

# MEGATRENDS

- 01: DEMOGRAPHIC CHANGE
- 02: INDIVIDUALISATION REACHES A NEW STAGE
- 03: HEALTH THRIVES
- 04: WOMEN ON THE RISE
- 05: CULTURAL DIVERSITY
- 06: NEW PATTERNS OF MOBILITY
- 07: DIGITAL LIFESTYLE
- 08: BIOMIMICRY, OR, LEARNING FROM NATURE!
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## THE TREND TOWARDS

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

### INTENSITY OF IMPACT

Megatrends impact powerfully and extensively on all actors, whether it is governments, individuals and their consumption patterns, or corporations and their strategies.

The term “Megatrends” was coined by John Naisbitt, who, 25 years ago, published a book of the same title. “Megatrends” presented 10 far-reaching developments which painted a picture of our future at the turn of the millennium. The book became a bestseller and made Naisbitt a trailblazer for social and economic trend research. With hindsight, one has to acknowledge graciously that his analyses did not lack the necessary vision. He coined, e.g., the expression “Globalisation”, recognised every individual’s increasing responsibility for his own life, envisioned the information and multi-option society, and realised how decentral, networking structures would dominate the new millennium.

## THE TREND TOWARDS MEGATRENDS

Today, megatrends have become a relevant strategic issue in many corporate headquarters. Siemens, to name a significant example, has stressed the importance of megatrends for its business on various occasions. Driven by its CEO, Klaus Kleinfeld, Siemens has started to re-align its business fields focussing on the megatrends demographic change and urbanisation. Only recently, Z\_punkt cooperated with Siemens' Corporate Strategy department in creating a corporate management report on the megatrends crucial for the company.

Some megatrends, such as demographic change, health, or mobility, have found a place on many agendas. Experience also shows, however, that businesses differ in their evaluation of specific megatrends – their relative strategic significance being determined by a company's focus on specific markets, products, and customers. With its new global maxim “The Consumer Decides”, Nike is recognising a megatrend which we describe as a new phase of individualization. General Electric, on the other hand, focuses on similar issues as its competitor Siemens, showcased by its new “Ecomagination” advertising campaign.

How can companies create value from megatrends? Valuable insights will only be gained if information on a megatrend is translated into a company's very own context, and into future innovation fields, markets, and products. Not the trend as such is of interest, but its strategic implications. If you want to prepare yourself in time for the future markets emerging from megatrends, Z\_punkt can offer a wide range of tried-and-tested, business-specific approaches: Whether it's lectures or one-day inhouse workshops, identification of strategic innovation fields or new business fields.

## MEGATRENDS

# 01: DEMOGRAPHIC CHANGE



- In the West, ageing and shrinking populations
- In the developing countries, a baby boom
- Increasing migration streams
- Demographic shifts

## 02: INDIVIDUALISATION REACHES A NEW STAGE



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

## 03: HEALTH THRIVES



- Increasing health awareness and higher personal responsibility
- Health tech – health style
- New foodstuffs (functional food, genetically modified food, novel food)
- New converging markets (food, pharmaceuticals, drugs, cosmetics)

## 04: WOMEN ON THE RISE



- Women are integrated into the working world
- “Female” soft skills become more important
- Participation as market actors: Defining influence on product and service standards
- Work-life balance

## 05: CULTURAL DIVERSITY



- Plural ways of life between tradition and today
- Value systems compete globally
- Emergence of hybrid culture



## 06: NEW PATTERNS OF MOBILITY



- Globally, mobility increases
- Barriers to mobility increase
- Transport infrastructures are upgraded/extended
- New vehicle concepts – new drive technologies

## 07: DIGITAL LIFESTYLE



- Web 2.0: New media find their way into our everyday lives
- Digital lifestyle: Virtual reality becomes real
- Virtual business worlds



## 08: BIOMIMICRY, OR, LEARNING FROM NATURE

- Biology becomes the leading science
- Renaissance of bionics
- Swarm intelligence: New forms of social organisation



## 09: UBIQUITOUS INTELLIGENCE

- IT-revolution continues
- Ambient Intelligence: New interfaces, new surfaces
- Neuro sciences, artificial intelligence, and robotics
- Transparent society: Surveillance and control

# 10: TECHNOLOGY CONVERGENCE



- Information and nanotechnology to be key drivers of convergence
- Stimuli in many areas of application (medical science, energy, materials)
- NBIC-convergence





## 12: KNOWLEDGE-BASED ECONOMY

- Education and learning as a basis
- Innovation as a key driver and competition factor
- New global knowledge elite – the creative class

MEGATRENDS

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# 13: BUSINESS ECOSYSTEMS

- Open systems and networks: Limits of industries, markets, and businesses dissolve
- New value-adding chains (customer integration, coopetition)
- Business Mashups: Interfaces give rise to new markets



# 14: CHANGES IN THE WORK WORLD



- Advances in automation (from the sector of production to the sectors of service and knowledge)
- Highly flexible working practices (anytime, anywhere)
- Flexible, interactive work structures

# 15: NEW CONSUMPTION PATTERNS



- The Third World participates in economic wealth (Bottom of the Pyramid)
- Catch-up luxury in China, India, and Russia
- Sustainable consumption in the West (LOHAS, Eco Chic, Moral Commerce)

# 16: ENERGY AND RESOURCE REVERSAL



- Strategic resource scarcities (fossil fuels, freshwater, minerals, metals)
- Use of alternative sources of energy and renewable resources
- Revolution in energy efficiency
- Decentralised energy supply

# 17: CLIMATE CHANGE AND ENVIRONMENTAL IMPACTS



- CO<sup>2</sup>-discharges and global rise of temperatures
- Increase of environmental problems in emerging and developing countries
- Clean technologies
- Corporate responsibility increases

# 18: URBANISATION



- Megacities grow strongly
- Development of adapted infrastructure solutions
- 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
- Russia's renaissance
- Africa awakes



## 20: GROWING THREATS TO INTERNATIONAL SECURITY



- Global risk society
- Festering cultural conflicts and failed states
- Global terrorism
- Proliferation of weapons of mass destruction



## CONTACT

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## ABOUT Z\_PUNKT

Z\_punkt is a consulting firm for strategy and innovation. We are experts in Corporate Foresight, i.e., in translating trend and future research into the day-to-day work of strategic management. Since 1997, we have been supporting businesses and public institutions in Foresight Research and Consulting.

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