in 2022 to 6.9 percent in 2023 and 5.8 percent in 2024, due to tighter monetary policy aided by lower international commodity prices. Core inflation is generally projected to decline more gradually, and inflation is not expected to return to target until 2025 in most cases.



83%
believe the world is changing rapidly today

We think the economy will stay challenging

Q: For each of the following, please tell me how likely or unlikely you think they are to happen...?



Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023

Sometimes two things *can't* be true

5 reasons to be optimistic about the 2024 economy

By Matt Egan, CNN
5 minute read · Updated 9:48 AM EST, Mon January 1, 2024



US economist predicts 2024 will bring 'biggest crash of our lifetime'

Harry Dent warns an 'everything bubble' will burst in the new year

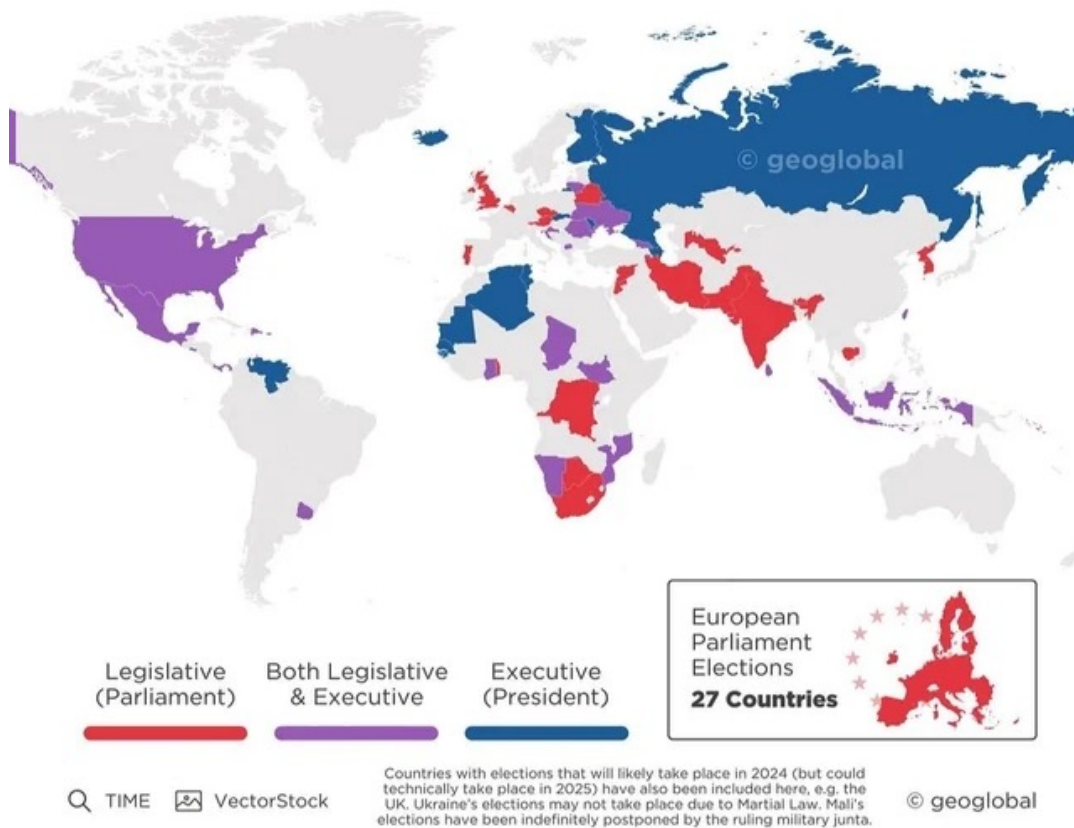
By Kristen Altus | FOXBusiness



FOX BUSINESS **LIVE** **OUTLOOK FOR THE ECONOMY IN 2024** **COMING UP** **Kudlow** **WILL SCHARF**

BITCOIN	42,162.00	▼	906.00	-2.10%	ETHEREUM	2,248.10	▼	57.20	-2.48%
ETF RECAP	(LE)	84.30	▼	THE FED YESTERDAY OR THE FED ON	7.35	▼	0.22		

The biggest election year ever




More than half the world's population and GDP will face potential new leadership.

Local example: Reaction to uncertainty and inequality



As a major supermarket chain in Portugal, Contidente has initiatives focused on reducing food waste and supporting local communities. Their efforts in providing affordable, quality products and in community engagement reflect a commitment to addressing societal inequalities and fostering stability.

A close-up photograph of two hands, one from a person wearing a white sweater, gently holding a small, heart-shaped object with a rainbow pattern. The heart is positioned in the center of the palms, symbolizing care, support, and inclusivity. The background is dark, making the hands and the heart stand out.

Helping people feel stable and valued helps them deal with uncertainty and inequality

How should companies make consumers feel certain and respected?

- R&D?
- User experience?
- Branding?

GLOBAL TRENDS 2023



THE TECH DIMENSION

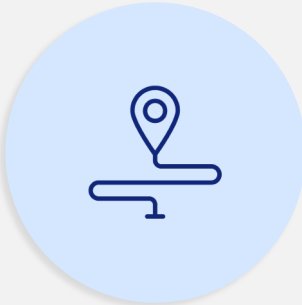
The rapid pace of technological change and disruption over the past few decades cannot be overstated. However, years on, many people are wondering whether the promises made by Big Tech have been kept, and what we need to do collectively to harness the potential of tech – and mitigate its risks.

Businesses should make sure that tech innovations bring real-world benefits rather than adopting them without question.

