

THE : FUTURE : LABORATORY

Global Drivers 2030

The 2024 Refresh

Over the
next decade,
society will
be reshaped
by a set of
influential
and pervasive
global drivers



Introduction

It's difficult to ignore the hardships faced by society today, not only on an individual level, but also by the brands and businesses operating in this challenging climate. We must be cautious, however, about succumbing to a short-term, conservative mindset when uncertainty looms. Embracing long-termism and experimentation becomes even more vital in such circumstances, and rather than fearing the unknown or clinging to outdated visions, we should view foresight and trends as invaluable navigational tools.

By incorporating these tools, we can cultivate agility, confidence and humility, positioning ourselves to adapt and prepare for multiple potential futures. Let us not underestimate the power of forward-thinking and strategic flexibility during times of uncertainty.

Read on for an overview of the six key global drivers transforming the world we live in and to understand how the trajectory of these drivers will affect the role, purpose and direction of your brands and businesses as we move towards 2030

Global drivers are the fundamental shifts or external forces that have the potential to reshape the future trajectory of a brand or business.

They help to contextualise decision-making by considering why and how the world is being reshaped. They enable us to rethink what kind of world consumers will live in and therefore what will drive the businesses of tomorrow.

These drivers represent the cultural, social, economic, political, technological and environmental eventualities making the biggest impact on the world. They are factual, objective and long-term structural forces that are pervasive, powerful and transformative.

They are:

- : **The forces of change** – *not the change itself*
- : **S-T-E-E-P metrics** – *not human metrics*
- : **Evolving at different paces** – *not fixed or synchronised*
- : **Conclusive** – *not open to interpretation*
- : **Interdependent** – *not isolated*
- : **Objective** – *not subjective*
- : **Universally applicable** – *not market specific*

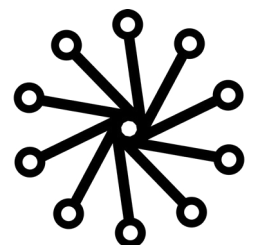
Driver one

Accelerating Technologies



Today, the ubiquity of technology in our daily lives has transformed the way society operates, and for billions of people around the world, technology has become enmeshed with their humanity.

With technological adoption and innovation continuing to accelerate, and new developments in AI and blockchain technology dominating headlines over the past year, the limits of technological progress and its impact on civilisation are almost unfathomable



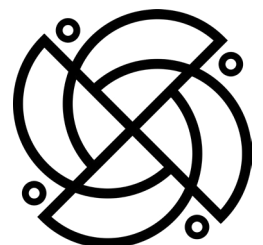
Driver two

Climate Crisis and Resource Scarcity



Driven by the climate crisis, our planet is fast approaching a tipping point as the consequences of historic lack of action result in increasing disruption and devastation across every corner of the globe.

The urgency surrounding climate change is now a full-blown emergency, existentially threatening humanity and industry. But ambitious goals and targets are emerging, backed by tangible action plans, alongside a growing sense of pragmatism over doomerism



Driver three

Evolving Demographics



Over the next decade, the shape of our global population is set to change dramatically. These shifts will redefine tomorrow's demographics and profoundly reshape societal and cultural systems in terms of identity, beliefs and values.

Global economic instability due to falling fertility rates and ageing populations in some regions may be rebalanced by a growing youth workforce emerging in others. But the more human impact on who we are, how we live, who with and where, will also have far-reaching repercussions for societies and industries



