TREND UNIVERSE

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ABOUT OUR MEGA-TREND MAP

TRENDONE takes an in-depth look at the latest innovations. Using our permanent 360-degree micro-trend research method, we identify the overriding change phenomena based on all the available evidence.

Mega-trends offer an insight into which developments will have a lasting influence on society. As dynamic change phenomena, they are also subject to change themselves. This is why we at TRENDONE regularly check the relevance of the mega-trends.

With 17 mega-trends and 119 macro-trends, the Trend Universe features the most relevant change phenomena. This overview of the trends makes the complex and highly dynamic changes visible and easier to understand.

You can find real-world examples and industry analyses of all the trends in our Trendmanager →

MAINSTREAM ADOPTION OF THE MACRO-TRENDS
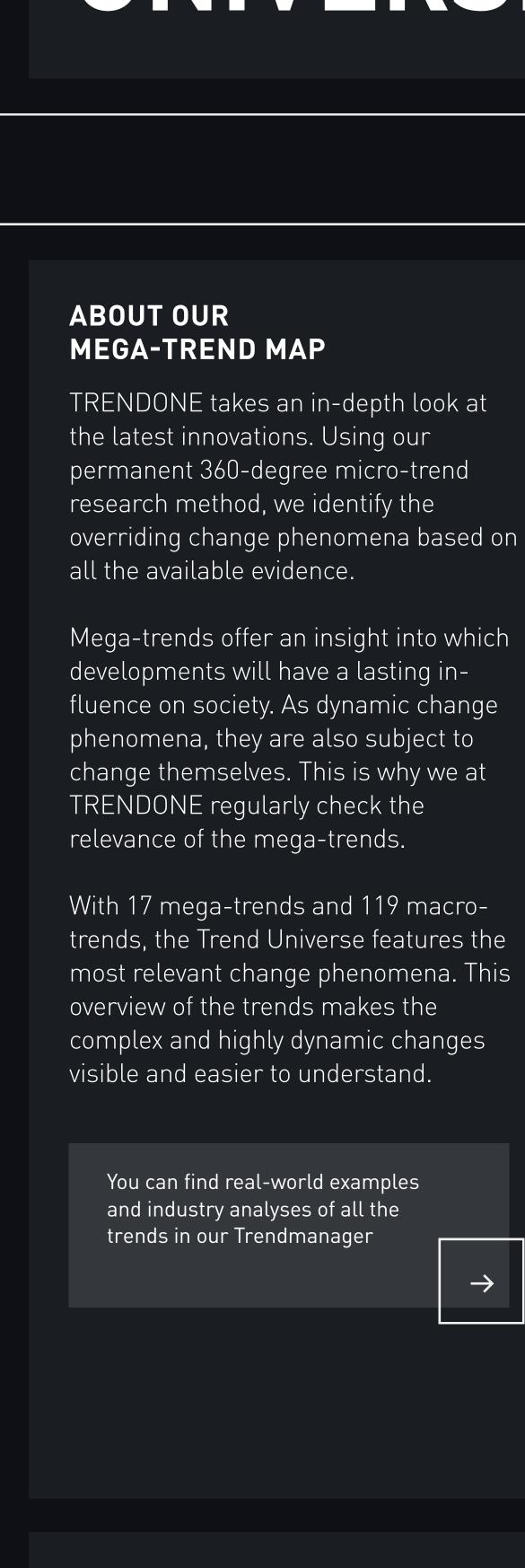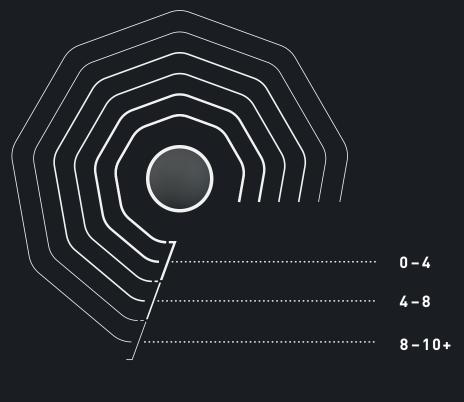
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0–4
4–8
8–10+

0–4
These macro-trends have a very high degree of maturity, their influence can already be felt and they offer direct potential for action.

