

# GLOBAL TRENDS 2020

Understanding  
Complexity

Ben Page, Chief Executive, Ipsos MORI

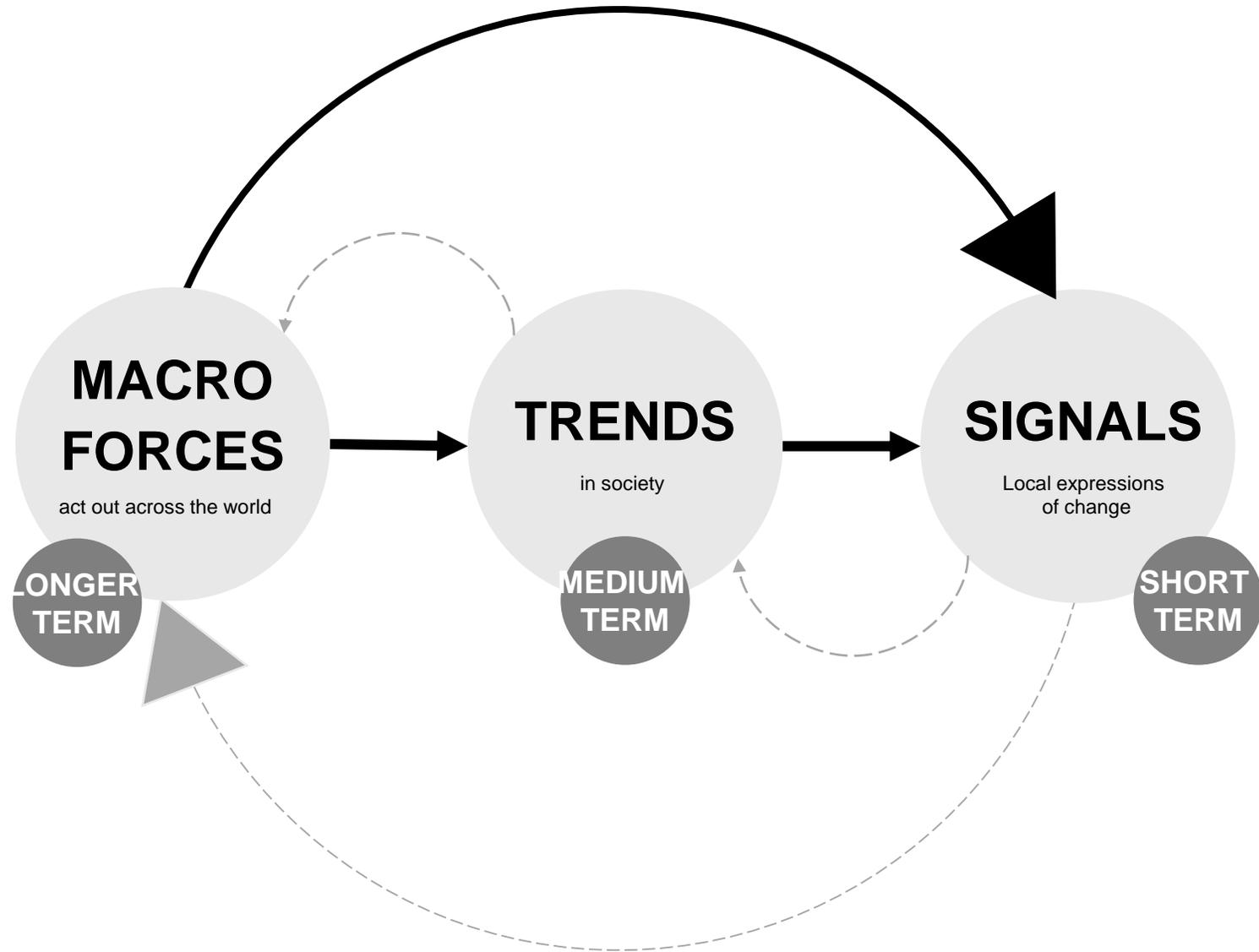


Over 370 questions asked of  
over 22,000 people globally

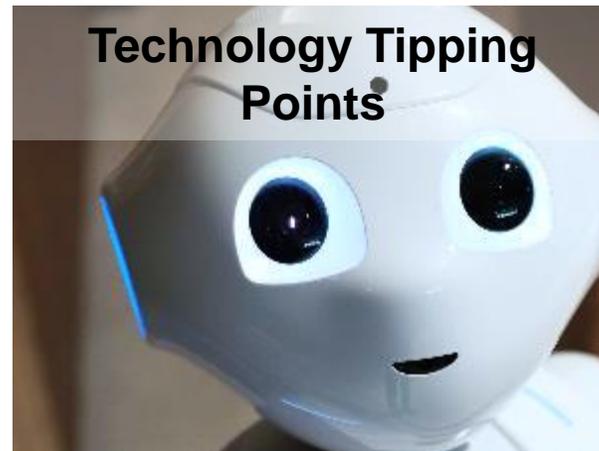


**Total Understanding:**  
**Sex, religion, brands,**  
**government, environment, CX,**  
**advertising, data privacy, hopes**  
**and fears, values, consumer**  
**behaviours and much more**

