



MEGATRENDS

A systemic view on the global dynamics of change

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Z_punkt is using megatrends to analyze the general forces driving change on a global scale. Due to their rather stable future trajectories, megatrends help you gain relevant insights into the future and steer your organization even in times of unprecedented uncertainty. In our understanding, megatrends do not represent linear developments. They encompass complex future issues. Analyzing them enables a valid understanding of the global forces of change. We therefore see megatrends as an important part of our overall strategic foresight portfolio. Furthermore, megatrends bring about paradigm shifts within fundamental areas of need. This results in new value creation potentials and future markets. However, against the backdrop of megatrends, major lines of conflict are emerging in society and politics. Organizations must take these into account in their future strategies.

Megatrends have come to be an integral part of strategic discourse within companies and political organisations in the form of overriding processes of transformation. In many ways, they are taken as the basis for strategic and innovation-based processes. Within our projects, we do not consider megatrends as separate entities. Instead, we work with you to draw out a map of change that can be used to understand the trends and their interconnected effects.

MEGATRENDS

Megatrends are the key drivers of global change.

We have focused on a set of fifteen trends to present a condensed picture of the dynamics which transform society, technology, economy, ecology and politics.

The core aspects of the megatrends can be mapped using traditional indicators of change as well as new transformations that need to be discussed.

They provide us with a basic level of direction in our complex and chaotic world.

AREAS OF NEED

Megatrends change people's needs. In our work, we link the megatrends with essential areas of human needs, which at the same time represent areas of value creation for companies.

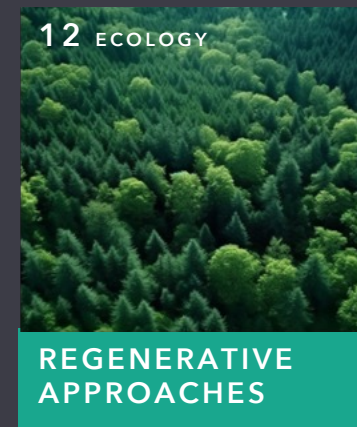
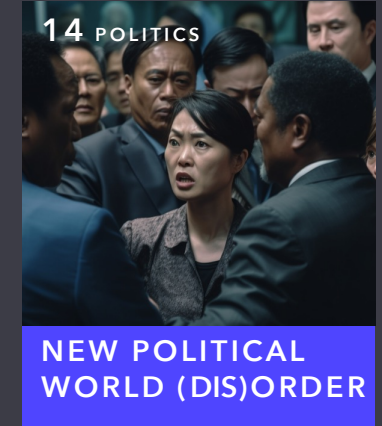
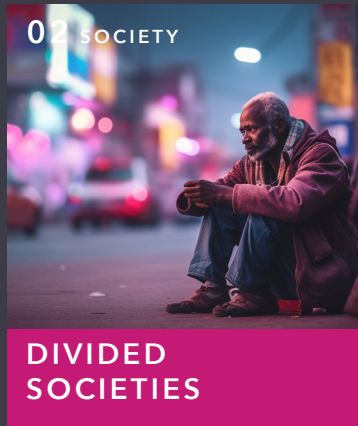
We have identified a set of 21 areas of need whose future development will be strongly driven by the megatrends.

FUTURE MARKETS

Megatrends are therefore a driving force behind future markets. The impact megatrends have on people's areas of need gives rise to new areas of growth and potential for value creation. When we work on projects with you, we target the new strategic topics that will be of importance to your company.

LINE OF CONFLICT

Megatrends do not just represent opportunities. They are also linked to major upheavals that can trigger new lines of conflict within societies and politics. We work with you to identify any global risks that may have an influence on your business in future.



01 DEMOGRAPHIC CHANGES

02 DIVIDED SOCIETIES

03 DIFFERENTIATED LIFEWORLDS

01

DEMOGRAPHIC CHANGES



KEY ASPECTS

- 1 Global Peak of Population Growth
- 2 Aging Societies
- 3 Urban Growth Regions
- 4 Increasing Migration Flows
- 5 Regional Asymmetries

02

DIVIDED SOCIETIES



KEY ASPECTS

- 1 Rising Economic Inequality
- 2 Ongoing Concentration of Wealth
- 3 Increasing Rural-Urban Disparity
- 4 Deepening Cultural Divide
- 5 Generational Rebellion

