**Deloitte.** 

# FUTURE OF CONSUMER?

# A fast changing world

Connect to My Connection

Action

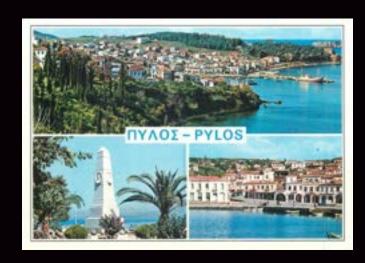
Dialing attempt 1 of 5.

Status

Dialing...

Cancel

At the turn of the millennium....

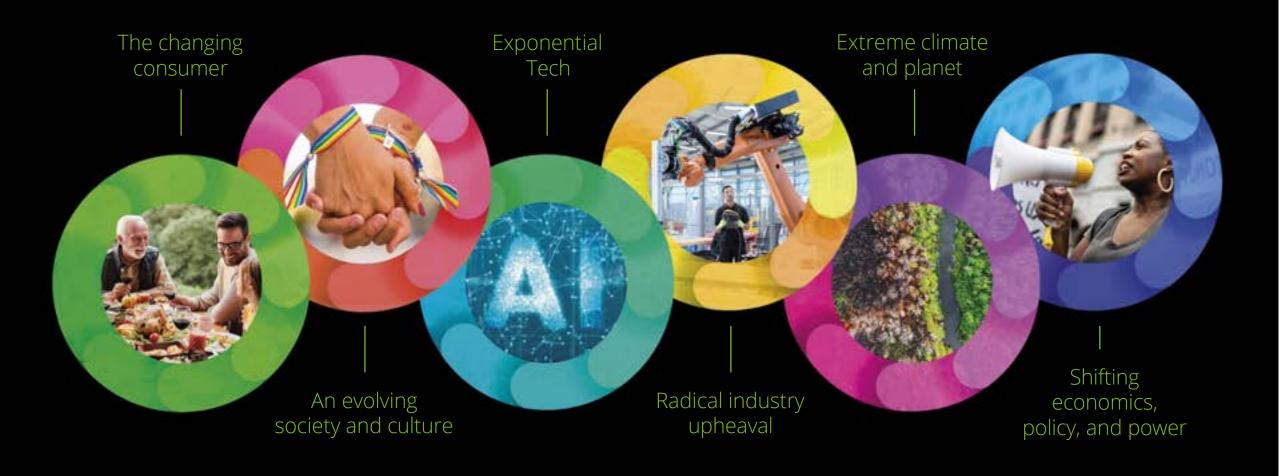