4–8
Companies should already prepare right now for the macro-trends in this category, as their early effects can already be detected. Mainstream adoption usually requires a bit more time.

8–10+
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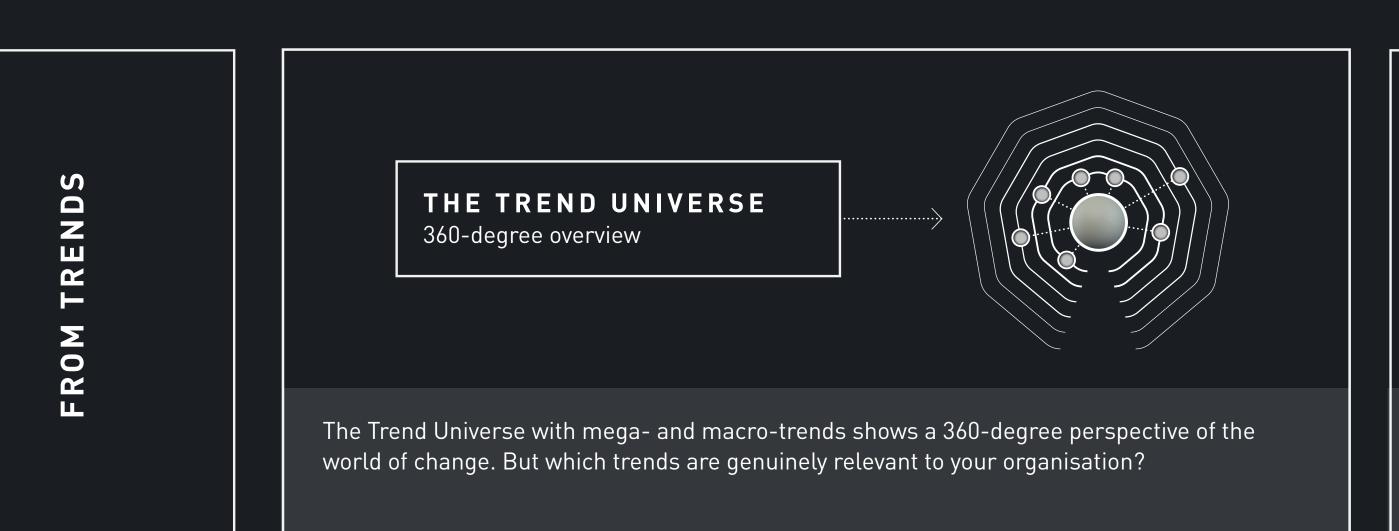
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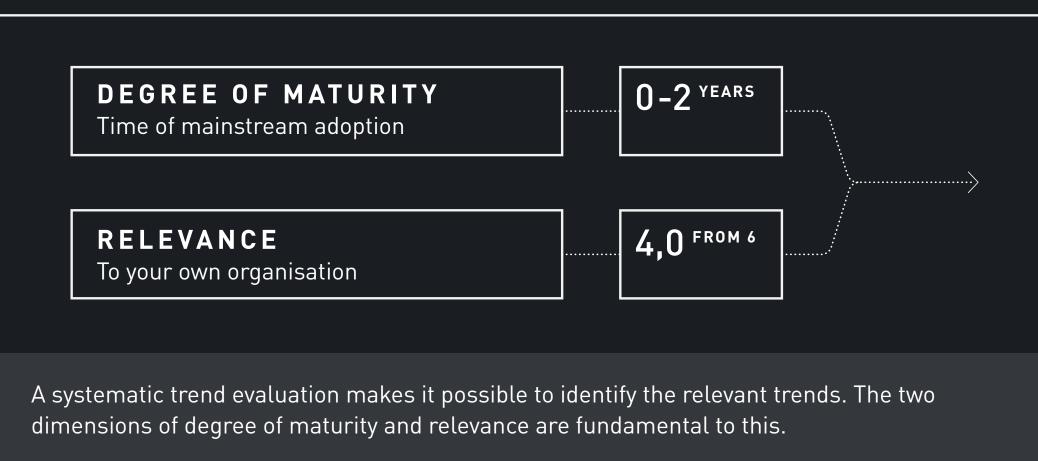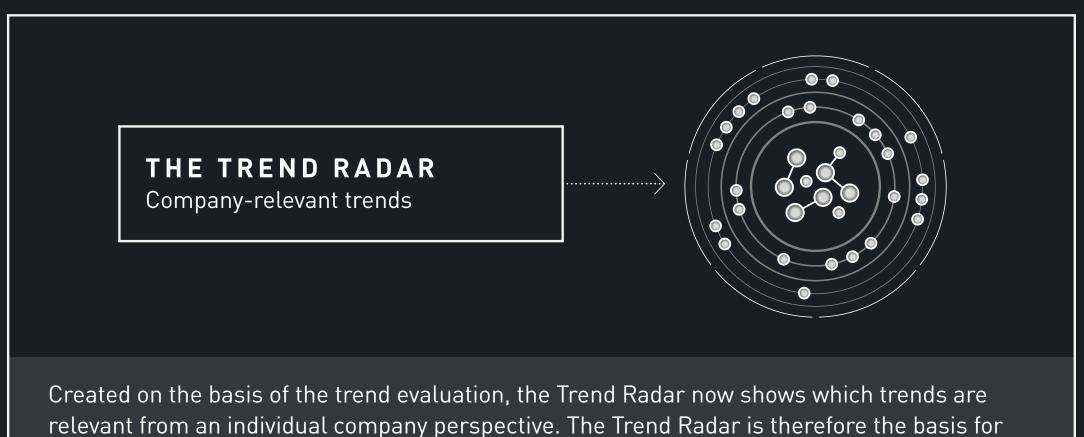
TECHNOLOGICAL ORIENTATION