# OUR THEORY OF CHANGE



# Macro Forces – known knowns



# 36 Global Values...

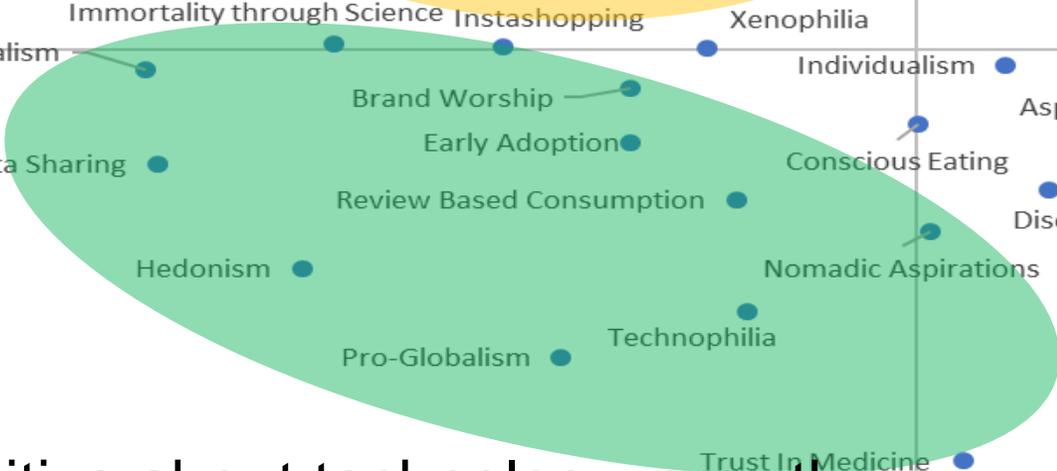
*The past*

Left behind, nostalgic and worried about the future

Traditional values and nationalism



**Conserve**



Positive about technology, growth, and capitalism

**Change**



Radical change

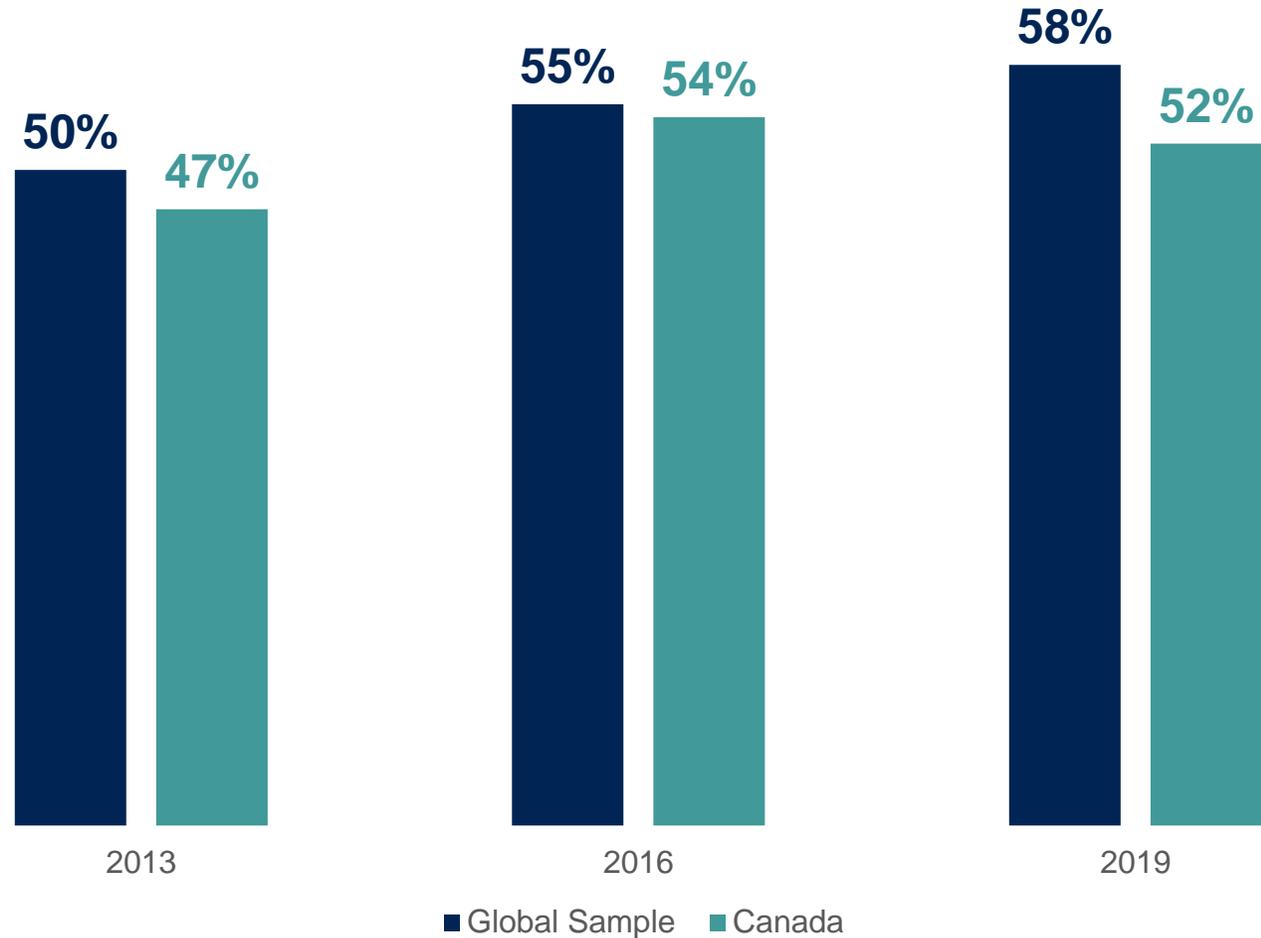
*The future*

# ...sort into twelve trends



# Trends across countries

**Rising belief that “globalisation is good for my country” among the core 20 countries from 2013**



**But what does  
it all mean?**



# CLIMATE ANTAGONISM



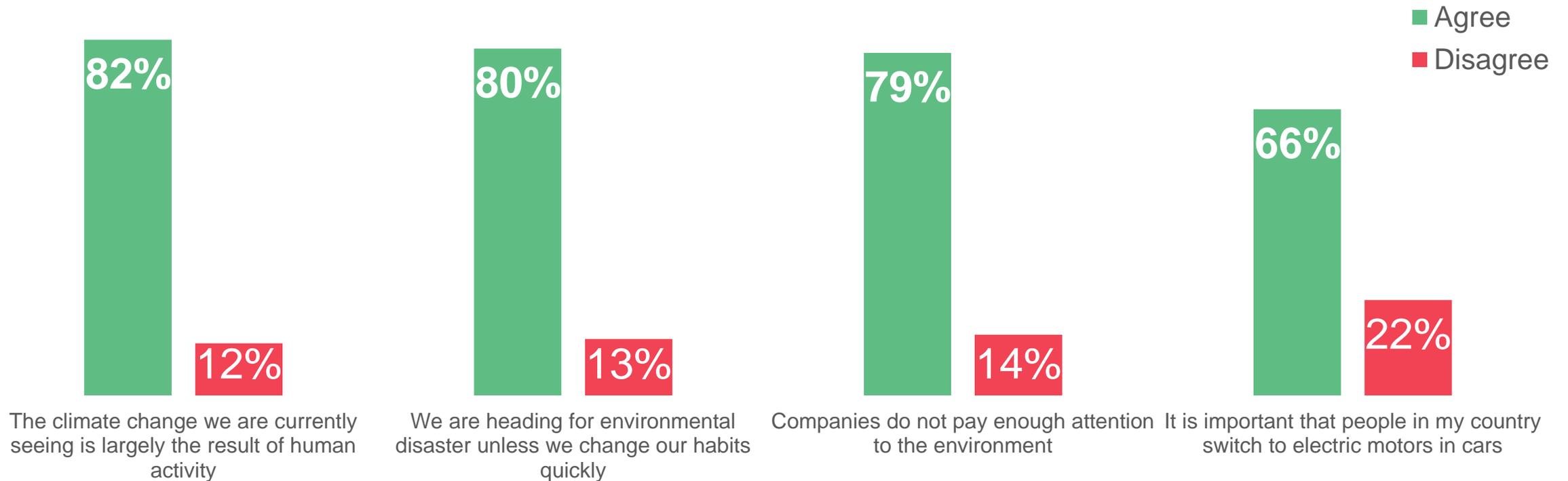


# 80%

**“We are heading for environmental disaster unless we change our habits quickly”**

# Widespread agreement on the basics

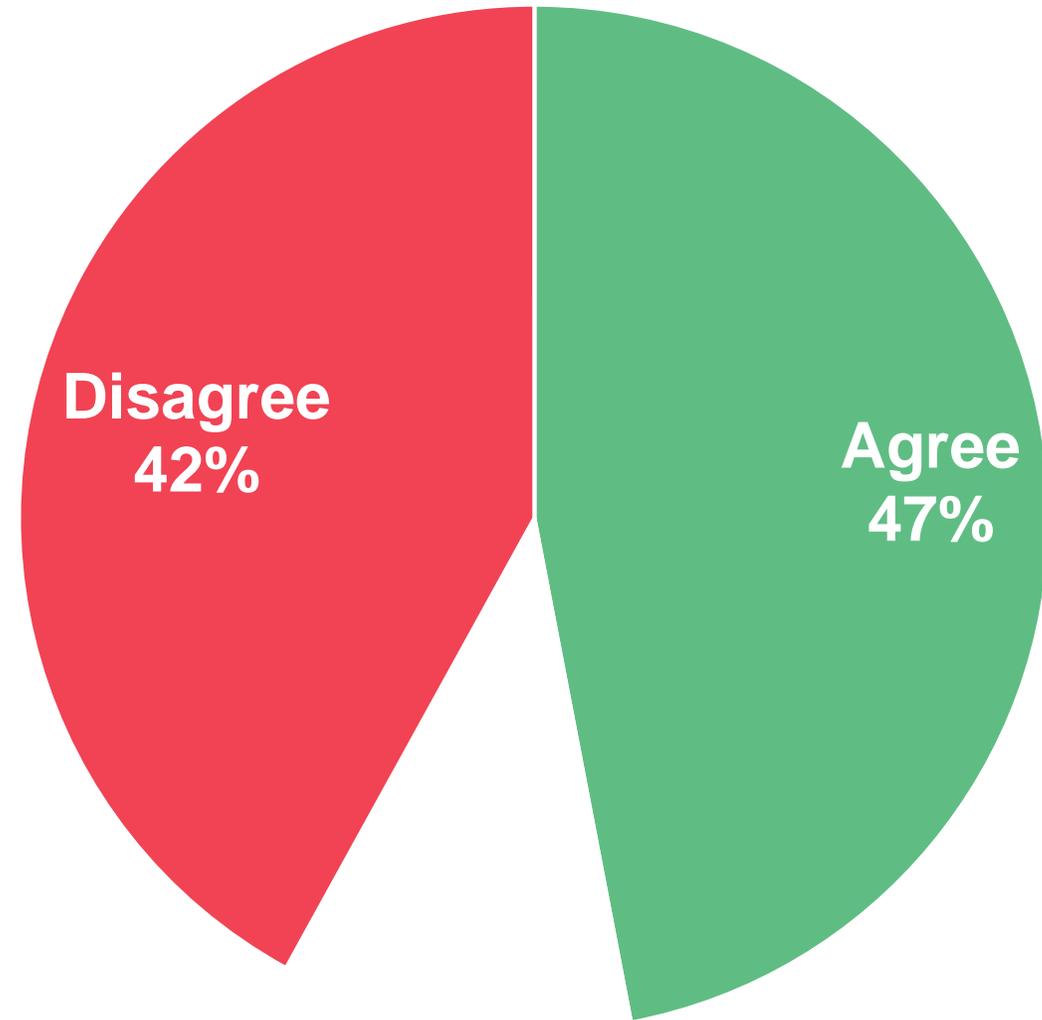