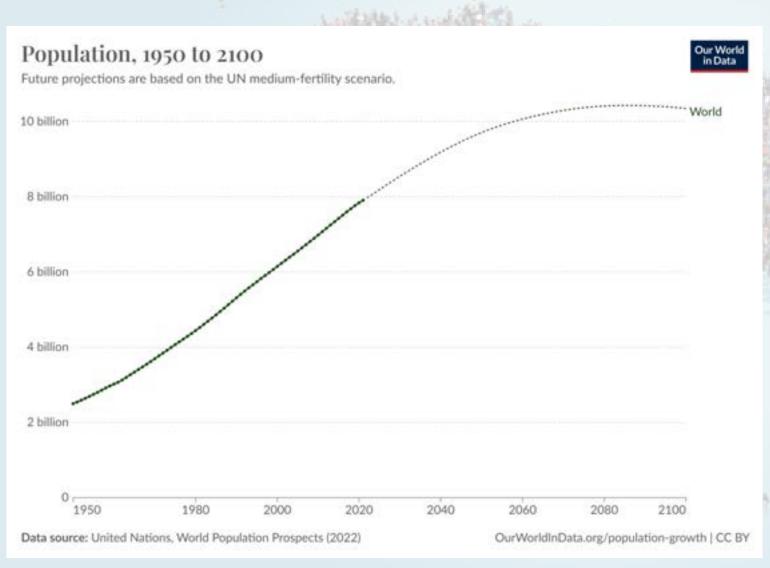


# SIX FORCES SHAPING THE FUTURE



### CHANGING CONSUMER

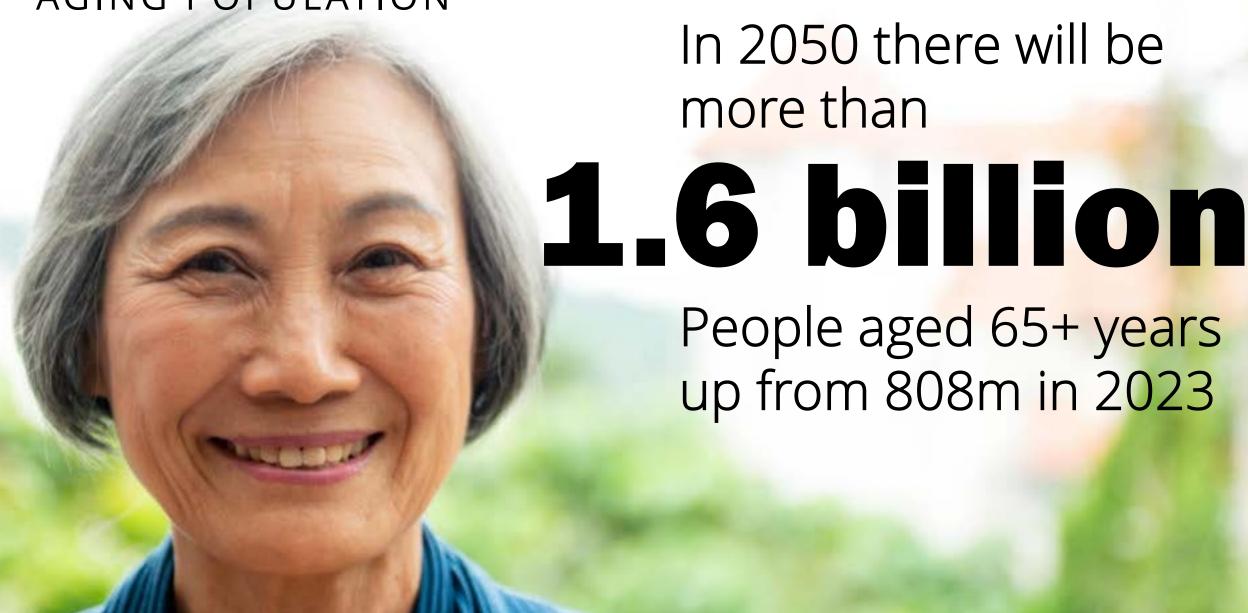
# POPULATION GROWTH





Europe is grappling with an aging population, with a concurrent decline in those under 20.