EXPONENTIAL INDUSTRIES
- Nano Engineering
- Overlap Markets
- Machine Sensing
- Resilient Supply Chain
- Flexible Production
- Robotics
- 3D Printing
- Post-Carbon Industry
- Smart Materials
- 0–4 / 4–8 / 8–10+

ARTIFICIAL INTELLIGENCE
- Creative A.I.
- Emotion A.I.
- Cognitive Computing
- Neuromorphic Hardware
- A.I. Trustability
- Predictive Analytics
- A.I. Assistant
- 0–4 / 4–8 / 8–10+

INTELLIGENT INFRASTRUCTURE
- Connected Mobility
- City OS
- Green IT
- Smart Grid
- Autonomous Systems
- Energy Storage Systems
- Advanced Network Tech
- 0–4 / 4–8 / 8–10+

DATA ERA
- Quantum Computing
- Distributed Ledger
- Open Data
- Decentralized Computing
- Tokenomics
- Data Literacy
- Smart Data
- Cybersecurity
- User Profiling
- 0–4 / 4–8 / 8–10+

SMART SURROUNDINGS
- Smart Home
- Internet of Everything
- Everysensing
- Personal Protection
- Natural User Interfaces
- Location-based Services
- 0–4 / 4–8 / 8–10+

ENGINEERED EVOLUTION
- Wearable Technologies
- Human Enhancement
- Body-Computer Fusion
- Bioengineering
- Biomimetic Production Systems
- 0–4 / 4–8 / 8–10+

VIRTUALISATION
- Simulated Senses
- Virtual Collaboration
- Remote X
- Virtual Reality
- Digital Twin
- Augmented and Mixed Reality
- 0–4 / 4–8 / 8–10+

MIXED ORIENTATION

CONNECTED WORLD
- Matchmaking Services
- Life Sharing
- Creator Economy
- Social Channel Evolution
- Gaming Universe
- Closed-Context-Communities
- Crowd Actions
- Responsible Media
- 0–4 / 4–8 / 8–10+

SEAMLESS COMMERCE
- Hybrid Instore Experiences
- Last Mile Solutions
- Direct to Consumer
- Omnichannel Performance
- Digital Currencies
- Platform Economy
- Curated Consumption
- Retail Automation
- 0–4 / 4–8 / 8–10+