## Climate emergency: key statements



# But still some reservations

A perception of mixed messaging from scientific elites forms the bedrock of the **tired of environmentalism** value

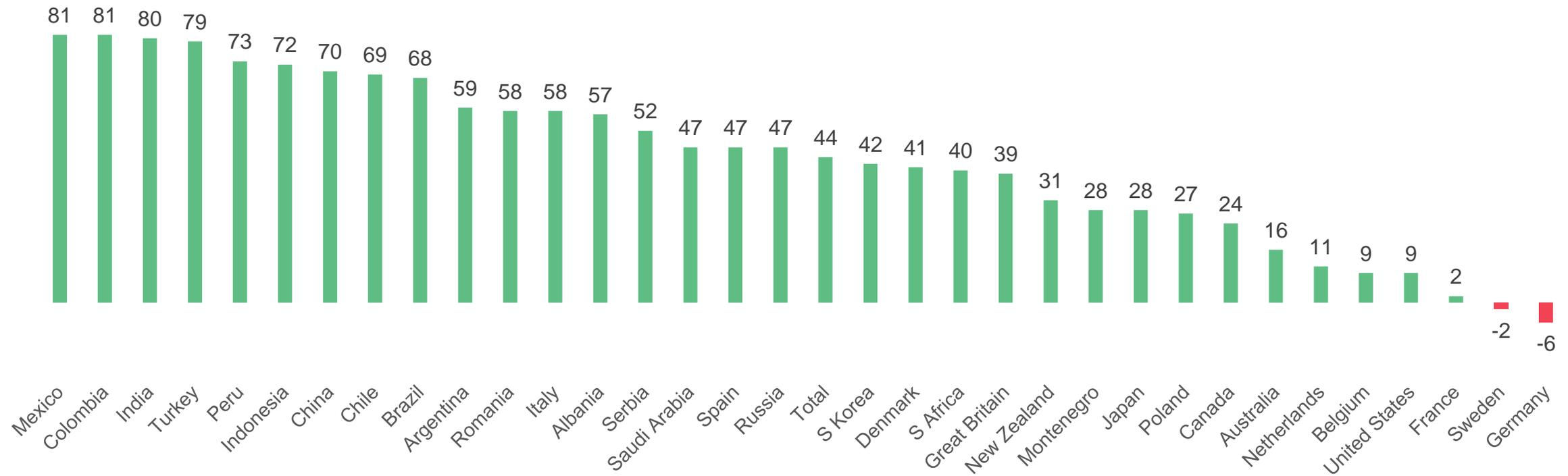
This value remains static across age groups



***“Even the scientists don’t really know what they are talking about on environmental issues”***

# And there are disagreements on solutions

“It is important that people in my country switch to electric motors in cars” – net agree



# DATA DILEMMAS



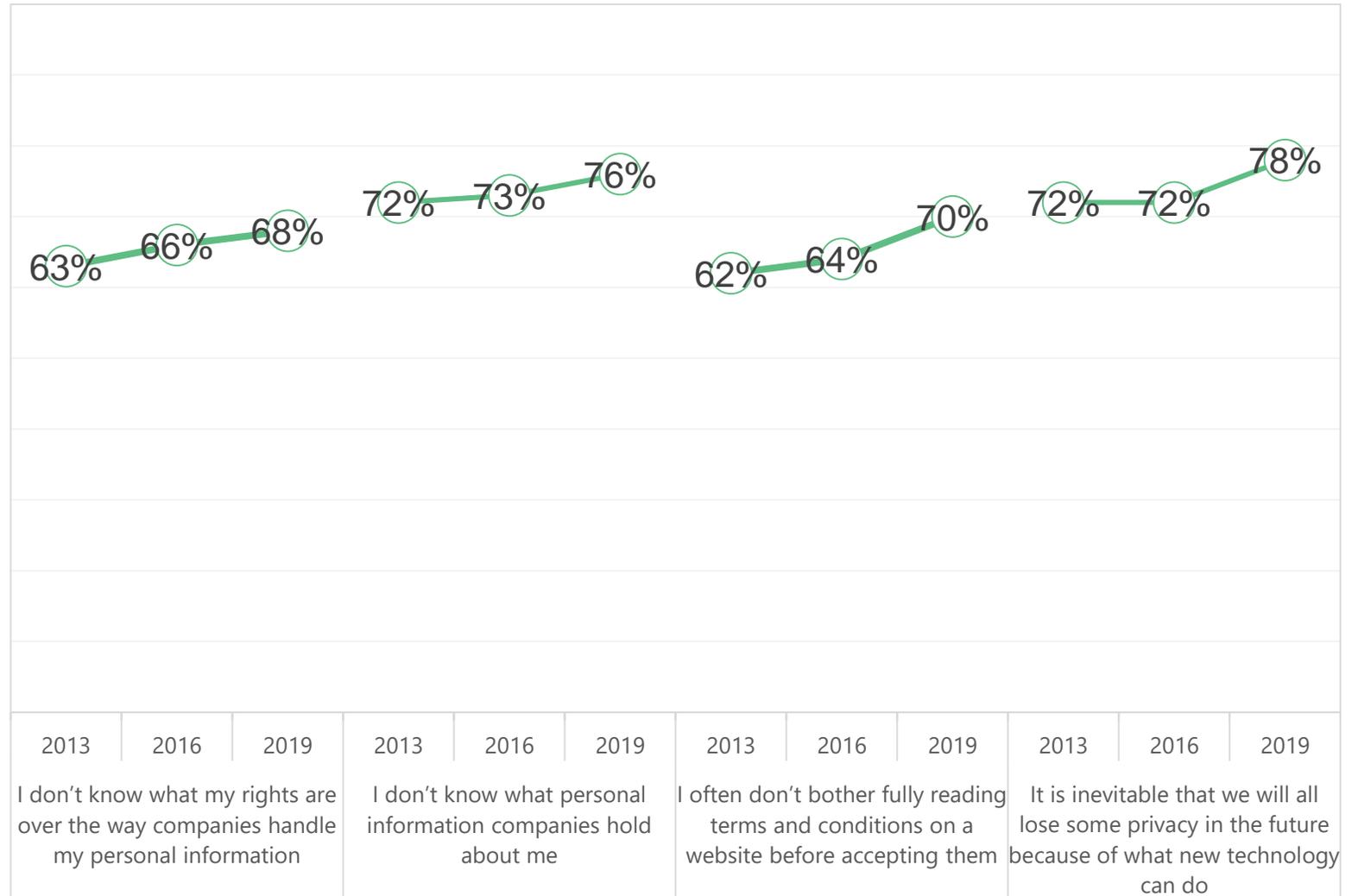


**77%**

**“It is inevitable that we will all lose some privacy in the future because of what new technology can do”**

# Apathy has been growing

Between 2013 and 2019 all factors within this value have increased among the core 20-country sample