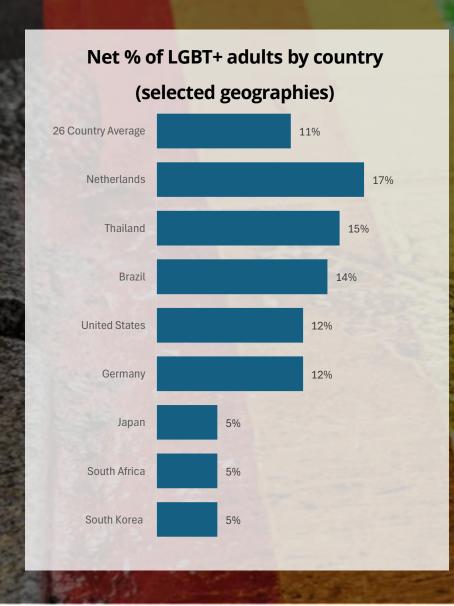
# AGING POPULATION



Source: UN population Division

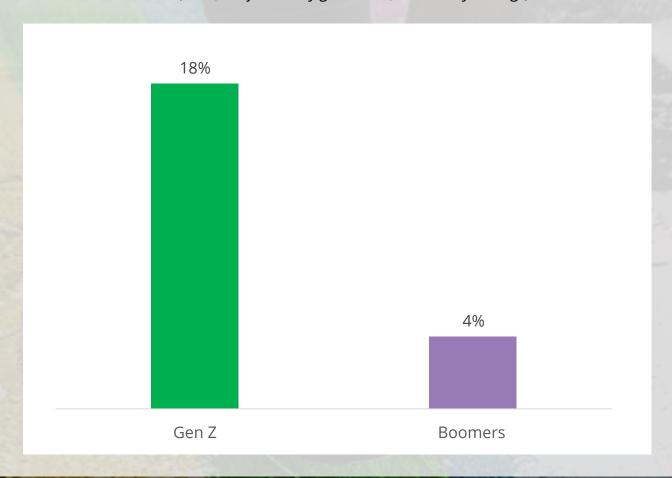
## CHANGING CONSUMER

# SEXUALITY AND GENDER IDENTITY



### **Global LGBT+ identification**

(2023, % of adults by generation, 30-country average)



IMPACT IN TRAVEL

Focus on wellness

Wellness tourism is expected to hit USD 1.3 trillion by 2025. 29% of global travellers were interested in travelling for wellness in 2023, up 8ppts from 2022 Multi generational holidays

The cost-of-living crisis has squeezed budgets, consumers want to share their travel experiences as well as costs with family and friends

The next generation traveller

Millennials who make up c.30% of the world's population and 72% prioritise experiences like travel and took 5.6 trips per year, higher than any other age groups (4.4 trips)

# EVOLVING SOCIETY AND CULTURE DELAYED LIFE EVENTS

Over the last 50-60 years

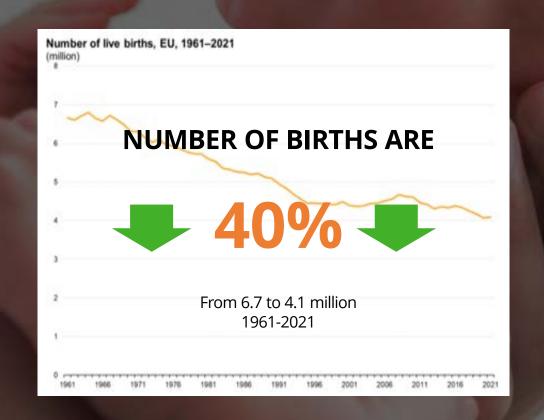
# **MARRIAGES ARE**



**50%** 

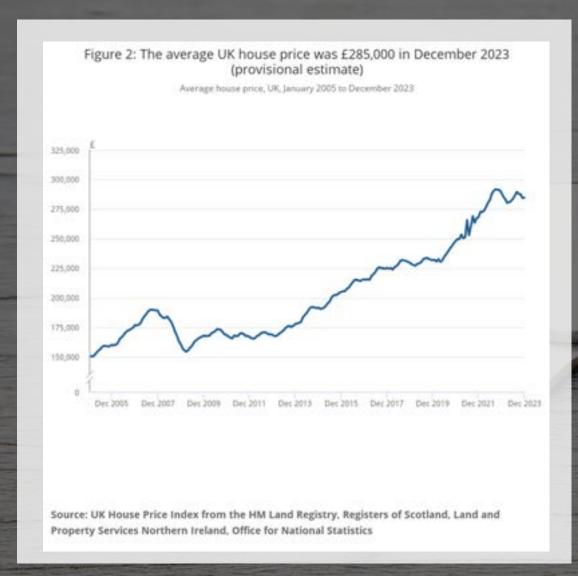


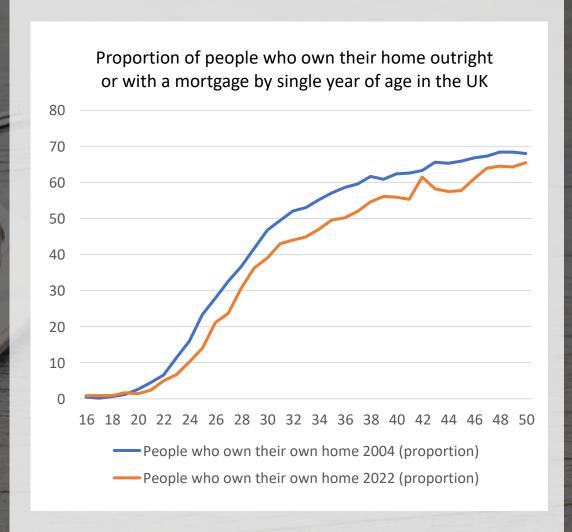
From 8 to 3.9 per 1,000 persons 1964-2021