URBANISATION
- New Frontiers
- New Living Concepts
- Human Scale Cities
- Urban Resilience
- Fluent Spaces
- Car-less Cities
- Cityside
- Sustainable Construction
- 0–4 / 4–8 / 8–10+

SOCIAL ORIENTATION

ATTENTION ECONOMY
- Content Consumption Unlimited
- Valuetising
- Stunt Marketing
- Visual Zeitgeist
- Deep Engagement
- Purpose-driven Marketing
- Metaverse Marketing
- 0–4 / 4–8 / 8–10+

HEALTHSTYLE
- Mental Health
- Personalized Treatment
- Health Sensors
- Preventive Healthcare
- Inclusive Health
- Purification
- Public Health
- Remote Healthcare
- 0–4 / 4–8 / 8–10+

CONSCIOUS EATING
- Lab to table
- Performance Food
- Food Experiences
- Food for Climate
- 0–4 / 4–8 / 8–10+

PLANET CENTRICITY
- Clean Tech Design
- Emission Handling
- Circular Economy
- Ethical Consumption
- Alternative Materials
- Post Fossil Era
- Agriculture Innovations
- Regeneration & Biodiversity
- 0–4 / 4–8 / 8–10+

CONSUMERISM 2.0
- Showroom Lifestyle
- Healthy Habits
- Life Management Solutions
- Experience Culture
- Higher Society
- Ageing Consumers
- Modern Families
- 0–4 / 4–8 / 8–10+

WOKE CULTURE
- Lifestyle Diversity
- Neo-Politics
- Inclusive Design
- Total Transparency
- Female Force
- Diversity Awareness
- 0–4 / 4–8 / 8–10+

FUTURE SKILLSETS
- Human Robot Collaboration
- Entrepreneurial Self
- Re- & Upskilling
- A.I. Alphas
- Agile Organisations
- Employee Empowerment
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SIZE OF THE MEGA-TRENDS

As a long-term sign of change, each mega-trend emerges in the form of medium-term macro-trends. The size of the mega-trends presented here is measured based on the number of related macro-trends.

6 EMERGING MACRO-TRENDS

CLASSIFICATION OF THE MEGA-TRENDS

No mega-trend stands by itself or is independent of other developments. The mega-trends are not isolated, but are always mutually dependent. Some mega-trends are driven mainly by technological developments and progress, while others are more influenced by changes in society.

TECHNOLOGICAL ORIENTATION
MIXED ORIENTATION
SOCIAL ORIENTATION

T TECHNOLOGICAL ORIENTATION
The mega-trends shown on the left of the map are mainly driven by technological progress.

S SOCIAL ORIENTATION
The mega-trends shown on the right of the map are mainly driven by social change phenomena and societal developments.

Which technological and social trends are important to your industry? → Find out more in our Trendmanager →

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The assessments on the degree of maturity are based on the qualitative viewpoints of our trend analysts. The degree of maturity can vary significantly with regard to a specific industry and context. To gain an optimum assessment of the macro-trend for your industry and your specific context, we recommend you to develop this degree of maturity with us as part of a customised Trend Radar.

FROM TREND UNIVERSE TO TREND RADAR

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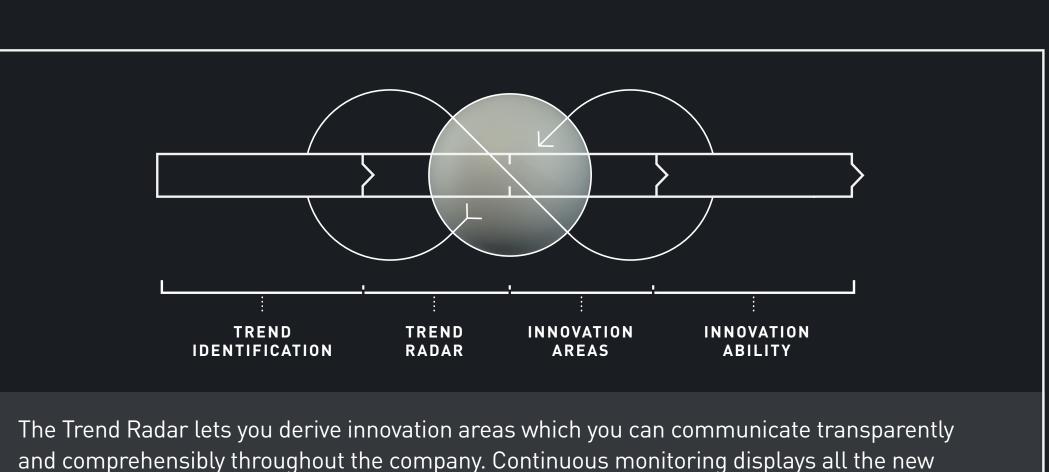
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FROM TRENDS

