

Demographics | Globalization &
Future Markets | Scarcity of
A. EXECUTIVE SUMMARY
Resources | Climate Change |
Technology | Knowledge Society |
Global Responsibility

A. EXECUTIVE SUMMARY

Seven global megatrends shape the face of the world in 2030

T1 CHANGING DEMOGRAPHICS

T2 GLOBALIZATION & FUTURE MARKETS

T3 SCARCITY OF RESOURCES

T4 THE CHALLENGE OF CLIMATE CHANGE

T5 DYNAMIC TECHNOLOGY & INNOVATION

T6 GLOBAL KNOWLEDGE SOCIETY

T7 SHARING GLOBAL RESPONSIBILITY

SUBTRENDS

GROWING WORLD POPULATION



8.3 billion people will live on earth

AGING SOCIETIES



Median age will increase by 5 years to 34 years

INCREASING URBANIZATION



59% of the world's population will live in cities

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SUBTRENDS

ONGOING
GLOBALIZATION



Exports and FDI will
grow faster than
GDP

BRIC: THE NEW
POWERHOUSES

BRIC

Their GDP will grow
by 7.9% p.a.

BEYOND BRIC

Next 11

The Next Eleven
will grow by 5.9%
p.a. – Strong
growth for ASEAN 5

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SUBTRENDS

ENERGY



Global primary energy consumption will increase 26%

WATER



Half the world's population will be living in areas of high water stress

OTHER COMMODITIES



Some rare metals will run out –
Rising food demand

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SUBTRENDS

INCREASING CO₂ EMISSIONS



World CO₂ emissions will increase 16%

GLOBAL WARMING



The average global temperature will rise 0.5-1.5°C

ECOSYSTEM AT RISK



Declining biodiversity and extreme weather

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SUBTRENDS

TECHNOLOGY DIFFUSION



Technology will spread at high speed throughout the world

POWER OF INNOVATION



Innovations will change our lives – Robotics, Internet of things

THE AGE OF LIFE SCIENCES



Challenged by demographics, boosted by R&D

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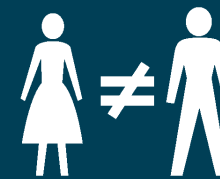
SUBTRENDS

KNOW-HOW BASE



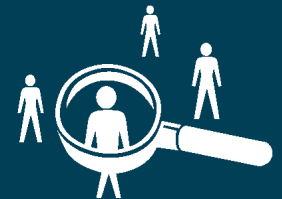
55% of the people worldwide will have completed at least secondary education

GENDER GAP



Differences between men and women expected to narrow

WAR FOR TALENT



The demand for qualified people exceeds the supply

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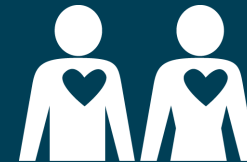
SUBTRENDS

SHIFT TO GLOBAL COOPERATION



Nations will share more responsibility

GROWING POWER OF NGOs



Number of NGOs will grow significantly

INCREASING PHILANTHROPY



More donations, but philosophy of giving will change

A. EXECUTIVE SUMMARY

Corporate Actions

T1 CHANGING DEMOGRAPHICS

Focus on growth regions
Adapt to the 60+ age group
Use cities as trend labs; smart solutions are needed

T2 GLOBALIZATION & FUTURE MARKETS

Focus on foreign markets
Exploit the market potential of the middle class
Apply scenario techniques

T3 SCARCITY OF RESOURCES

Reduce consumption
Reduce dependency
Appeal to consumers

T4 THE CHALLENGE OF CLIMATE CHANGE

Seize new business opportunities
Reduce CO₂ emissions
Manage climate risk

T5 DYNAMIC TECHNOLOGY & INNOVATION

Establish cooperative partnerships & networking
Watch the latest technology trends
Think divergently & convergently

T6 GLOBAL KNOWLEDGE SOCIETY

Establish efficient knowledge management
Make the working environment attractive to women
Improve your global hiring strategy

T7 SHARING GLOBAL RESPONSIBILITY

Use business opportunities resulting from global cooperation
Establish an ethical management approach
Optimize cooperation with the nonprofit sector

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FOR COMMENTS AND FEEDBACK ABOUT THE TREND COMPENDIUM 2030,
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