### EVOLVING SOCIETY AND CULTURE

# DELAYED HOME OWNERSHIP





# DELAYED HOME OWNERSHIP

People in their mid-30s to mid-40s are three times more likely to rent than 20 years ago

<u>1997</u>

# Less than 1 in 10

35-44 year-olds rent from a private landlord

2024

# Nearly 1 in 4

35-44 year-olds rent from a private landlord



38%

of consumers boycotted at least 1 company in 2022, up from 26% in 2019

Gen Z - 51%

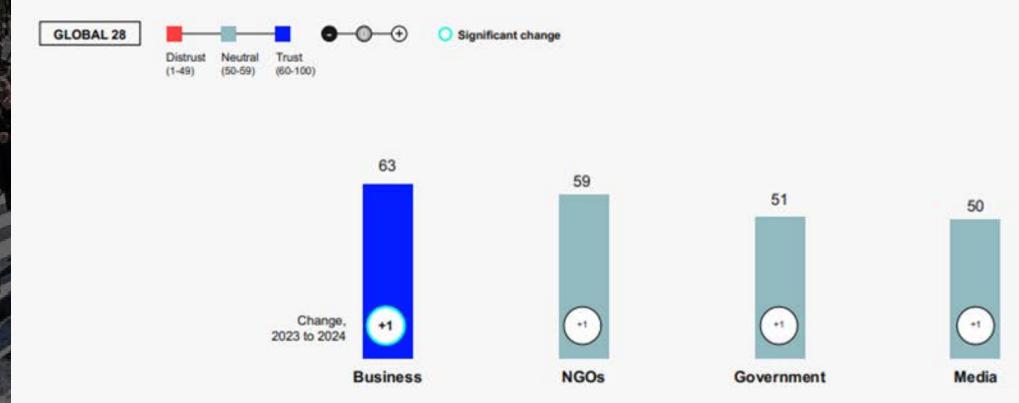
Millennials - 52%

The #1 reason for boycotts:
disagreements about politics



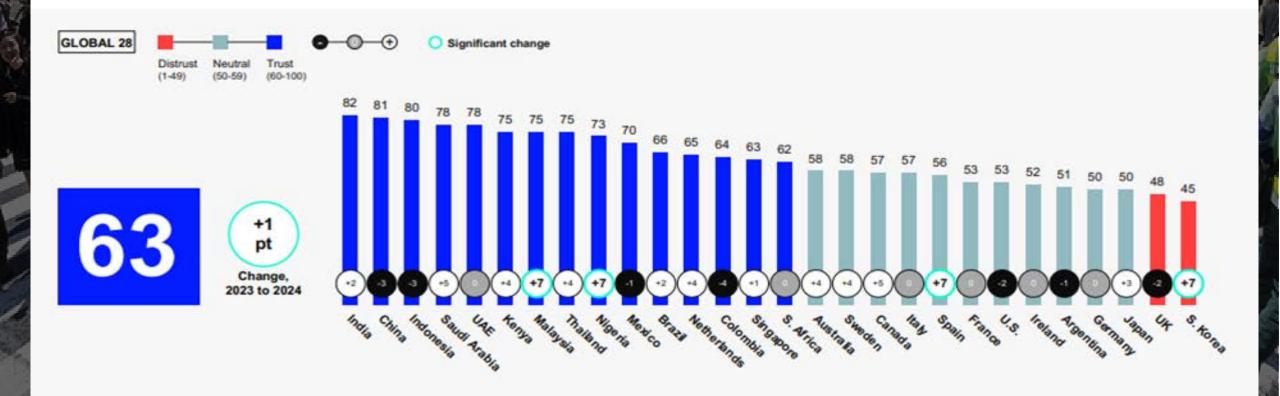


# DECLINING TRUST Business the most trusted institution



# **Business Trusted in 15 of 28 Countries**

Percent trust in business



# **GENERATIVE AI**

Stanford University has identified that AI is moving faster than Moore's Law, doubling in power every 3 months.

