



MEGATRENDS

UPDATE

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MEGATRENDS

Megatrends are long-term processes of transformation with a broad scope and a dramatic impact. They are considered to be powerful factors which shape future markets. There are three characteristics in which megatrends differ from other trends:

TIME HORIZON

Megatrends can be observed over decades. Quantitative, empirically unambiguous indicators are available for the present. They can be projected – with high probabilities – at least 15 years into the future.

REACH

Megatrends impact comprehensively on all regions and actors – governments, individuals and their consumption patterns, but also businesses and their strategies.

INTENSITY OF IMPACT

Megatrends cause fundamental, multidimensional transformations of all societal subsystems, whether in politics, society, or economy. Their precise features vary according to the region in question.

As stable drivers of global change, megatrends are often used as a starting point for strategic foresight. Critical uncertainties within the

corporate environment are documented with the help of scenarios. Z_punkt offers a range of advice and a variety of workshops all supported by megatrends analysis that is tailored to each client's needs:

STRATEGIC CHALLENGES

Megatrends transform our environment. Therefore, we address the key issue of what the future has in store for you. Is your company really prepared for such change? And, what are the issues that need more careful consideration at board level?

OPPORTUNITIES FOR GROWTH AND INNOVATION POTENTIAL

Megatrends drive markets of the future. As such, it is possible to draw conclusions systematically about future areas of growth. Megatrends provide inspiration in the early stages of the innovation process. However, they also assist in steering the creative efforts of your team down the right track.

PORTFOLIO DEVELOPMENT

The interlinked effects of megatrends are often underestimated. The interplay between megatrends can often lead to rapid and disruptive changes in individual market sectors. You need to ask, therefore: is your product portfolio prepared for the future in light of this fact?



01: DEMOGRAPHIC CHANGE

- Growing global population
- Ageing populations
- Declining populations in the West
- Increasing migration streams
- Demographic shifts



02: INDIVIDUALISATION REACHES A NEW STAGE

- Individualism, a global phenomenon
- Changing relationship patterns: Few strong, many loose relationships
- Complex biographies and identities
- From mass markets to micro markets
- Self-sufficiency and DIY-economics



03: SOCIAL AND CULTURAL DISPARITIES

- Growing polarisation of the rich and poor
- Precarious lifestyles becoming the norm
- Social fragmentation across different life situations
- Competing and merging value systems



04: REORGANISATION OF HEALTHCARE SYSTEMS

- Increasing health awareness and higher personal responsibility
- Changing disease patterns
- Sharp increase in health expenditure — greater privatisation of costs
- Reorganisation of the healthcare sector
- New approaches to diagnosis and treatment
- New converging markets

05: CHANGES TO GENDER ROLES



- Breakdown of traditional gender roles
- Increasingly important role played by women in the workplace
- Appreciation of social and communicative skills
- Growing importance of a healthy work-life balance
- New family structures and lifestyles



06: NEW PATTERNS OF MOBILITY

- Mobility increases worldwide
- Barriers to mobility increase
- Intermodal mobility patterns
- Digital networking of traffic
- New vehicle concepts and drive technologies
- Intelligent logistics solutions

08: LEARNING FROM NATURE



- Natural structures and processes becoming a key characteristic of innovation
- Bionics incorporated into design and technology
- Swarm intelligence
- Influence of biology on production systems—decentralisation and the closed-loop economy



09: UBIQUITOUS INTELLIGENCE

- Transition towards cloud-based IT
- New interfaces and intelligent environments
- Emergence of the Internet of Things
- Creation of intelligent infrastructures
- Breakthroughs in artificial intelligence and robotics



10: TECHNOLOGY CONVERGENCE

- Miniaturisation and nanotechnology becoming key drivers of technology convergence
- Dynamic innovation for new materials and construction methods
- Expansion of biotechnology
- Greater NBIC-convergence to achieve the vision of a »second nature«



11: GLOBALISATION 2.0

- Shift in the location of economic power centres
- Volatile economy
- Emergence of a global middle class
- Globally fragmented and distributed value chains
- Globalised flow of capital – Unrestrained financial sector



12: KNOWLEDGE-BASED ECONOMY

- Rising levels of education around the world
- Innovation as a key driver and competition factor
- Data and knowledge-based value creation
- New global knowledge elite—the creative class
- Lifelong learning

13: BUSINESS ECOSYSTEMS



- New value-chain partnerships
- System innovations
- Business mash-ups—interfaces give rise to new markets
- Creation of the fourth sector
- Complexity management



14: CHANGES IN THE WORK WORLD

- Highly dynamic and flexible working practices
- New managerial and organisational patterns
- Collaborative methods of working
- Advances in automation



15: NEW CONSUMPTION PATTERNS

- Shifts in consumer spending and consumer preferences
- Third World enjoying greater prosperity
- Catch-up consumption in newly-industrialised countries
- Sustainable consumption in the West
- Change in buying habits—hybrid and virtual models
- Growing importance of collaborative consumption



16: UPHEAVALS IN ENERGY AND RESOURCES

- Growing energy and resource consumption
- Strategic resource scarcities
- Use of alternative sources of energy and renewable resources
- Revolution in resource efficiency
- Decentralised infrastructures



17: CLIMATE CHANGE AND ENVIRONMENTAL IMPACTS

- Rising temperatures and CO² emissions
- Growing risks posed by environmental problems in newly-industrialised and developing countries
- Increased food shortages
- Stricter regulations
- Cleantech investments
- Strategies for mitigating and adapting to climate change



18: URBANISATION

- Strong growth of megacities and urban conglomerations
- Greater structural problems in rural areas
- Development of adapted infrastructure solutions
- Sustainable urban development
- New forms of residence, living and participation



19: NEW POLITICAL WORLD ORDER

- China and India join the ranks of world powers
- Crisis of Western democracies
- New strategic alliances in a multipolar world
- Transformation of systems
- Africa awakes



20: GLOBAL RISK SOCIETY

- Growing vulnerability of technical and social infrastructures
- Greater number of natural disasters
- Asymmetric conflicts
- Global organised crime and cybercrime
- Surveillance and monitoring in the transparent society

WE FUTURIZE YOUR BUSINESS



Z_punkt The Foresight Company is a leading strategy and foresight consultancy, operating internationally and focussing on strategic future issues. We are experts in corporate foresight – the translation of findings derived from trend and futures research into practical advice to assist with strategic management. With value-orientated advice at the heart of all our activities, Z_punkt shapes strategic future dialogues and supports companies to make the most of sustainable future markets.

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