Driving Macro Forces



Increased Automation



Pervasive Technology



AI Advances & Quantum Computing

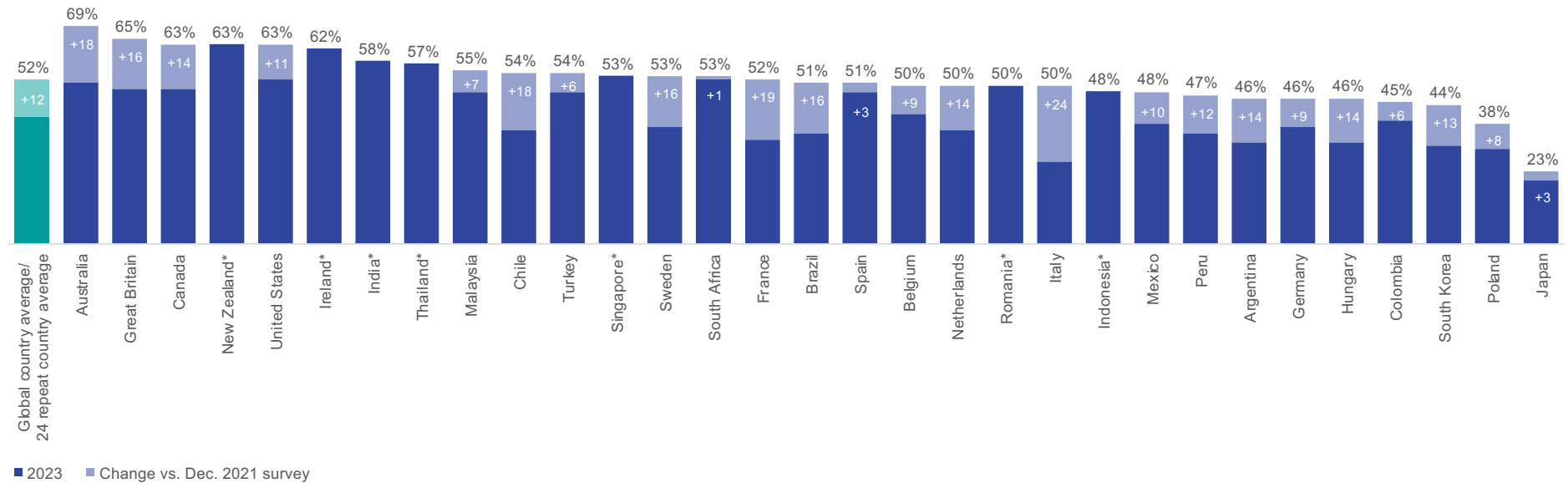


Toll of Technology

Concern about AI is growing

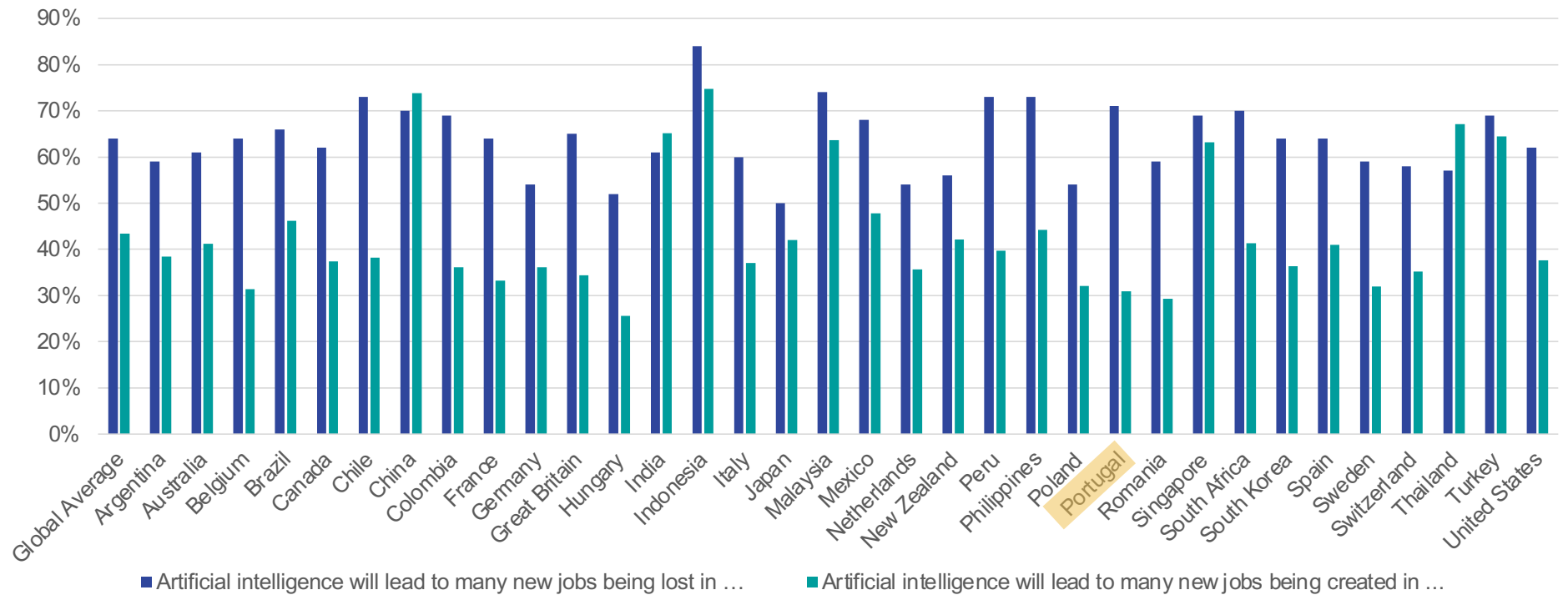
Every market surveyed showed an increase in concern over an 18-month span

Q. How much do you agree or disagree with the following? Products and services using artificial intelligence make me nervous (% Agree)



(Source: Ipsos Global Advisor survey conducted May 26-June 9, 2023, among 22,816 adults across 31 countries; Ipsos Global Advisor survey conducted Nov. 19-Dec. 3, 2021, among 19,054 adults in 28 markets, of which 24 markets were resurveyed in 2023. The asterisks denote markets that were not repeated from the 2021 survey.)

We are much more likely to think AI will cost us jobs



Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023

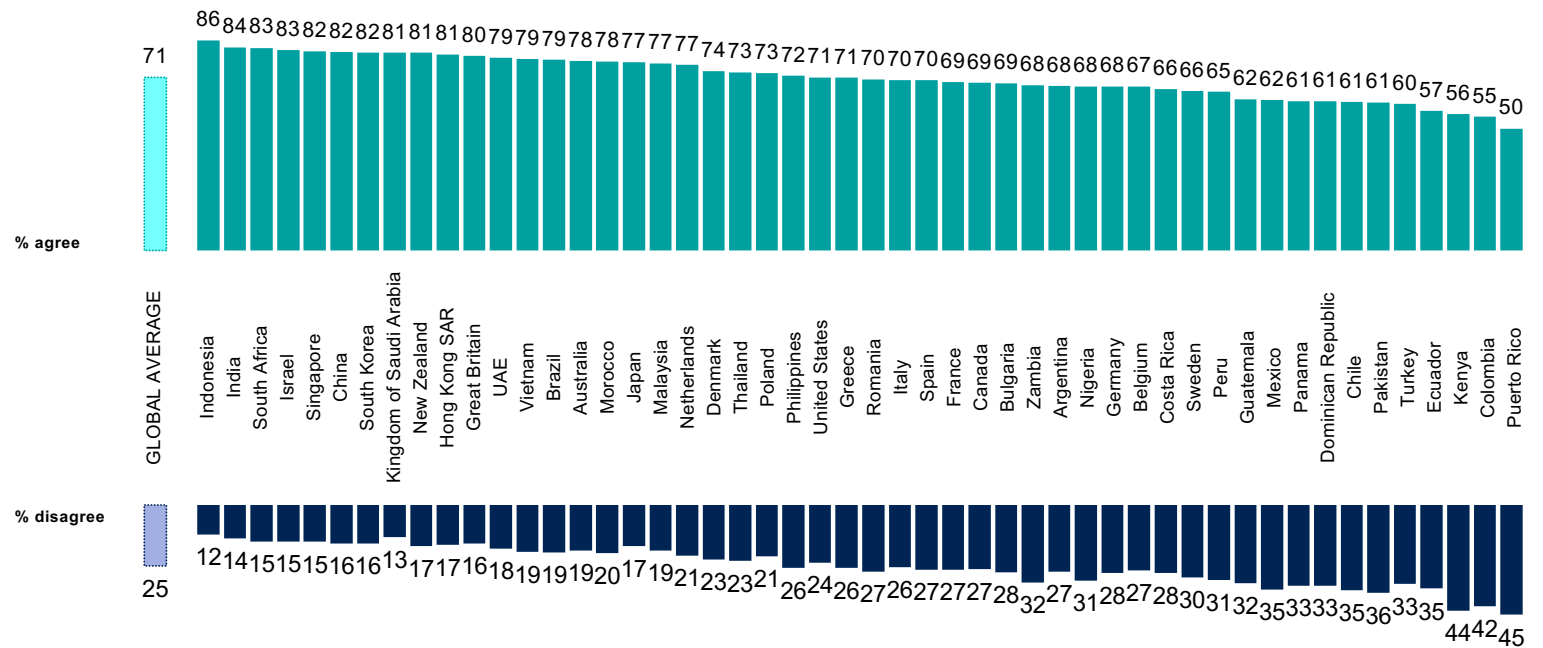
Most people in all markets recognise the central role of technology in their lives

To what extent do you agree or disagree with the following statement?