October 2022

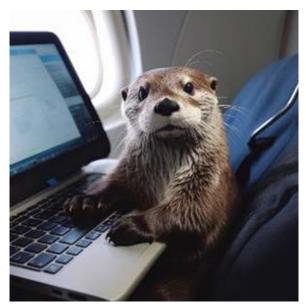


March 2023

August 2024







Testing the prompt: "An otter on an airplane using Wi-Fi"

Source: Stanford University, State of Al; Dall-e Images

# THE UI OF AI





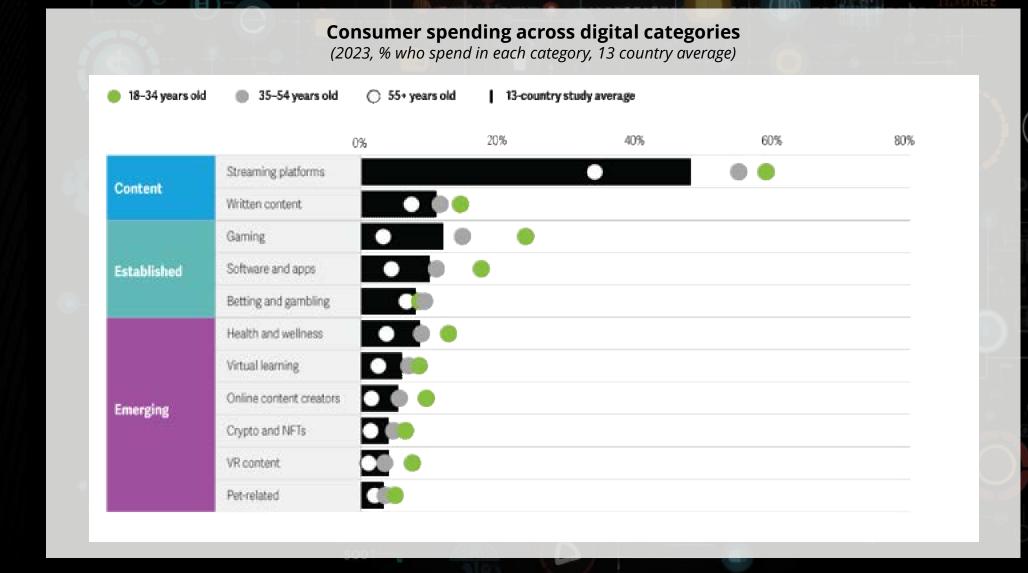




Source: Apple, Hu.ma.ne, Rewind

# RADICAL INDUSTRY UPHEAVAL

# GROWTH OF DIGITAL GOODS & SERVICES



RADICAL INDUSTRY UPHEAVAL

EVERYTHING-AS-A-SERVICE

Estimated Europe Everything-as-a-Service market

€160bn in 2023

x5

£850bn in 2032

Growing at 20.49% CAGR 2023-2032



# RADICAL INDUSTRY UPHEAVAL

# DIGITAL TWINS



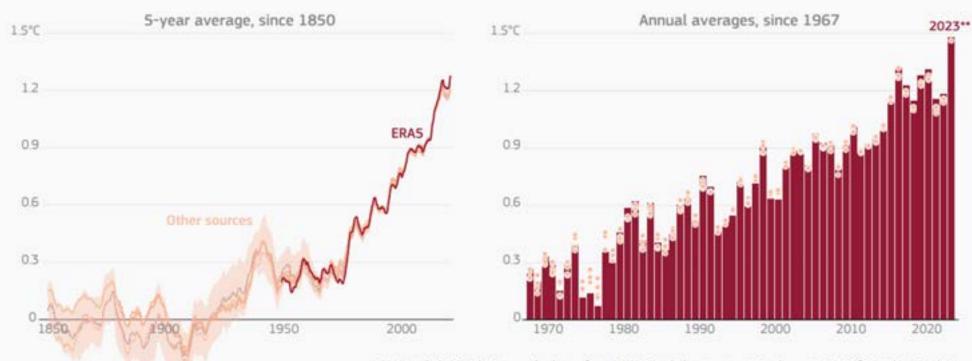
# EXTREME CLIMATE AND PLANET

# HOTTEST YEAR ON RECORD

### GLOBAL SURFACE TEMPERATURE: INCREASE ABOVE PRE-INDUSTRIAL LEVEL (1850-1900)







\*ERAS and JRA-3Q data are only shown from 1948. Shaded area represents the uncertainty for HadCRUTS data \*\*Estimate for 2023 based on ERAS and JRA-3Q data only Credit: C3S/ECMWF