# THE TECH DIMENSION



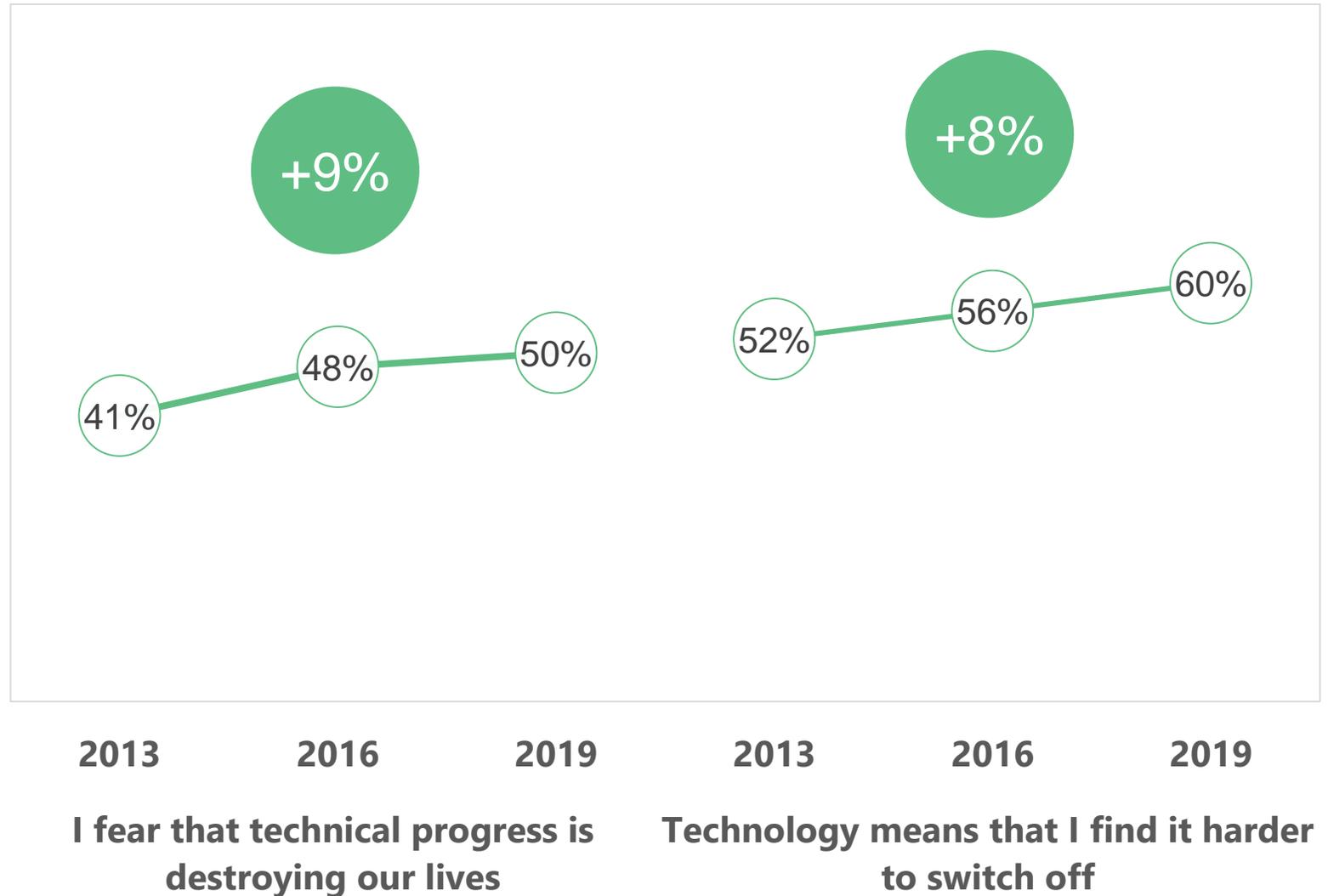
**“Social media companies have too much power”**



**75%**

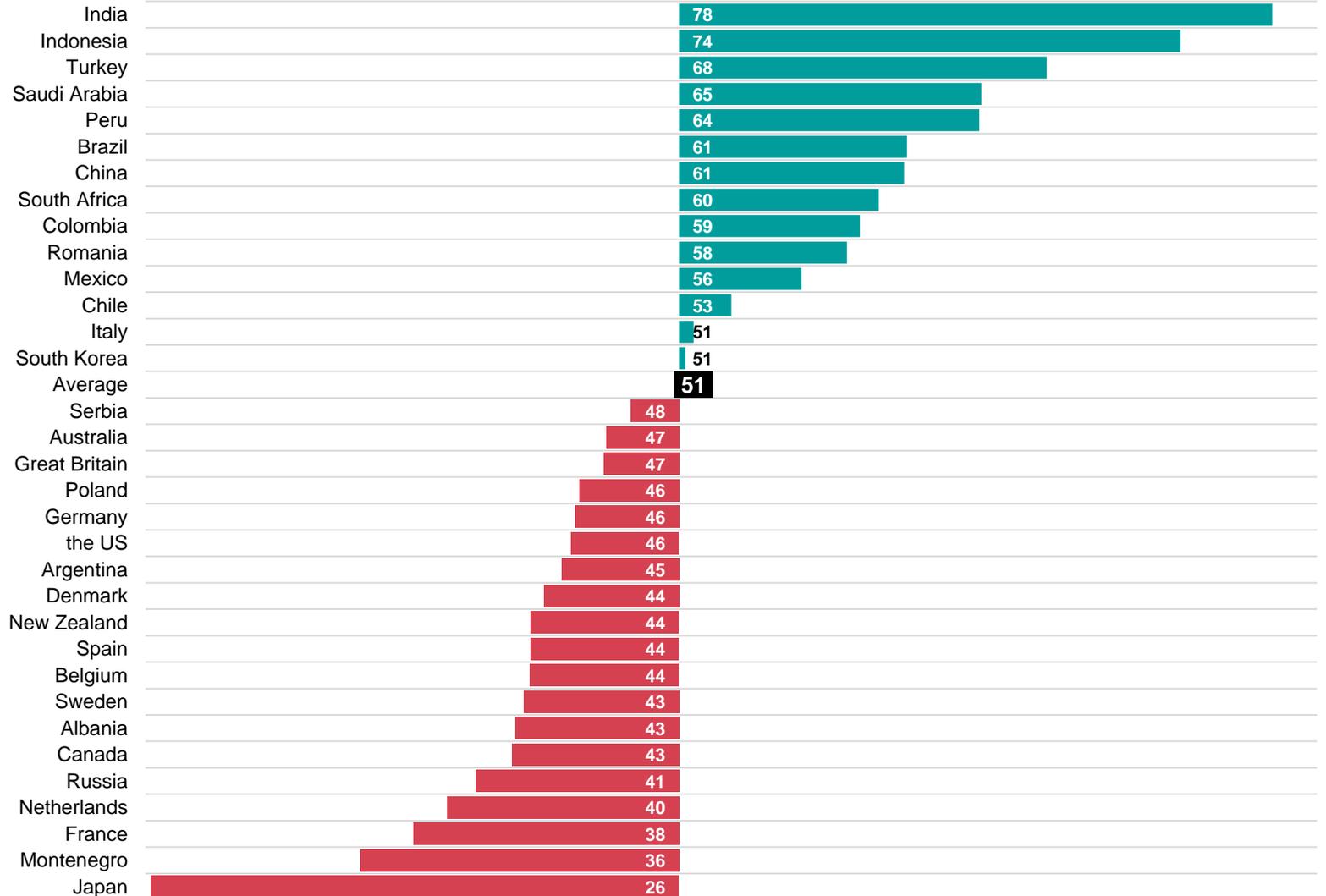
# Some fears of technology are on the rise