I cannot imagine life without the internet

Base:
48,579 adults aged 16–75 across 50 countries, interviewed online between 23 September and 14 November 2022

Source:
Ipsos Global Trends 2023



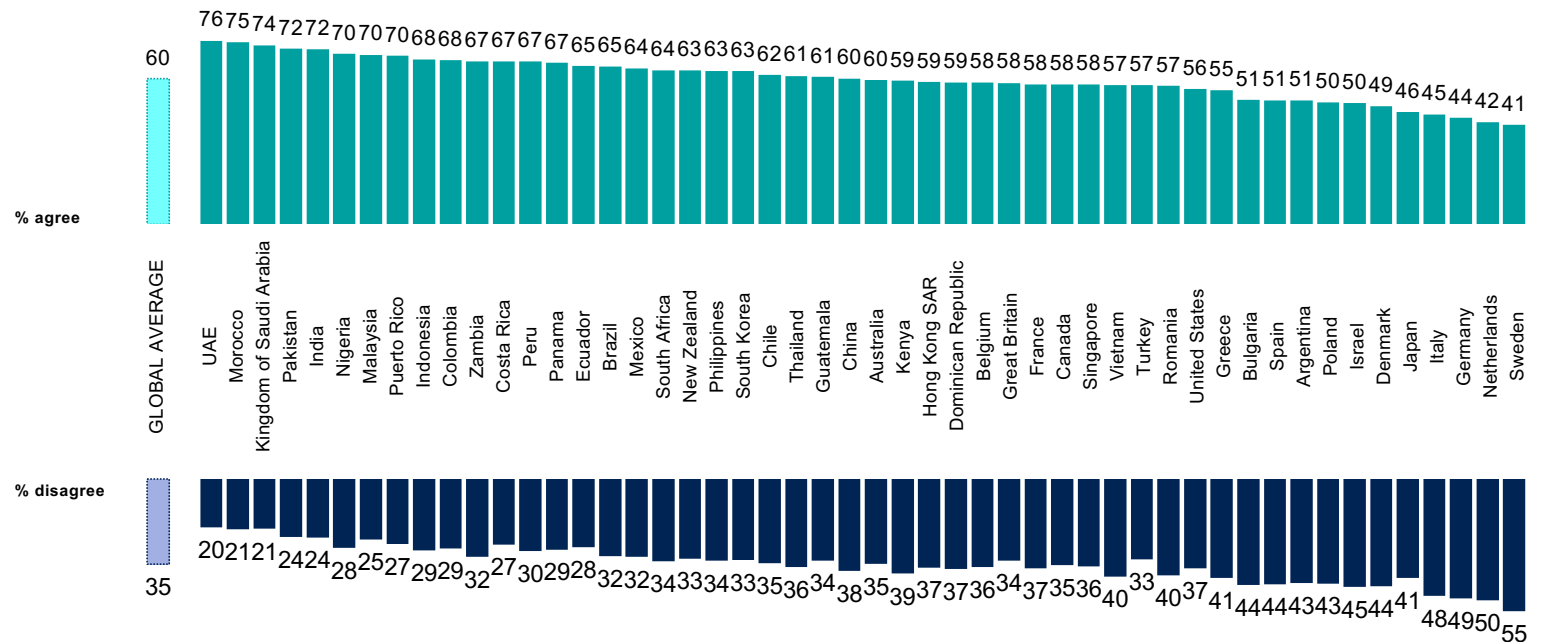
But most people in nearly all markets are also worried about technology

To what extent do you agree or disagree with the following statement?

I fear that technical progress is destroying our lives

Base:
48,579 adults aged 16–75 across 50 countries, interviewed online between 23 September and 14 November 2022

Source:
Ipsos Global Trends 2023



Local example: The Tech Dimension

The Sensei logo is displayed in white lowercase letters on a solid black square background. The word "sensei" is centered within the square.

sensei

This brand is an example of the integration of technology in retail environments. Sensei provides autonomous store technology, which allows for checkout-free shopping experiences, reflecting the growing trend of seamless, technology-driven retail.

Ensuring real-world benefits from technological innovations

How should businesses address the ambivalence of people who want to stay connected and disconnected from technology?

- What is the role of the company in maintaining responsibility, fairness, and security in the online world?
- How can technology be centered on creating **value and experiences** for customers, rather than focusing solely on the technology itself?



GLOBAL TRENDS 2023

SEARCH FOR SIMPLICITY AND MEANING

Covid-19 resulted in an enforced shrinking of people's worlds. Gone were the daily commute, the hectic social life and the frantic juggling of commitments.

But just as society seemed set to pick up where it had left off, it was rocked by the twin forces of a cost of living crisis and an undeniable climate emergency. Many people are now coming to re-evaluate their life, their hopes and ambitions, and their spending patterns

Brands should avoid the temptation to complicate things.

