

The megatrends shaping business over the next decade

Understanding the major forces that are shaping the future can help leaders make informed decisions about the capabilities their businesses will need to navigate, and how they can benefit from future changes in their environment.

Six key megatrends

- Changing global dynamics
- Skills for the future
- Demographic change
- Net zero transition
- Resilient cities
- Digitalisation

with 3 megatrends influencing all others



2 out of 3 executives say their businesses are **not** giving the megatrends enough attention

Over 80% believe **capability in innovation, adaptiveness, resilience and employee skills** is insufficient to exploit opportunities from the megatrends. This number rises to 97% for technology capability.

Changing global dynamics

Top 3 geopolitical and macroeconomic concerns all relate to the impacts of growing protectionism

- 1 **New regulations** that favour domestic investment over foreign investment
- 2 Prolonged **economic recession**
- 3 **Financial market** stability



Demographic change

54% cited **meeting demands of ageing consumers** will pose a major challenge

26% say **meeting demands of an ageing workforce** will be a challenge

Resilient cities

- 43% believe resilient cities have the **potential to provide attractive business opportunities**
- 31% say **outdated or decaying civil infrastructure** is the toughest challenge
- 26% also cited **high cost** concerns in relation to **meeting salaries and wages**



Skills for the future

Top 3 skills that businesses must acquire or develop to **meet their growth aims**



Problem solving and analytical



AI and machine learning



Leadership/managerial skills

Net Zero transition



34% say their net zero efforts will **stimulate more energy efficient ways of working**

31% believe the toughest challenge is **access to climate technologies**

Digitalisation

Top 3 technologies that will make the biggest **positive difference** to business



1 Automation and IoT



2 Metaverse and AR/VR



3 AI and learning



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