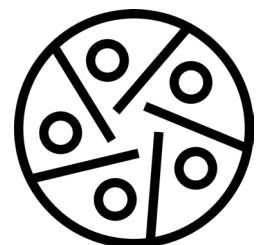
Driver four

Fragmenting Societies



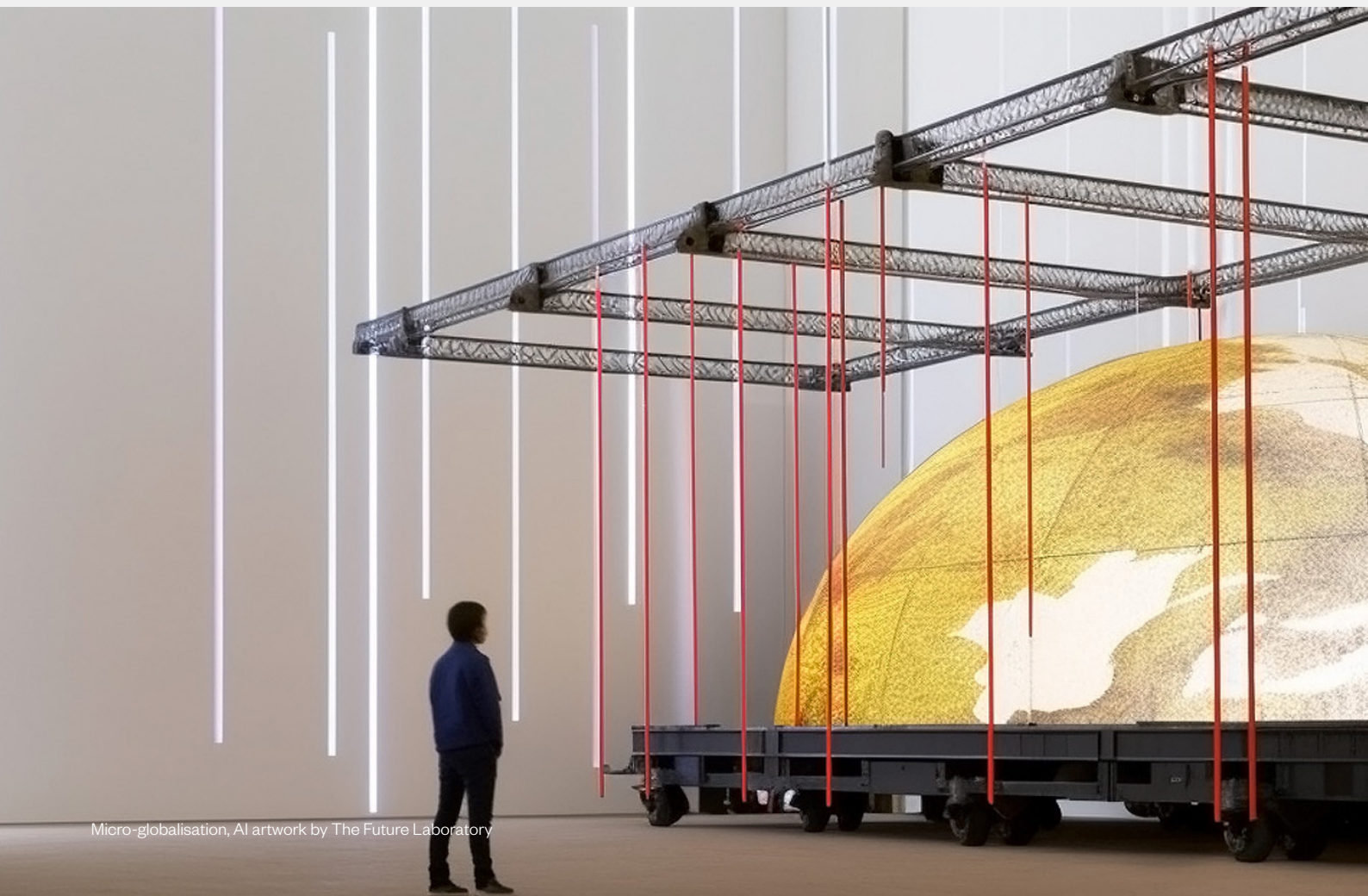
Fractionous inequalities and divisions are being exposed in a fast-changing, unstable world. VUCA (volatile, uncertain, complex, ambiguous) has often been used to describe this situation, but today, BANI (brittle, anxious, non-linear and incomprehensible) is emerging as a more appropriate acronym.

The deterioration hinges on the increasing fragility and fragmentation of social, political and environmental ideologies, driving factions into isolated silos and resulting in discord leading to societal polarisation, with apathy and suspicion regarding a way forward



Driver five

Micro- globalisation



After decades of liberalisation, the world we live in is inextricably interconnected – socially, technologically, economically, environmentally and politically. But lack of equitable collaboration has stymied mutual progress, leaving us in a state of co-dependency rather than cooperation.

Without this alignment the world is reconsidering whether resilience can ever come from an integrated and interdependent global economy, driving movements towards a recalibration of this complex eco-system and a renewed championing of localism and national pride



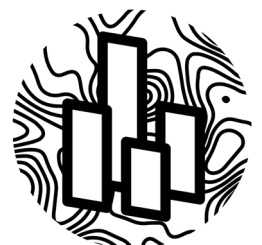
Driver six

Urbanising World



Despite ever-evolving migration patterns and the repercussions of a global pandemic, cities remain the financial, technological and cultural epicentres of society, acting as the main environments for daily life and work for a vast majority of the global population.

Priorities for living, working and playing in these urban environments are being redefined, subsequently reframing the requirements citizens have of them, with liveability, connectivity, sustainability and health and wellbeing becoming expectations rather than aspirations