THE TREND UNIVERSE
360-degree overview

The Trend Universe with mega- and macro-trends shows a 360-degree perspective of the world of change. But which trends are genuinely relevant to your organisation?

DEGREE OF MATURITY
Time of mainstream adoption
0–2 YEARS

RELEVANCE
To your own organisation
4,0 FROM 4

A systematic trend evaluation makes it possible to identify the relevant trends. The two dimensions of degree of maturity and relevance are fundamental to this.

THE TREND RADAR
Company-relevant trends

Created on the basis of the trend evaluation, the Trend Radar now shows which trends are relevant from an individual company perspective. The Trend Radar is therefore the basis for strategy and internal orientation.

TREND IDENTIFICATION • TREND RADAR • INNOVATION AREAS • INNOVATION ABILITY

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TO INNOVATION

THE COMPANY

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WEB: www.trendone.com

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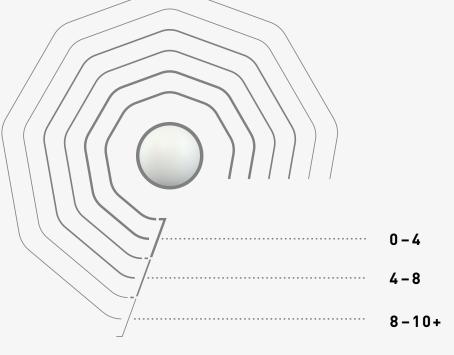
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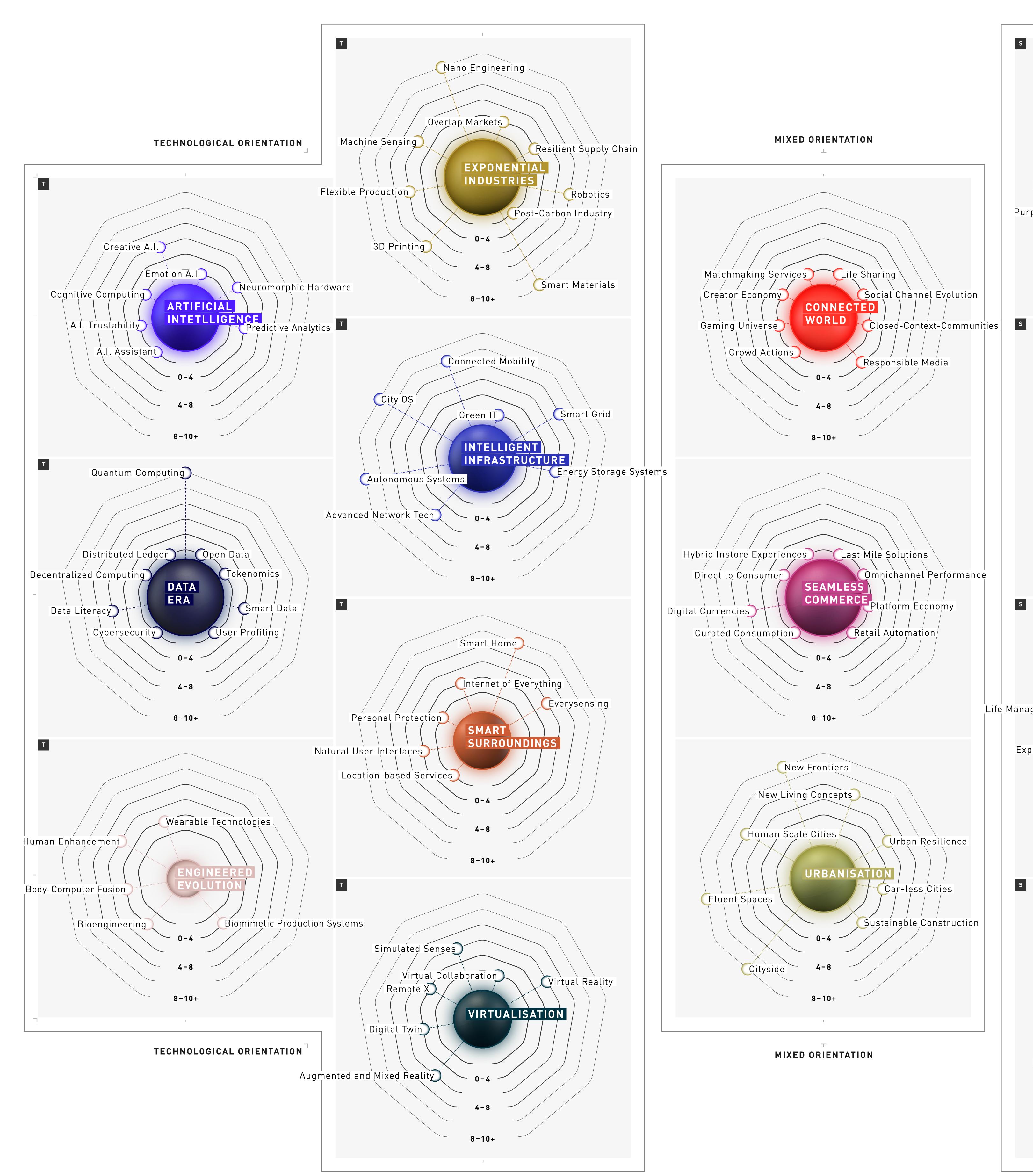
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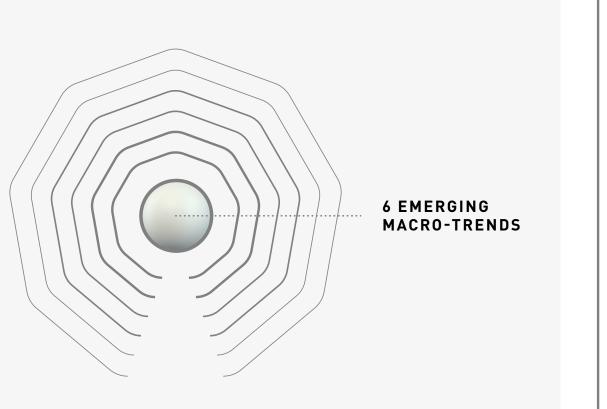Although these macro-trends still have a low degree of maturity, their developments should be followed attentively and continuously.

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Healthy Habits
Life Management Solutions
Experience Culture
Higher Society
Ageing Consumers
Modern Families
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FUTURE SKILLSETS
Human Robot Collaboration
Entrepreneurial Self
Re- & Upskilling
A.I. Alphas
Employee Empowerment
Agile Organisations
0–4 / 4–8 / 8–10+