Driving Macro Forces



**Geopolitical
conflicts intensify**



**Different value
propositions**



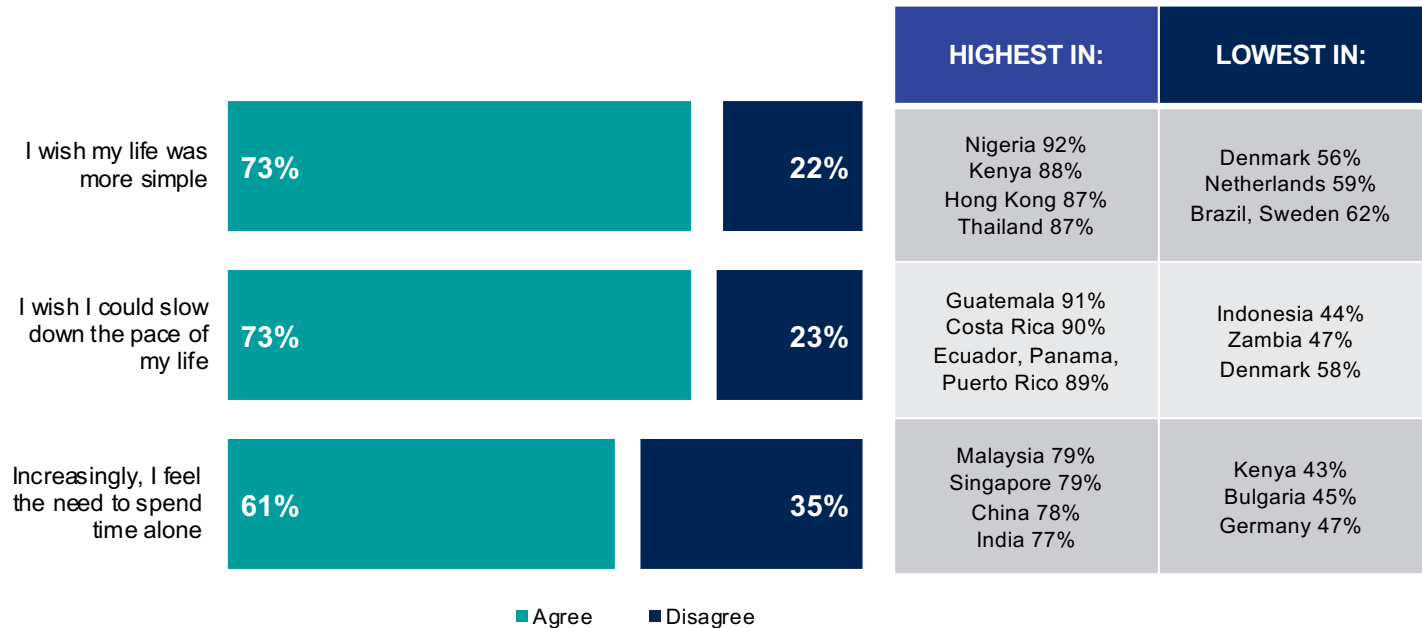
**Pervasive
technology**



**Over-
development**

Simplicity is highly sought after in Asia and Latin America

To what extent do you agree or disagree with the following statements?



Base:
48,579 adults aged 16–75 across 50 countries, interviewed online between 23 September and 14 November 2022

Source:
Ipsos Global Trends 2023

The difficult past few years have made people around the world feel that life is busy and out of control. While Covid-19 forced people back into their homes and allowed them to spend time with family, it also cut down on time alone. Even a commute offers significant headspace and time for contemplation. And, while lockdown reduced the need for people to move quickly from place to place, it clearly didn't diminish the sense of time poverty many people felt, as working from home led to a blurring of boundaries between home and work, making it difficult for people to switch off. Across the markets covered in both our 2022 and 2021 surveys, these three indicators of a desire for simplicity showed very little change.

Local example: The Search for Simplicity



This historic Portuguese brand specializing in artisanal soaps and skincare products. Their approach combines traditional methods with simple, high-quality natural ingredients, emphasizing the beauty and meaning found in simplicity.

CLAUS PORTO

Avoid the temptation to complicate things

- Do companies' services, products, and campaigns require significant mental commitment?
- How can companies strike a balance between marketing effectiveness and not overly harassing consumers?
- How should an organization achieve work-life balance for its employees while maintaining productivity?

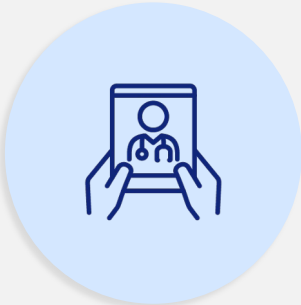
GLOBAL TRENDS 2023



AUTHENTICITY IS KING

The days when corporations could focus on providing good products at good prices and expect the marketplace to respond favourably are fading fast. Increasingly, these aspects are taken for granted and consumers are asking hard questions, such as: 'What issues do you care about? More than caring, what do you actually do about these issues? How do you treat your workforce? What is your ESG (environmental, social and governance) policy? How diverse is your workforce and how inclusive are your working practices?' and expecting robust answers. Increasingly, the answers to these questions will drive marketplace success.

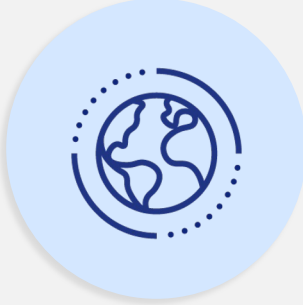
Driving Macro Forces



Systemic health inequality



Rethinking institutions



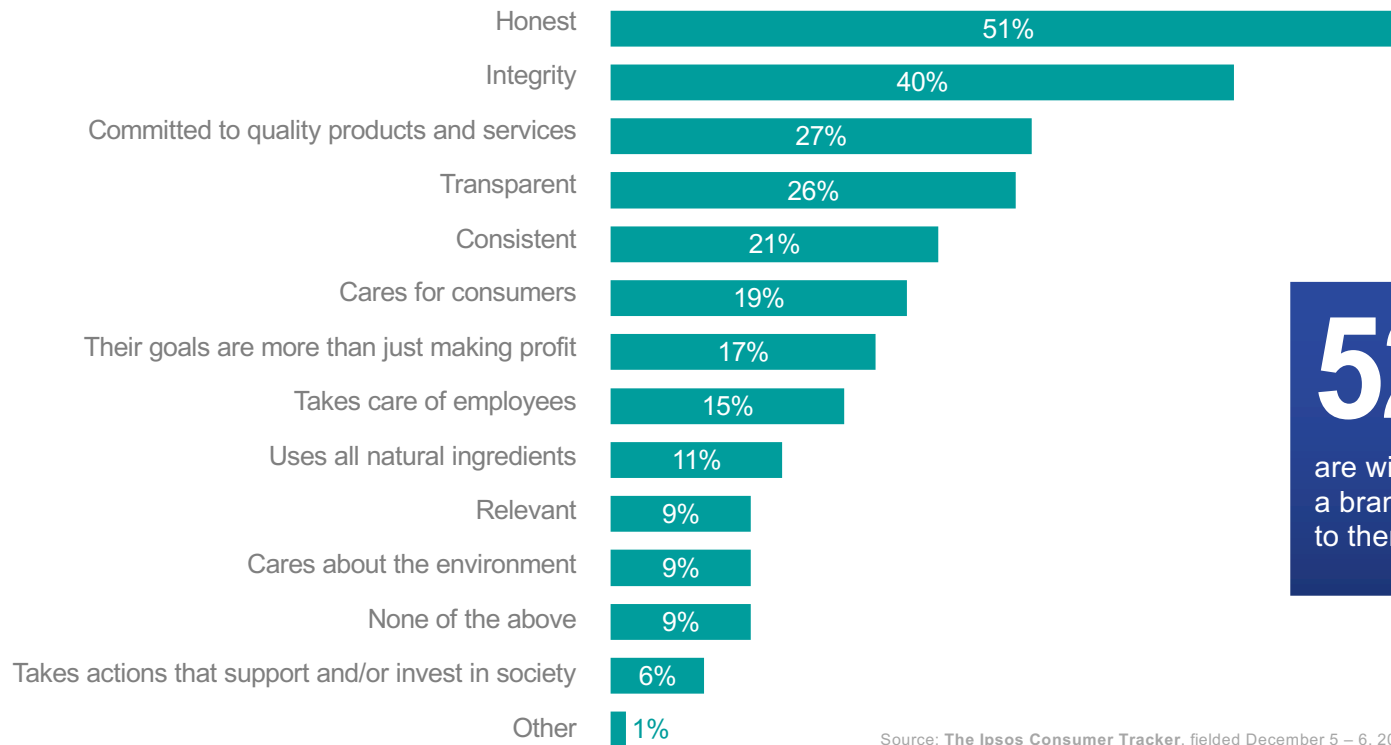
Climate change



Growing mental health crisis

What “authentic” means for brands

Q: When thinking about companies or brands that are "authentic," which of the following words do you most associate with that trait?