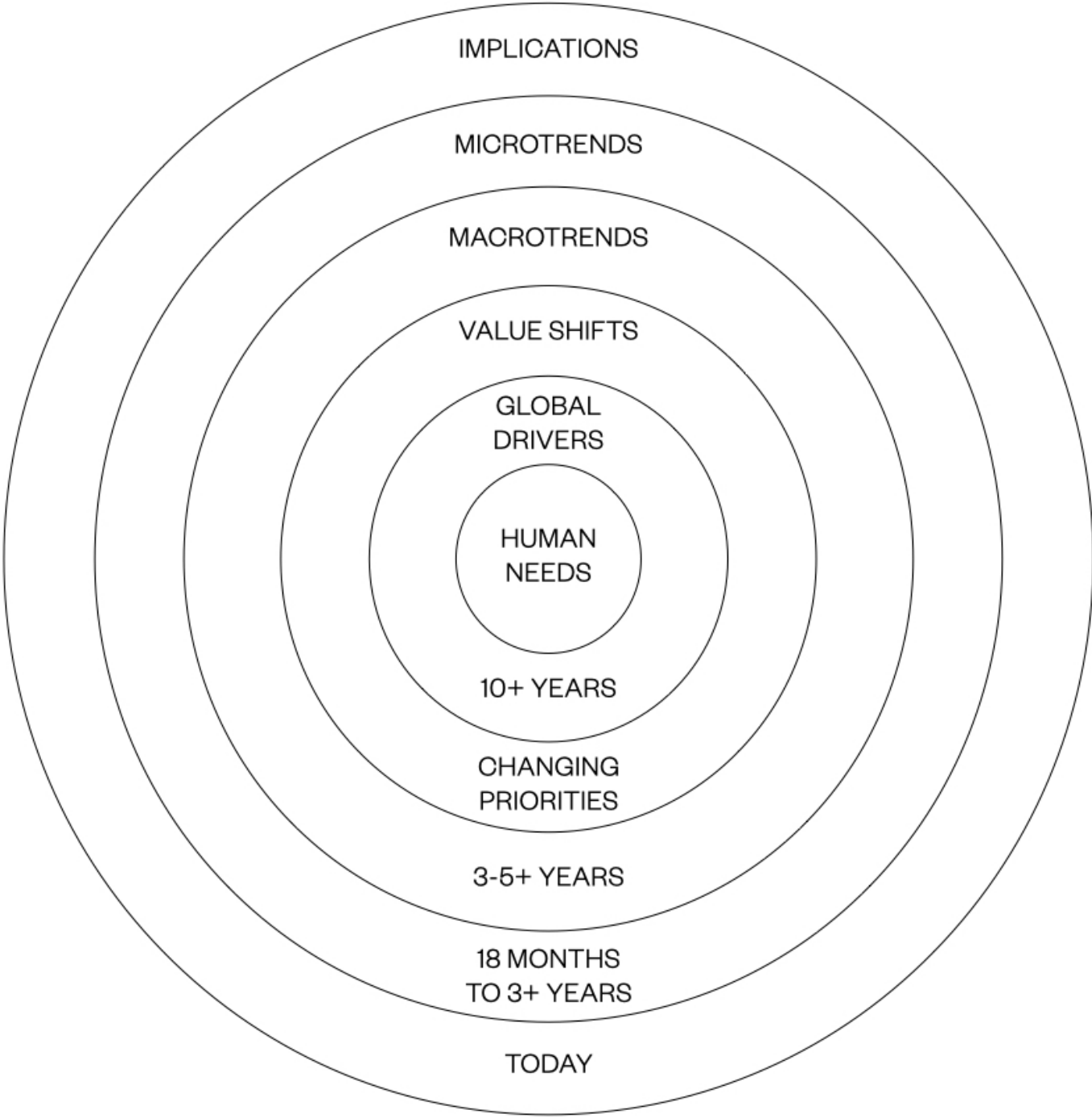
Harness the potential of the Global Drivers and plan for future-fit success in the years to come by:

Booking an in-house or virtual presentation with our team, who will take you and your team through the drivers in depth and explore the ways in which they will reshape your sector or business in 5–10 years.

Employing our strategic foresight services to contextualise strategic decision-making and bridge the gap between the drivers and your future business solutions.

Get in touch at **hello@thefuturelaboratory.com** to find out more





The Future Laboratory is one of the world's most renowned futures consultancies. Our team of strategists, futures analysts, researchers and writers translate foresight to unlock long-term growth opportunities for your brand, allowing you to take critical decisions confidently.

Our role? Enabling brands to have a clearer view of what's to come so they can build stronger and more resilient businesses.

We look at your business objectives today in the context of tomorrow.

We translate research from our trends intelligence and consumer foresight platform – LS:N Global – into strategic decision-making tools.

These tools identify innovation, value and growth, helping you define future-fit brand strategies and plan for potential scenarios.

Our method? Always flexing.

: **Macro-shifts** – *micro-signals*

: **Qualitative** – *quantitative*

: **Global drivers** – *local needs*

: **Cultural behaviour** – *commercial thinking*

Your outcome?

Long-term value creation, driven by strategic and practical consumer insight, creative direction, brand and business growth and NPD innovation – from a future-first partner with a track record of getting it right

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The Future Laboratory is one of the world's foremost strategic foresight consultancies. Members of our trends intelligence service LS:N Global get exclusive access to the mindsets defining tomorrow and the early adopters driving global change across eight industry sectors.

Find out more: LSN.global : thefuturelaboratory.com

Contact: For further information on all our services please contact hello@thefuturelaboratory.com or call +44 20 7791 2020

A man in an orange jumpsuit is walking through a modern architectural structure composed of vertical glass panels. The panels are tinted with various colors like pink, orange, and teal, creating a vibrant, futuristic atmosphere. The man is captured in motion, walking on a paved path. The background shows lush green trees under a clear blue sky.

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