03

DIFFERENTIATED LIFEWORLDS

KEY ASPECTS

- 1 Rising Focus on Individual Expression
- 2 Increasing Gender Equality
- 3 Shift Towards Ecological and Responsible Mindsets
- 4 Dynamic and Complex Biographies
- 5 Converging Digital and Traditional Lifestyles

TECHNOLOGY

MEGATRENDS

04 DIGITAL TRANSFORMATION

05 BIOTECHNICAL TRANSFORMATION

06 MATERIAL REVOLUTION

04

DIGITAL TRANSFORMATION

KEY ASPECTS

- 1 Leaps in Computing Power
- 2 Unbound Availability of Data
- 3 Breakthroughs in AI and Robotics
- 4 Expansion of the Internet of Everything
- 5 Spread of Mixed Realities

05

BIOTECHNICAL TRANSFORMATION



KEY ASPECTS

- 1 Enhancement of Human Abilities
- 2 Diffusion of Modified and Synthetic Organisms
- 3 New Approaches in Pharma and Medicine
- 4 Breakthroughs in Agricultural Biotech
- 5 Rise of Industrial Biotech

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MATERIAL REVOLUTION

KEY ASPECTS

- 1 Innovations in 3D and 4D Printing
- 2 Rising Usage of Bio-Based Materials
- 3 Breakthroughs in Multifunctional Materials
- 4 Enforcement of Recycling Principles
- 5 Evolution of Smart Materials

ECONOMY

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07 VOLATILE ECONOMIES

08 NEW WORK REALITIES

09 BUSINESS ECOSYSTEMS

VOLATILE ECONOMIES

KEY ASPECTS

- 1 Global Debt Overload
- 2 Concentration of Productivity and Profits
- 3 Fragile Trade Policies
- 4 Disruptive Change in Industry Structures
- 5 Reorganization of Global Supply Chains

NEW WORK REALITIES

KEY ASPECTS

- 1 Decentralised Organizations
- 2 Assisted and Automated Working
- 3 Dynamic Skills Development
- 4 Increasing Diversity and Inclusiveness
- 5 Managing Complexity

BUSINESS ECOSYSTEMS

KEY ASPECTS

- 1 Convergence of Markets
- 2 Stabilization of the Platform Economy
- 3 Integration Along the Entire Value Chain
- 4 Flexibilization of Production Systems
- 5 Shared Values as Leading Paradigm

10 ANTHROPOGENIC DAMAGES

11 ADAPTATION STRATEGIES

12 REGENERATIVE APPROACHES

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ANTHROPOGENIC ENVIRONMENTAL DAMAGES

KEY ASPECTS

- 1 Accelerating Climate Change
- 2 Surging Environmental Pollution
- 3 Loss of Biodiversity
- 4 Growing Resource Extraction
- 5 Deforestation and Loss of Fertile Land

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HUMAN ADAPTATION STRATEGIES

KEY ASPECTS

- 1 Converging Infrastructures
- 2 New Forms of Food Production
- 3 Urban Greening
- 4 Appearance of Geoengineering
- 5 New Regulation Frameworks

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RISE OF REGENERATIVE APPROACHES

KEY ASPECTS

- 1 Emergence of the Bioeconomy
- 2 Boom of Regenerative Energies
- 3 Nature Conservation and Retrofitting Ecosystems
- 4 Circular Economy
- 5 Valuing Nature Capital

POLITICS

MEGATRENDS

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14 NEW POLITICAL WORLD (DIS)ORDER

15 UPCOMING CONFLICT LINES

GLOBAL POWER SHIFT

KEY ASPECTS

- 1 New Alliances in a Multipolar World
- 2 Spread of Global Middle Class
- 3 Increasing Influence of Non-State Actors
- 4 Cities as Global Powers
- 5 Improvements in Gender Equality

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NEW POLITICAL (DIS)ORDER

KEY ASPECTS

- 1 Rising System Competition
- 2 End of the 'Western World Order'
- 3 Geopolitical Fragmentation
- 4 Renaissance of Active Governments
- 5 Rise of Populism and Nationalism

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UPCOMING CONFLICT LINES

KEY ASPECTS

- 1 Race for Technological Supremacy
- 2 Dealing with the Climate-Growth Challenge
- 3 Conquering New Spaces
- 4 Vulnerability of Critical Infrastructures
- 5 Magnification of Existential Risks

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Z_punkt is a leading international firm of strategic foresight consultants. With value-oriented consulting, Z_punkt designs strategic future dialogues in the public sector and supports companies to leverage growth opportunities in sustainable future markets.

In our projects, we transform the future into something that our clients can understand, experience and, ultimately, shape.

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