Some questions within the technophobia value rising as tech spreads globally



# Who is on to the next, first?

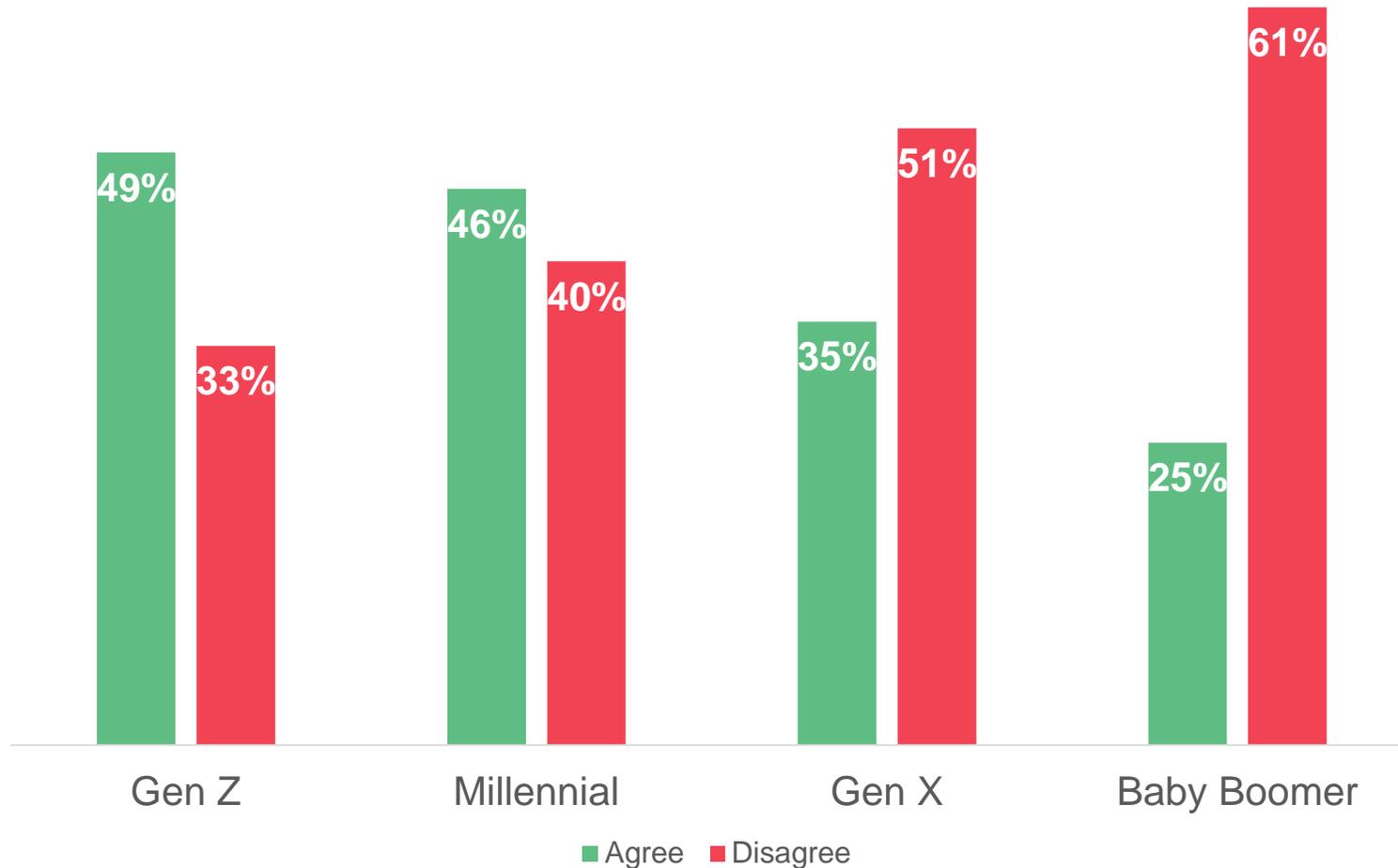
Emerging markets show a higher intensity value for **early adoption** – keeping up with tech, trying new brands, and seeking innovation.



**KEY:**

- Higher than average
- Global Average
- Lower than average

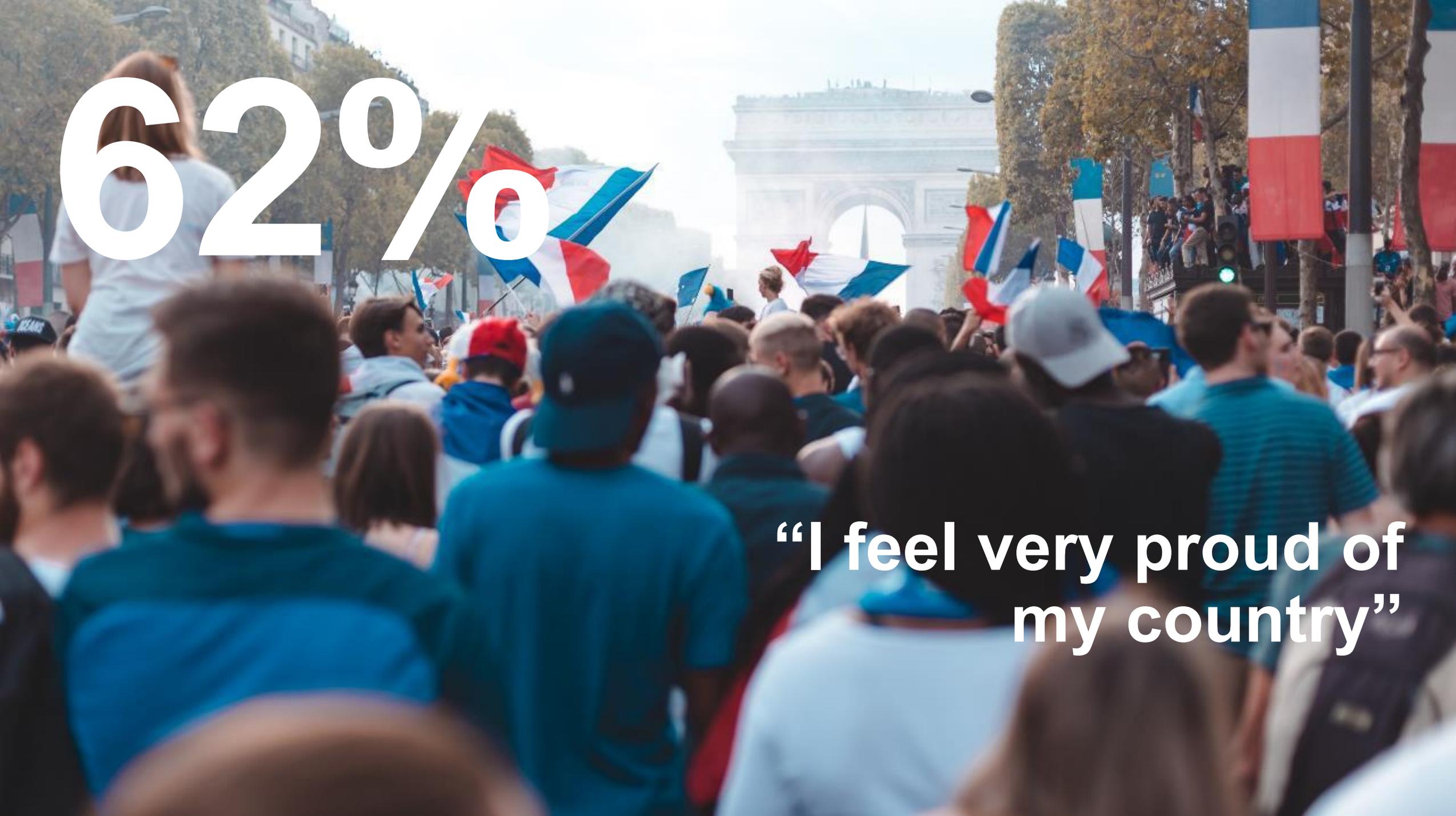
# With strong age effects



Half of Gen Z say they will always seek innovation over tradition in brands.