52%
are willing to pay extra for
a brand image that appeals
to them

Source: The Ipsos Consumer Tracker, fielded December 5 – 6, 2023 among 1,120 U.S. adults

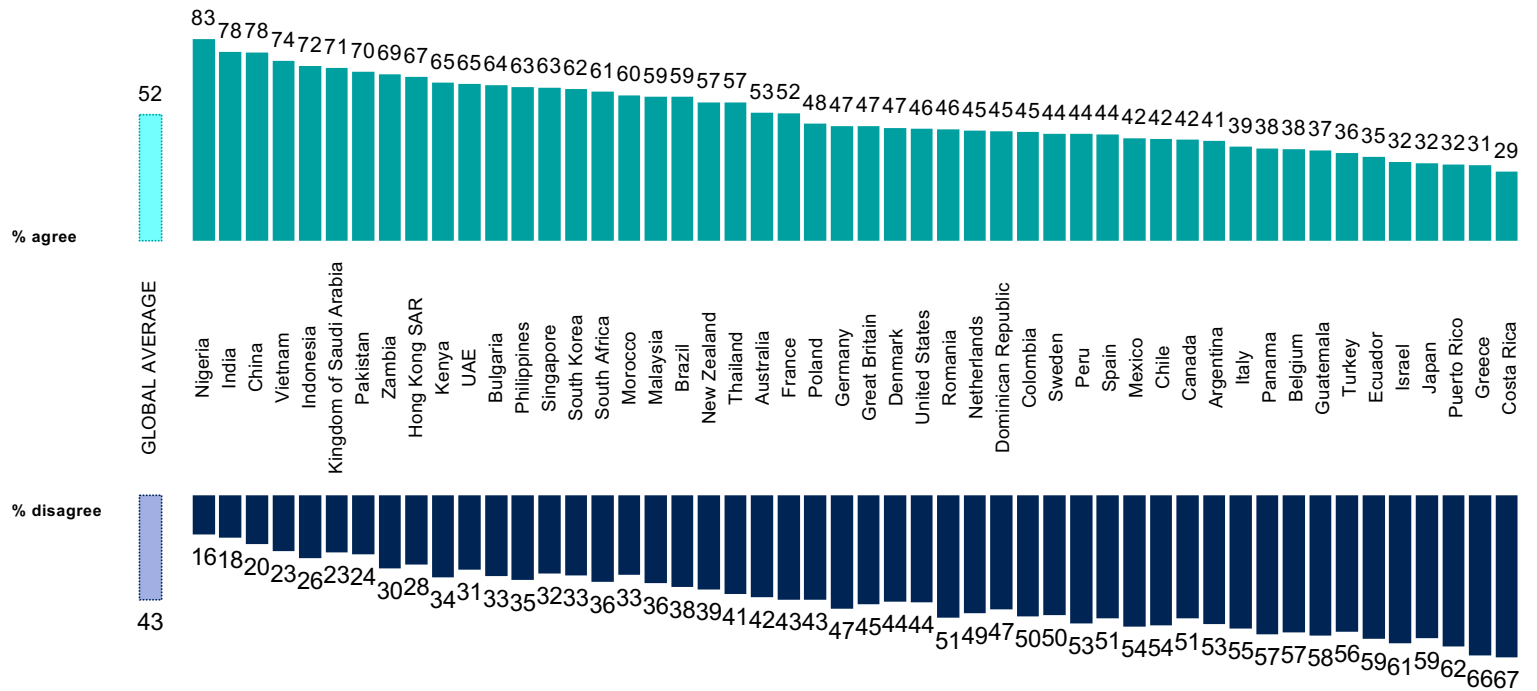
Generally, people in Asia, the Middle East and Africa place the highest value on brand image

To what extent do you agree or disagree with the following statement?

I am generally willing to spend extra for a brand with an image that appeals to me

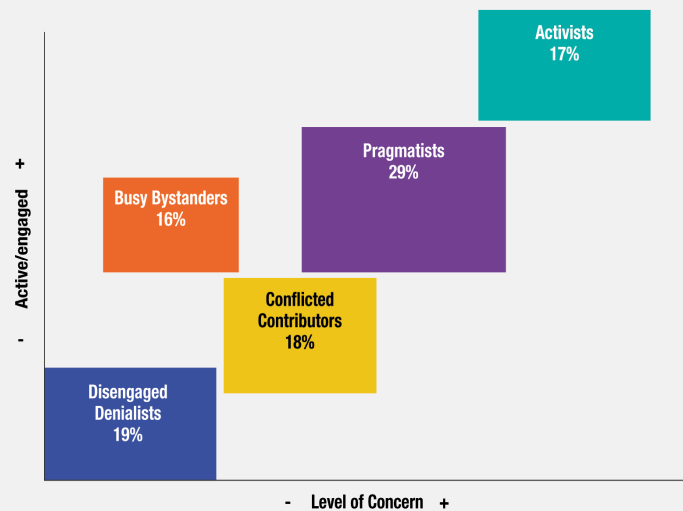
Base:
48,579 adults aged 16–75 across 50 markets, interviewed online between 23 September and 14 November 2022

Source:
Ipsos Global Trends 2023



For sustainability, 17% of consumers “walk the walk;” Just as many don’t care at all

Figure 2: Overview of segments across two dimensions – level of concern and action/engagement



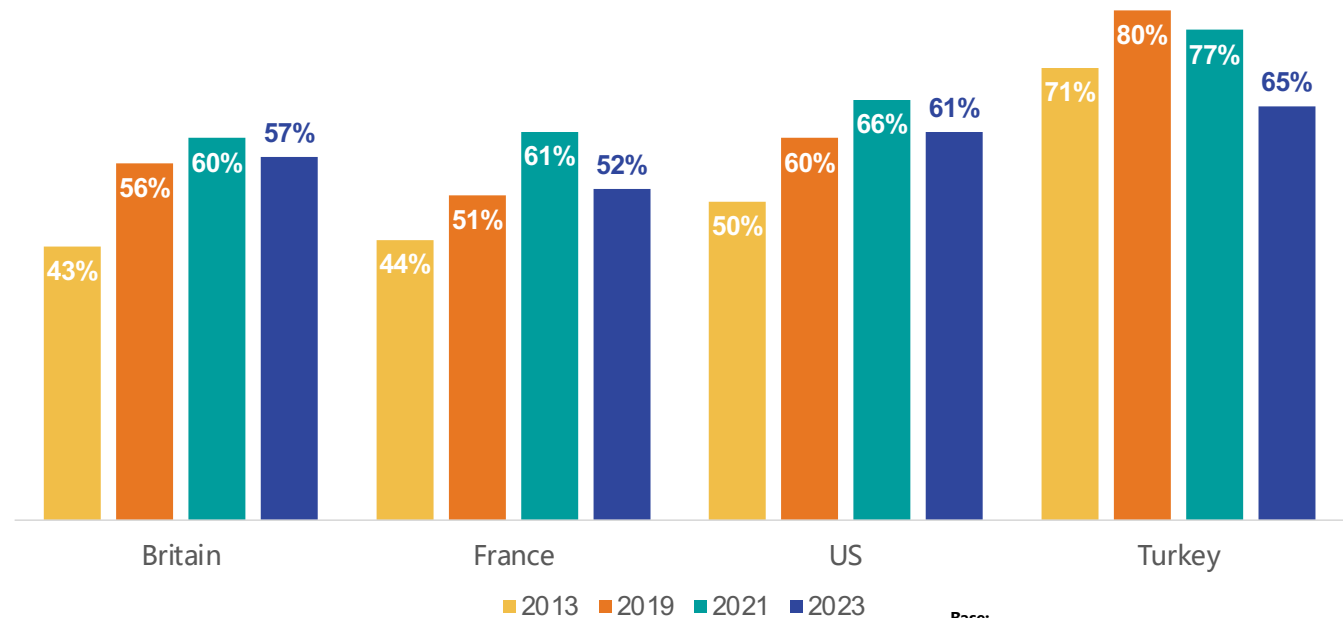
Base: 10,000 adults aged 18-74 in Canada and the United States and aged 16-74 in Australia, Brazil, China, France, Germany, Italy, Spain, India, Japan, Mexico, South Africa, South Korea, and the United Kingdom.
Source: Ipsos Essentials