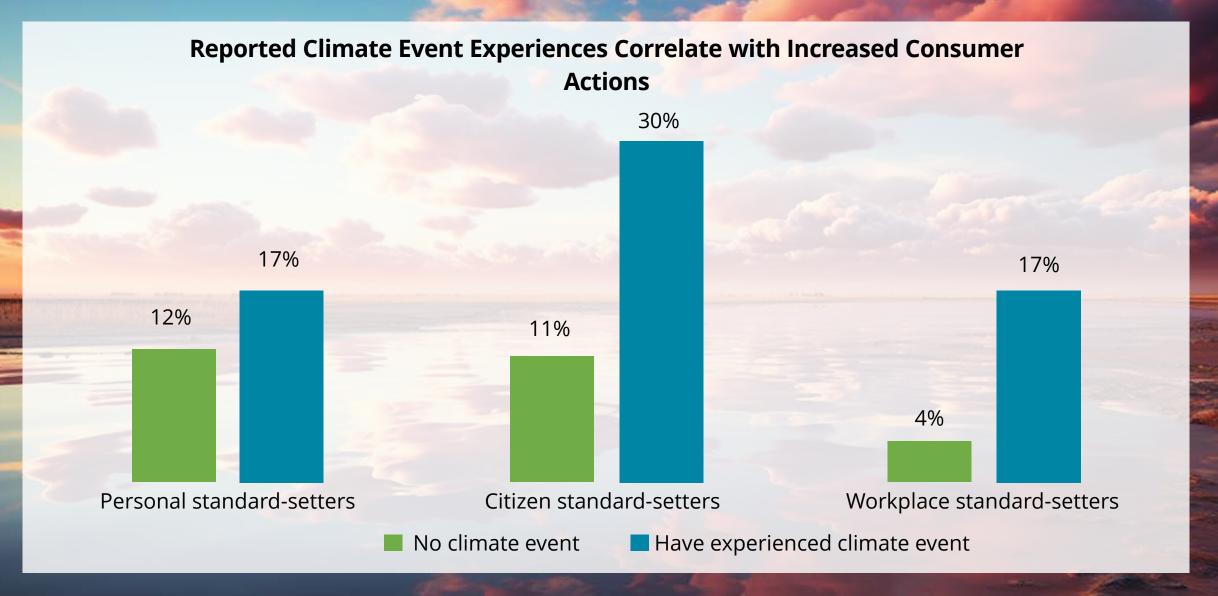




tus 45 E



# IMPACT OF EXPERIENCING CLIMATE EVENT







# GLOBAL SHIFTS

Travel investment driven by emerging economies: Interest in travel is blossoming in other parts of the world—causing a shift in the balance of outbound travel flows

9% CAGR estimated in travel spend from 2024-2030, spurred by India's growth

US\$24bn is the projected revenue generation of the Indian Tourism Industry in 2024

US\$143bn is the projected annual worth of the Indian outbound market by 2030

India's domestic market expected to become the world's 4<sup>th</sup> largest by 2030

At 7% CAGR, India's package holiday market is expected to reach US\$14bn by 2028

MEA and SE Asia nations are easing visa requirements and enhancing marketing to draw Indian tourists

In 2024, countries making up over 50% of global GDP will undergo decisive elections