Just a quarter of Baby Boomers agree

# REACTIONS TO UNCERTAINTY AND INEQUALITY



62%

“I feel very proud of my country”

# CAPITALISM'S TURNING POINT

# Inequality is widely felt

77%

“Wealthy people in society should pay more tax”

76%

“Having large differences in income and wealth is bad for society overall”

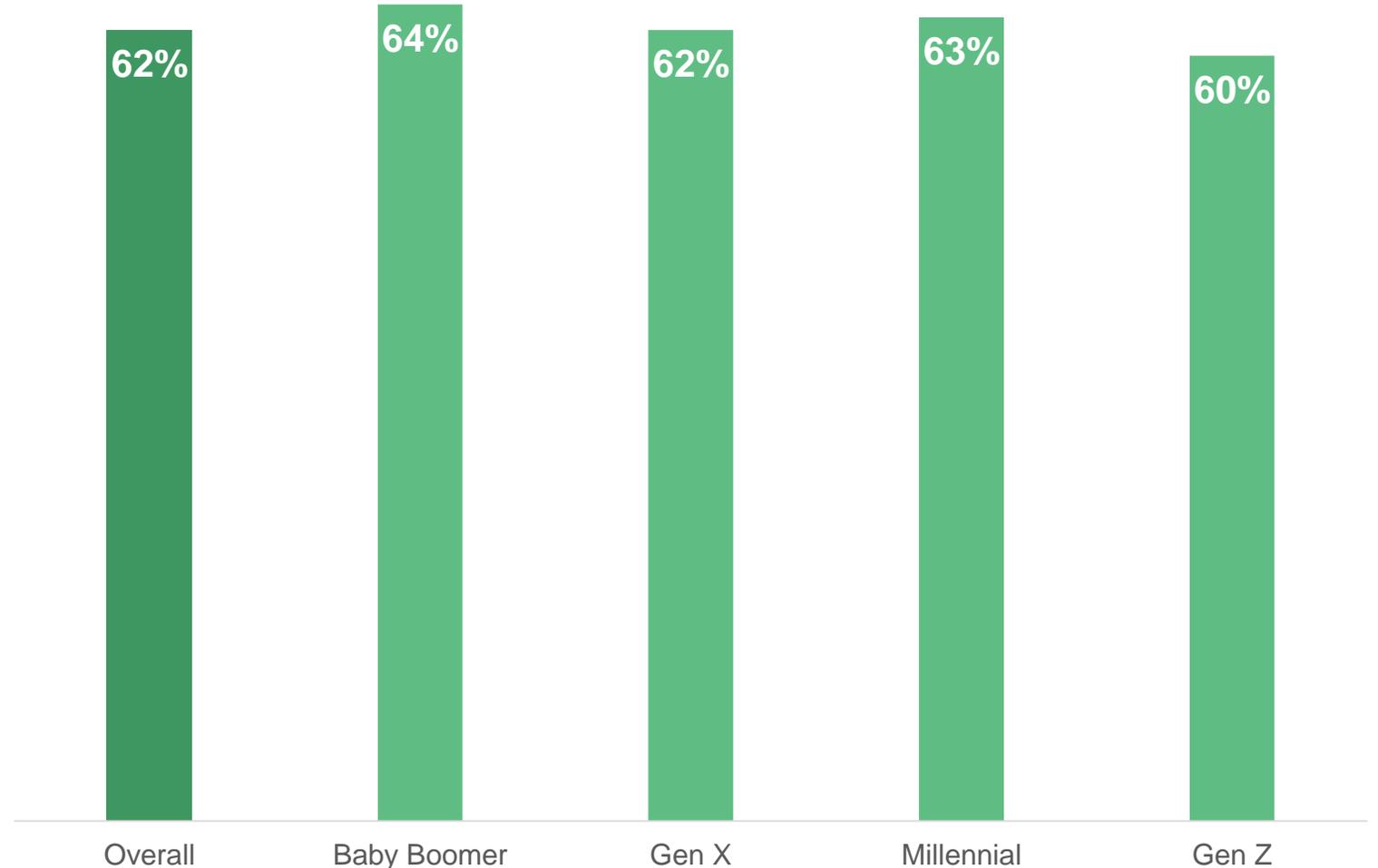
74%

“The economy of my country is rigged to advantage the rich and powerful”

# People expect more of business

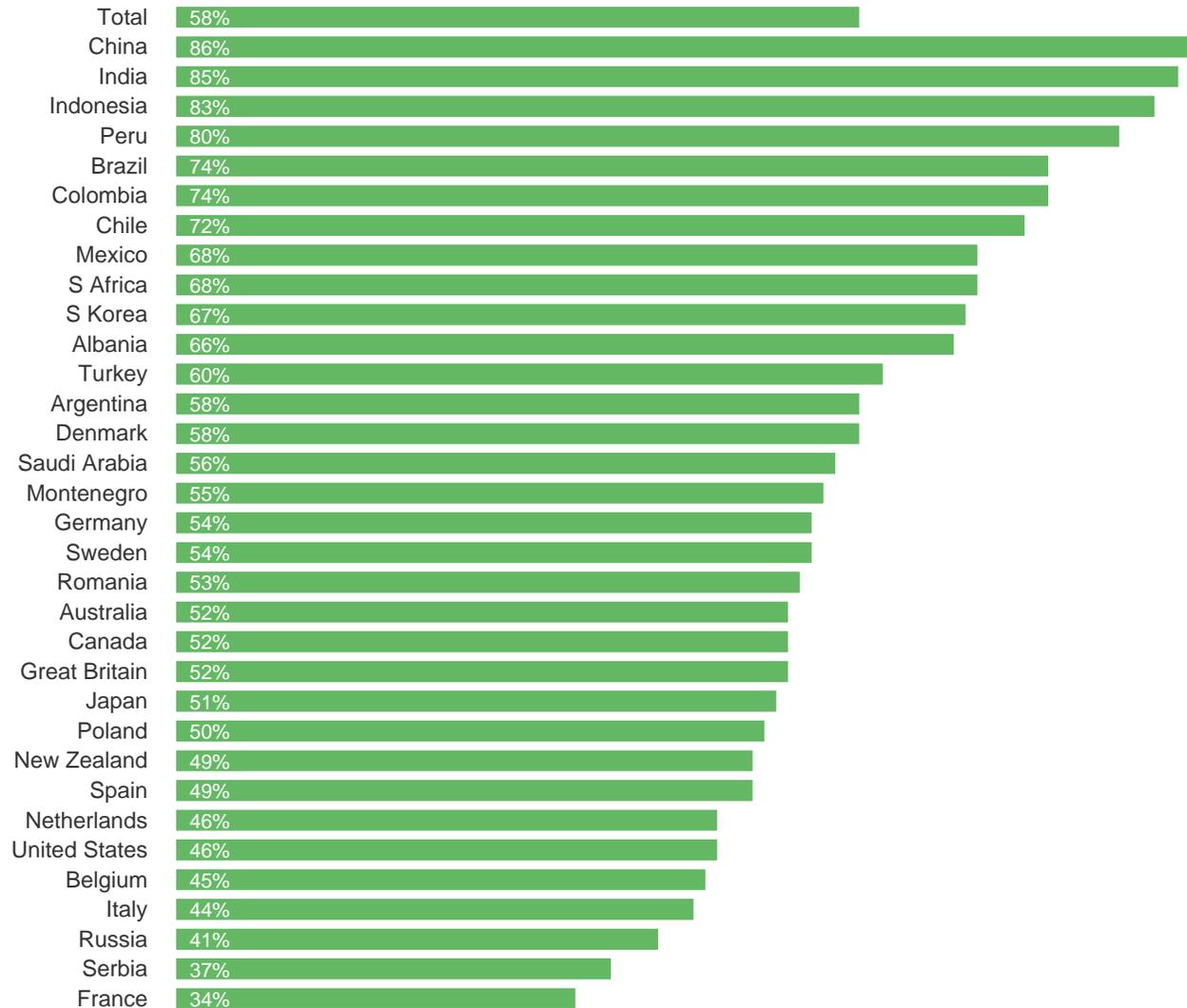
Regardless of age – most expect businesses to have a say on the key issues in their country