However, given the challenged economies in many markets, there has been some decline in the attractiveness of brand value

Over the past decade, interest in brands that align with personal values has risen strongly. However, between 2021 and 2023 there has been a degree of cooling off across a range of markets.

To what extent do you agree or disagree with the following statement?

I tend to buy brands that reflects my personal values

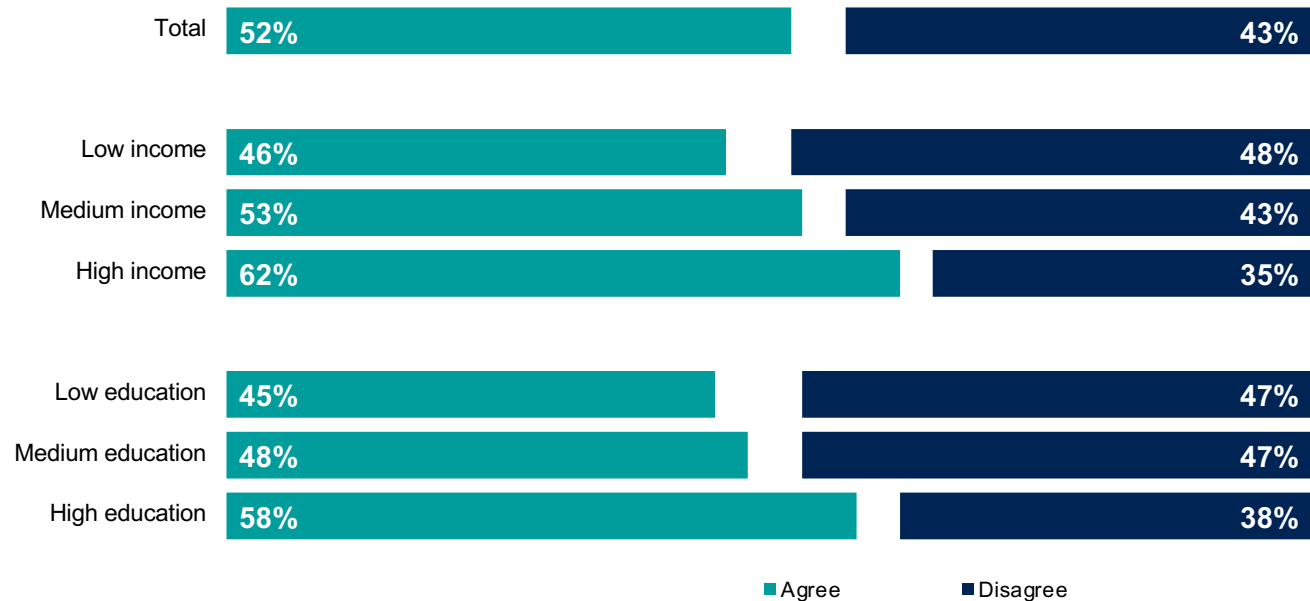


Base:
24,220 participants across 31 countries, interviewed online 28 September–6 October 2023
Source:
Ipsos Global Trends 2023

But brand image is more important to people with higher incomes and higher levels of education

To what extent do you agree or disagree with the following statement?
% agree

I am generally willing to spend extra for a brand with an image that appeals to me.



Base:
48,579 adults aged 16–75 across 50 markets, interviewed online between 23 September and 14 November 2022