OCTOBER

Mo Tu We Th Fr Sa Su

1 2 3 4 5 6

7 8 9 10 11 12 13

14 15 16 17 18 19 20

14 12 22 23 24 25 26 27

28 29 30 31

**52 of 73** national elections completed

Voter turnout: 62%

1,508,958,534 votes cast

# CONVERGENCE



# **IMPLICATIONS**



# **MARKETS**

What is sold, who it is sold to, what goods and services are valued, and how the industry creates value

# **MODELS**

How businesses are organized and configured, how capabilities are sourced, and new models are developed to create value

# **MECHANICS**

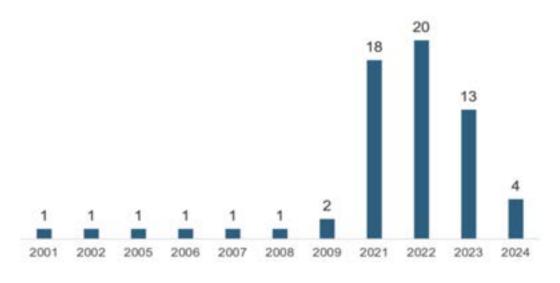
How businesses execute, employ labor, and prioritize operational decisions







**#Space Tourists by year** 



Data Source Credit: Jonathan's Space Report by Jonathan McDowell (https://planet4589.org/)



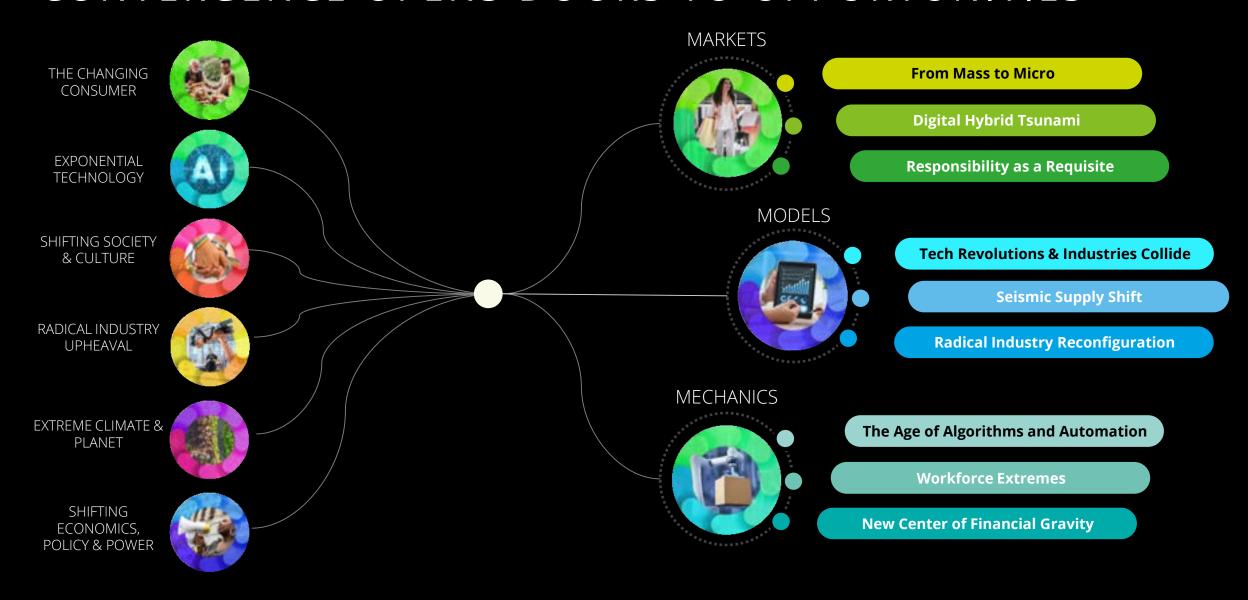


# THE AGE OF ALGORITHMS & AUTOMATION





# CONVERGENCE OPENS DOORS TO OPPORTUNITIES



# The best way to predict the future is to create it.

- Abraham Lincoln

US President