***“Business leaders have a responsibility to speak out on social and political issues affecting my country”***



# PEAK GLOBALISATION?

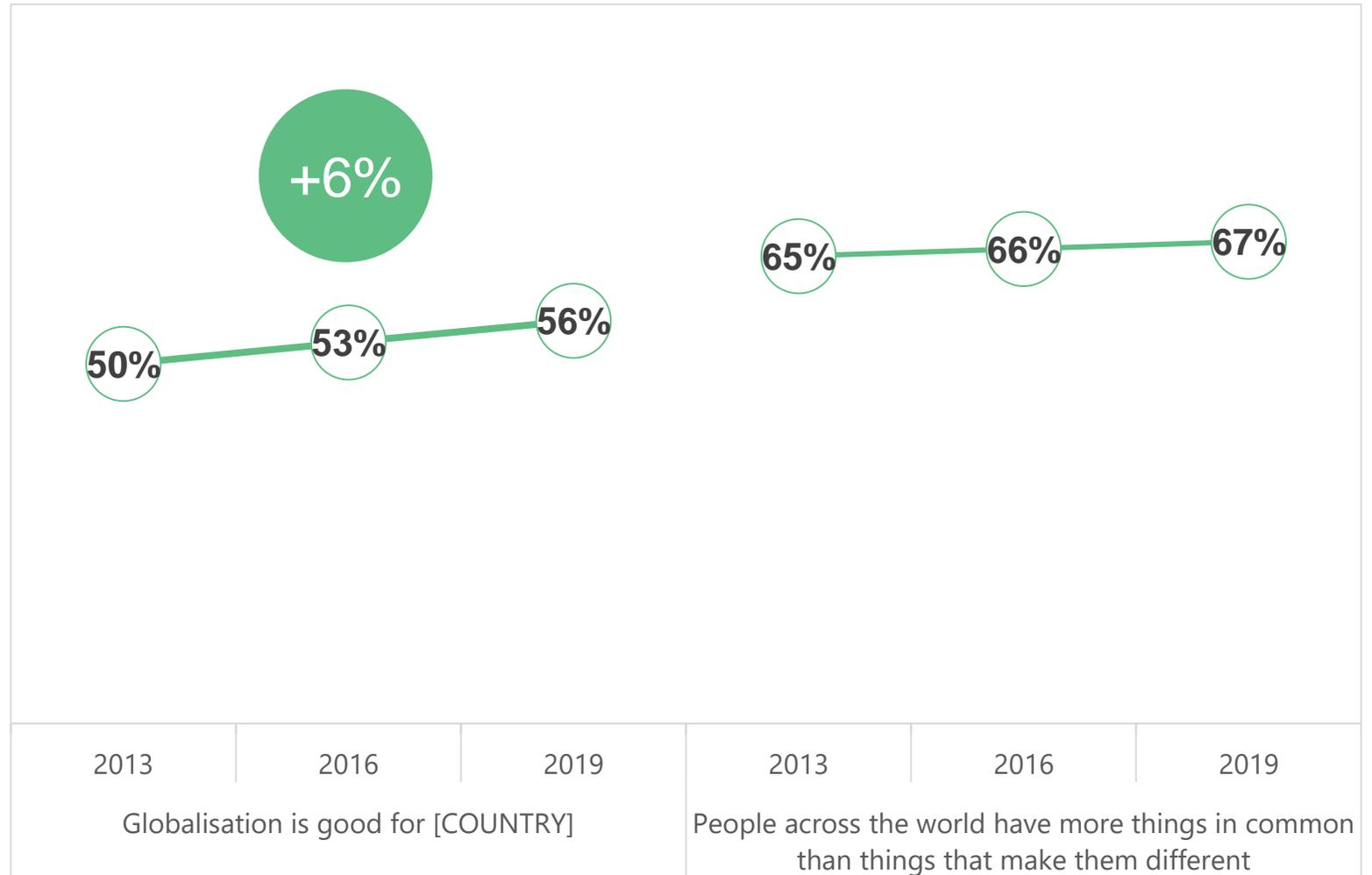
# Emerging markets feel like the winners of globalisation