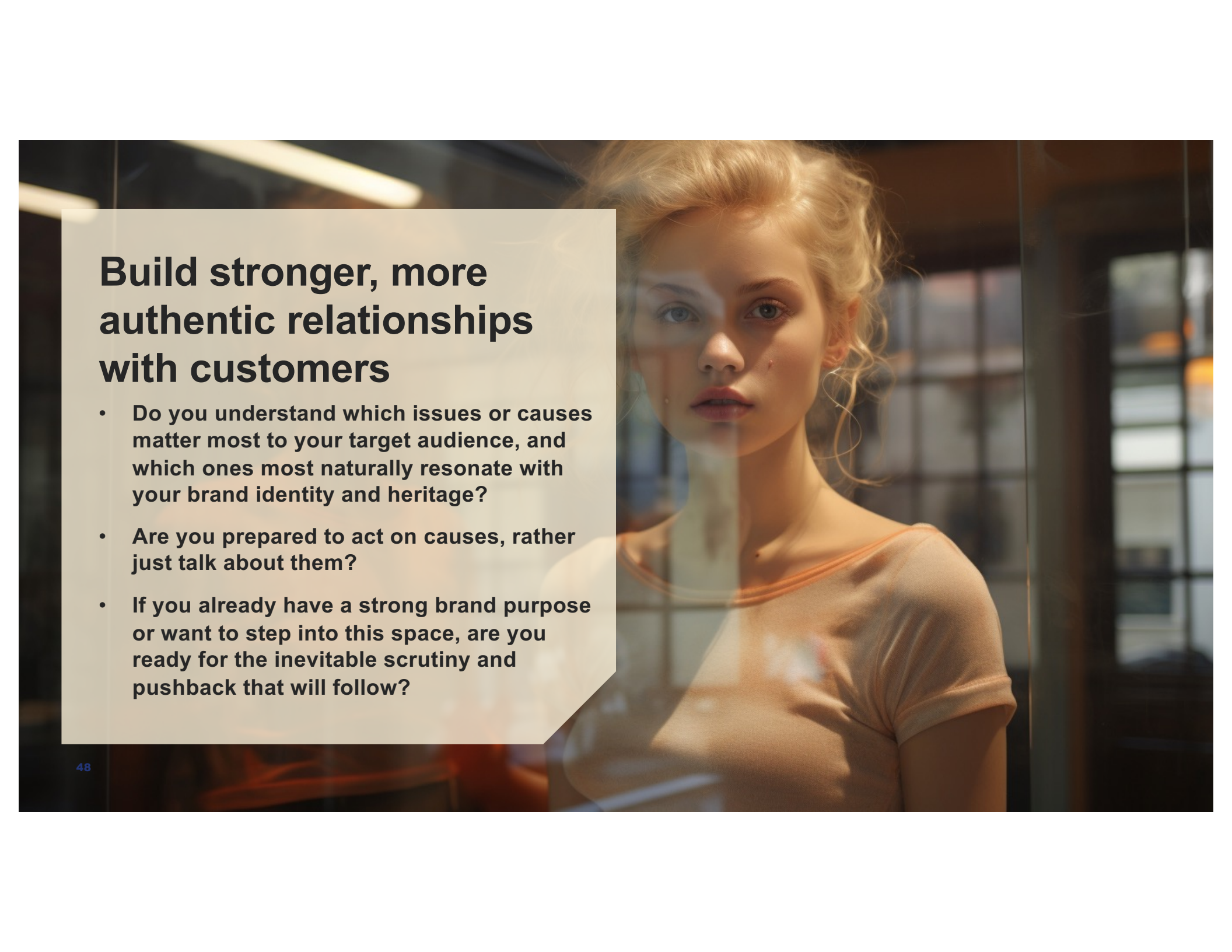
Source:
Ipsos Global Trends 2023

Local example: Authenticity is King



papabubble

Papabubble Lisbon: This confectionery brand, while part of an international chain, emphasizes authenticity through its handcrafted approach to candy making. Their transparent production process, where customers can see candies being made, enhances the authentic experience.



Build stronger, more authentic relationships with customers

- **Do you understand which issues or causes matter most to your target audience, and which ones most naturally resonate with your brand identity and heritage?**
- **Are you prepared to act on causes, rather just talk about them?**
- **If you already have a strong brand purpose or want to step into this space, are you ready for the inevitable scrutiny and pushback that will follow?**



THE ENDURING APPEAL OF NOSTALGIA

When the here and now is unrelentingly grim, people are faced with two means of escape: look back to when times were happier, and simpler; or try to look ahead to when times will get better. Right now, the second of these routes is made all but impossible by the highly uncertain pathway to the future, which is beset by profound and potentially existential economic, environmental and geopolitical challenges. No wonder, then, that people all over the world, and of all ages, are finding solace in the past. While this is a constant feature of being human, it increases at times of uncertainty, like now.

Driving Macro Forces



Security dilemmas



Generational wealth disparities



Pervasive technology



Increasing geopolitical conflicts

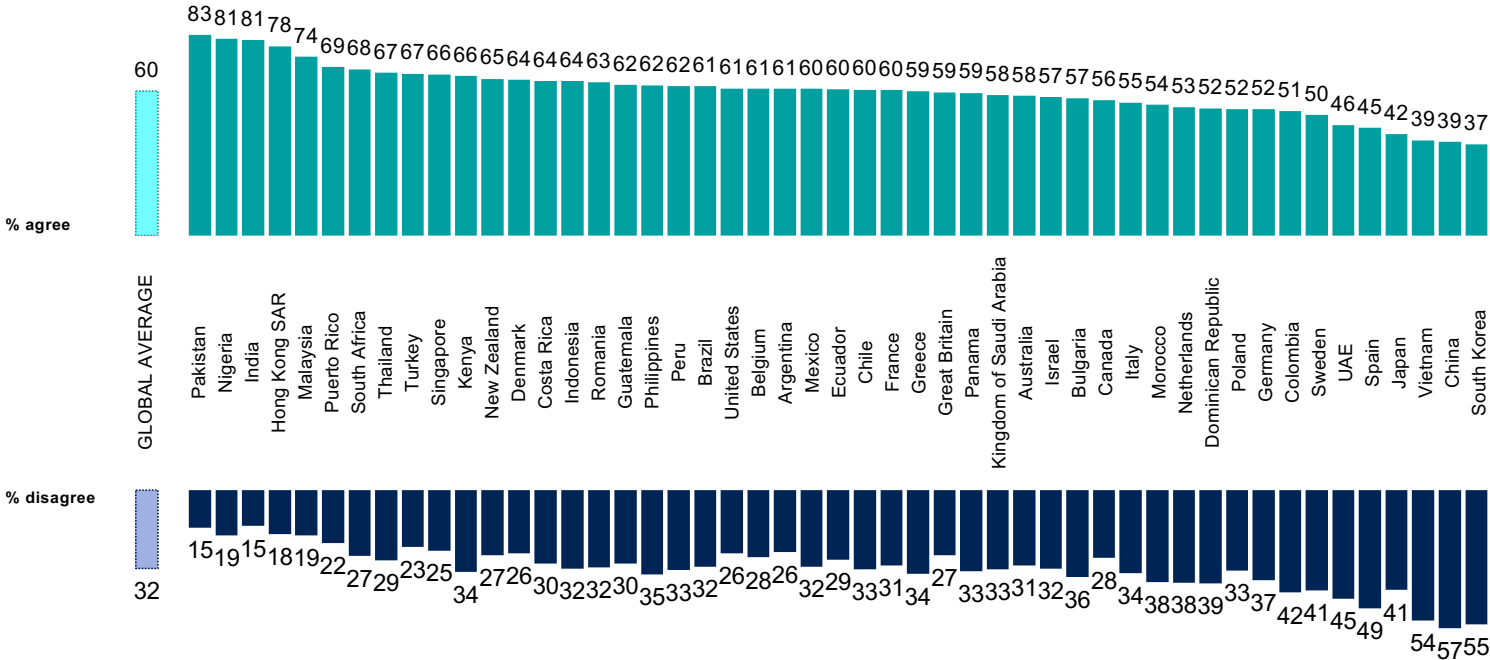
Feelings of nostalgia are highest in Asia and Africa

To what extent do you agree or disagree with the following statement?

I would like my market to be the way it used to be

Base:
48,579 adults aged 16–75 across 50 markets, interviewed online between 23 September and 14 November 2022

Source:
Ipsos Global Trends 2023



Nostalgia affects everyone

To what extent do you agree or disagree with the following statement?

I would like my country to be the way it used to be

Base:
48,541 adults aged 16–75 across 50 markets, interviewed online between 23 September and 14 November 2022

Source:
Ipsos Global Trends 2023



When today's world is depressing, people of all ages can find comfort by thinking about happier times. Older people simply have more 'past' to be nostalgic about.

The data backs this up: levels of nostalgia, as evidenced by agreeing with the statement 'I would like my country to be the way it used to be' vary by only 8 percentage points from top to bottom. It's virtually identical for those in their mid/late 20s all the way up to those in their mid-70s. It is only teenagers and those in their early 20s who lag, and even there, some 52% yearn for happier times.

Local example: The Appeal of Nostalgia



RTP (Rádio e Televisão de Portugal): As the public service broadcasting organization of Portugal, RTP often delves into its archives to rebroadcast classic shows and series, evoking nostalgia among viewers who grew up watching these programs.

A man in a white suit and sunglasses is sitting on the hood of a red classic car. He is looking off to the side, and the background features a rocky cliff under a blue sky with some clouds. The overall mood is nostalgic and sophisticated.

Help customers to find the feel-good factor in their past

- Can you leverage your history and/or heritage to tell a story that mentally transports your customers back to better times?
- Have you retired any products, services or marketing and communications campaigns that you can dust off and reuse today?
- Don't reject nostalgia as a tool just because your target audience are Millennials or Gen Z.

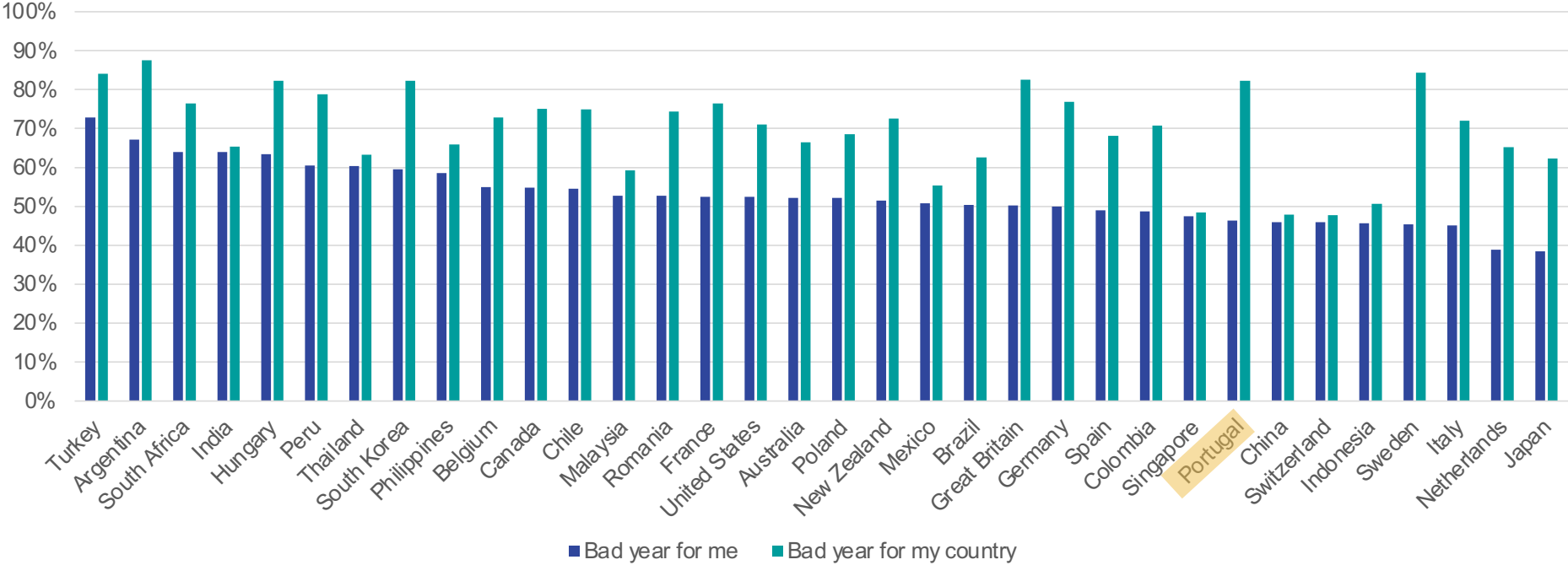
Why we think about the future

And why you should, too.

Uncertainty has become the biggest certainty...



Portuguese among the highest to say 2023 was “bad for my country” and lowest to say it was “bad for me.”

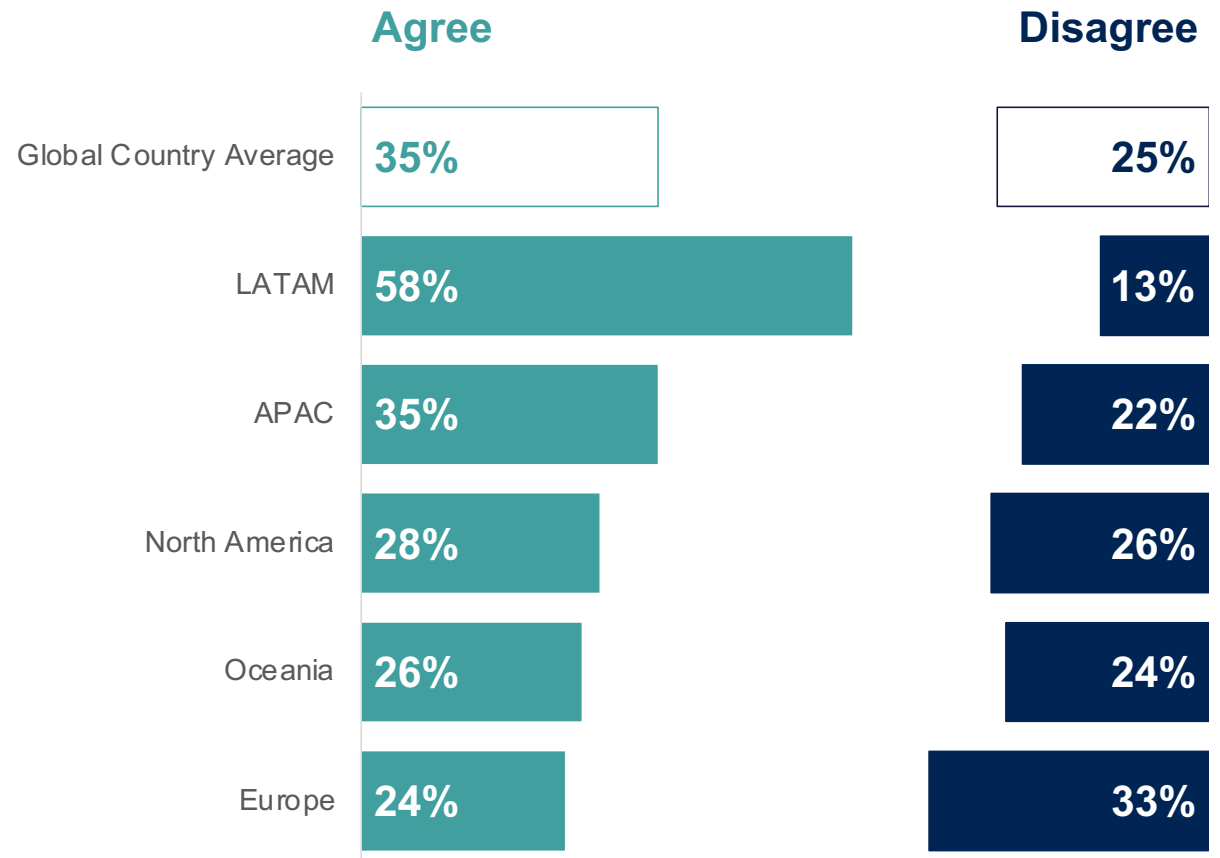


Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023

Optimism for the future reflects the very different realities worldwide

Q: "I expect my overall quality of life to be much better in 5 years than it is now"

% agree (6-7 out of 7)
% disagree (1-3 out of 7)



Future-prepared firms outperform the average.

33%

higher
profitability

200%

higher
growth

WE
CARE
ABOUT
THE
FUTURE



**When you imagine
possible tomorrows,
you ask better
questions today.”**

THANK YOU!

Matt Carmichael

Senior Vice President,
Global Trends & Foresight

Matt.Carmichael@Ipsos.com