***“Globalisation is good for my country”***

# But pro-global views are rising

Positivity has risen, even among our Europe-heavy 20 core trend markets



# CONSCIENTIOUS HEALTH AND CHOICES OVER HEALTHCARE



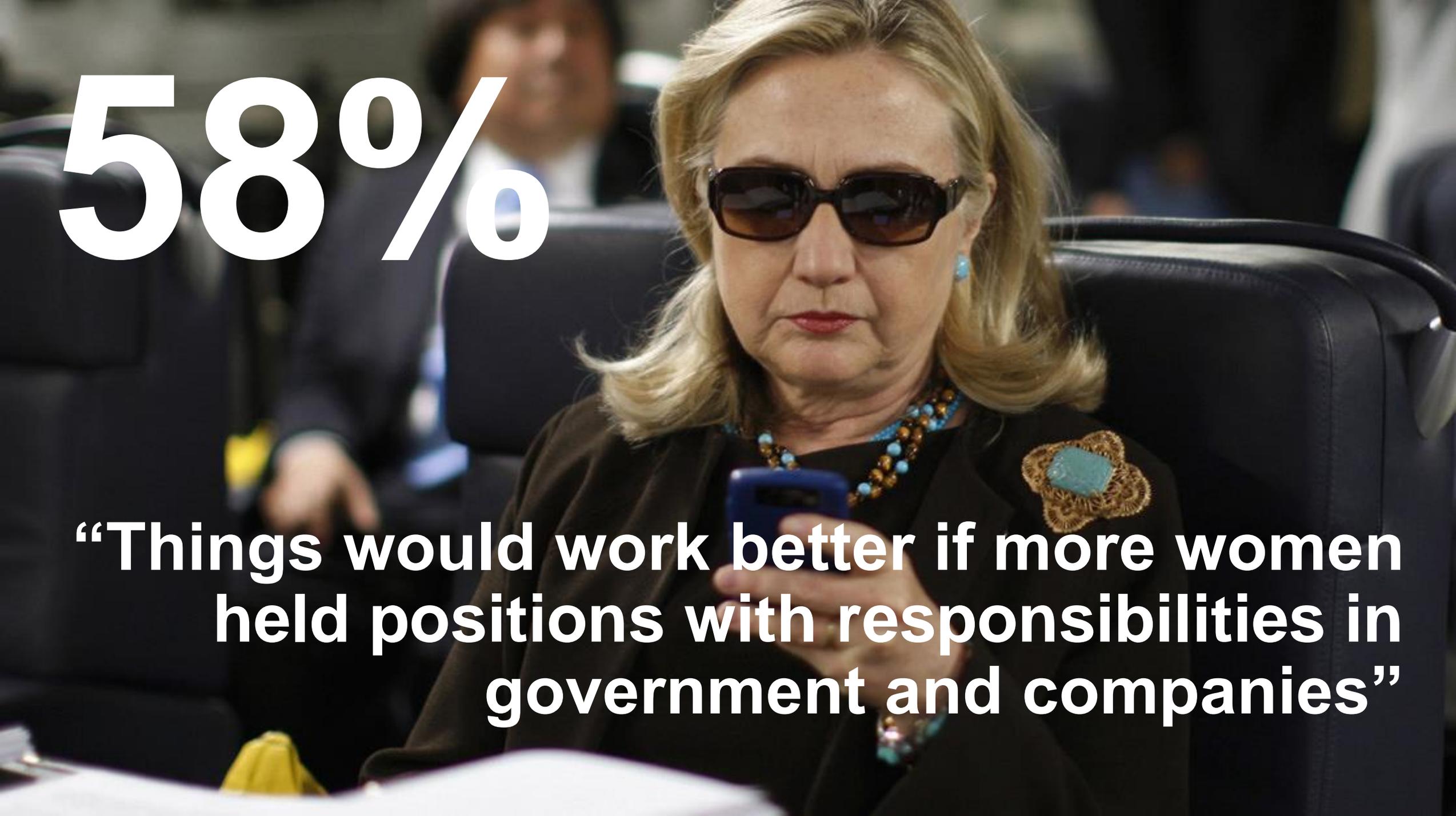
A close-up, top-down view of a large collection of various pills and capsules scattered on a light-colored surface. The pills come in many colors including white, yellow, blue, pink, orange, and brown. Some are round, some are oval, and some are capsules. The lighting is bright, creating soft shadows and highlights on the smooth surfaces of the medication.

**50%**

**“Eventually all medical conditions  
and diseases will be curable”**

# A DIVIDED WORLD



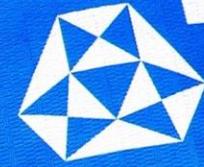


**58%**

**“Things would work better if more women held positions with responsibilities in government and companies”**

# AUTHENTICITY IS KING

*Coca-Cola* zero



TDK

A Samsung advertisement featuring a clear glass bottle of water against a light blue background. The Samsung logo is visible at the bottom of the ad.

An advertisement featuring a cartoon character with glasses and a suit standing in a stylized, colorful environment. A McDonald's logo is visible in the background.

A Hyundai advertisement featuring the Hyundai logo and the word "HYUNDAI" in blue capital letters. The background shows a white car driving on a dirt road.

An advertisement for "Kate's World" magazine, showing three covers of the magazine.

+

An advertisement for Vogue magazine, featuring a red ribbon and the text "VOGUE".

VOGUE  
PRINT AND DIGITAL EDITION AVAILABLE NOW

BARCLAYS

Vanguard  
020 7256 1818  
Day - Next Day - Local



**“It is possible for a brand to support a good cause and make money at the same time”**

**78%**



# SEARCH FOR SIMPLICITY AND MEANING



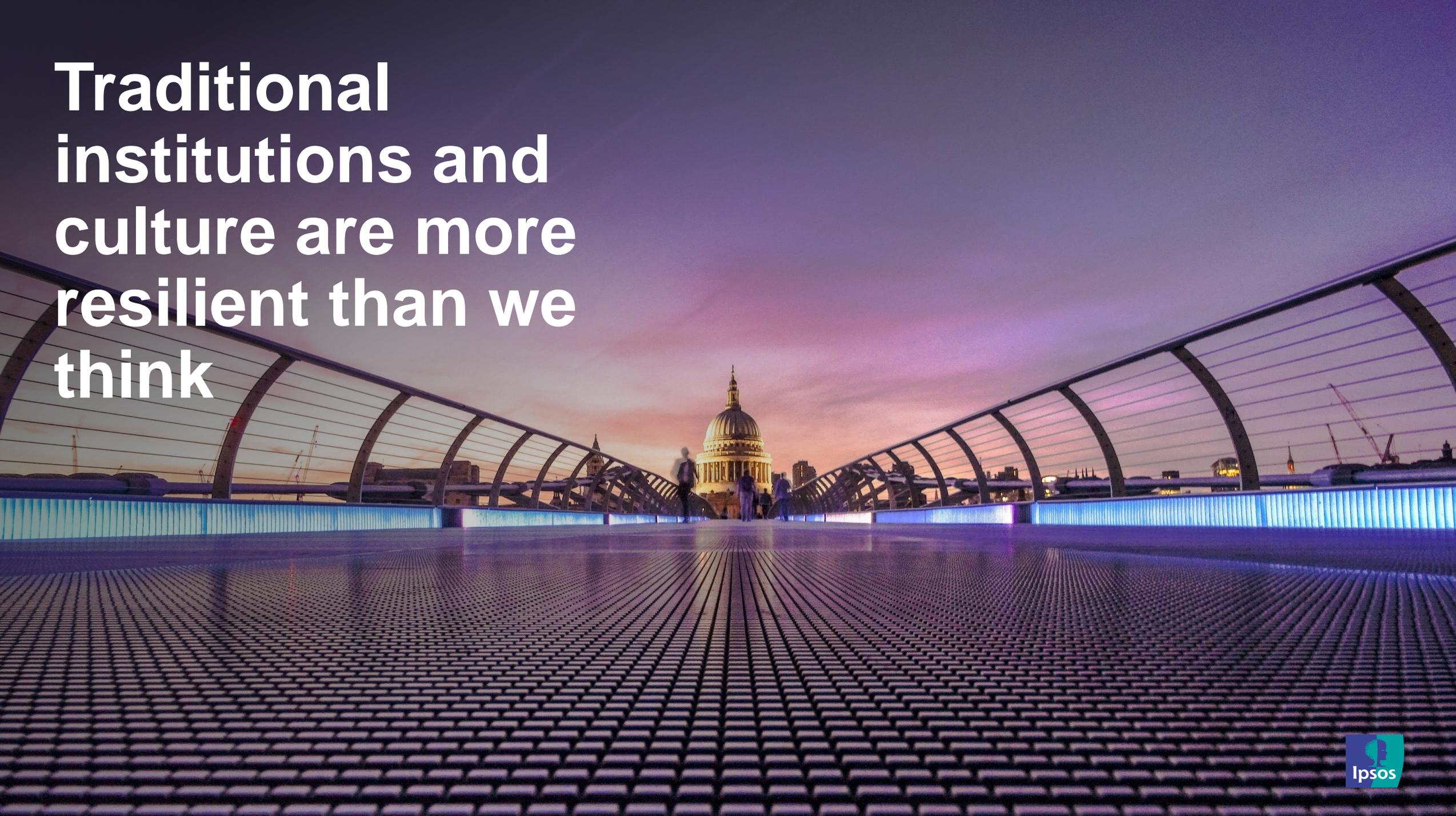
# 63%

**“I wish my life was more simple”**



**Predictions are  
hard...but**

**Traditional  
institutions and  
culture are more  
resilient than we  
think**



**The most adaptable  
brands will thrive –  
not the biggest.  
Are you?**



# THANK YOU

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**GLOBAL  
TRENDS**  
2020

Understanding  
Complexity