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Mental Health
Personalized Treatment
Health Sensors
Preventive Healthcare
Inclusive Health
Purification
Public Health
Remote Healthcare
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Lifestyle Diversity
Neo-Politics
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Total Transparency
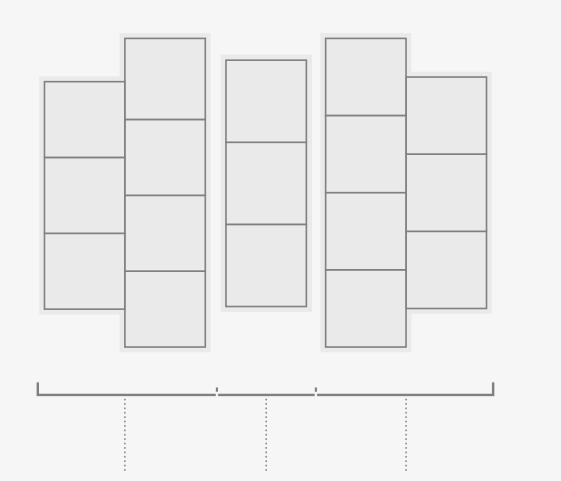Female Force
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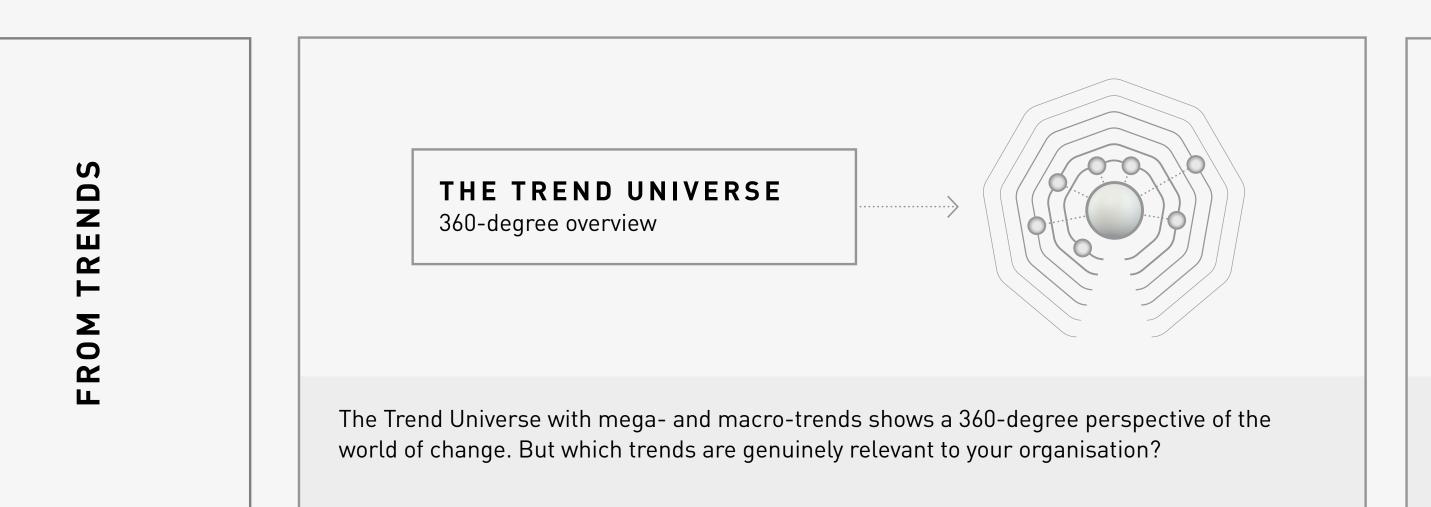Which technological and social trends are important to your industry? → **Find out more in our Trendmanager** →
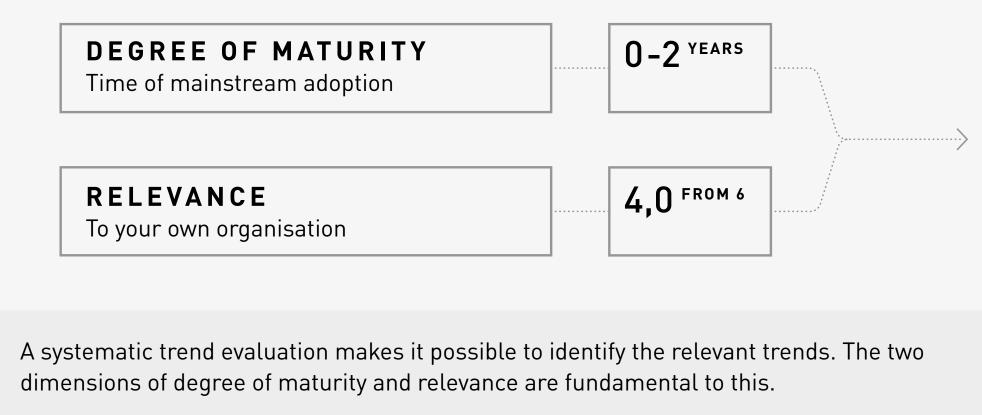
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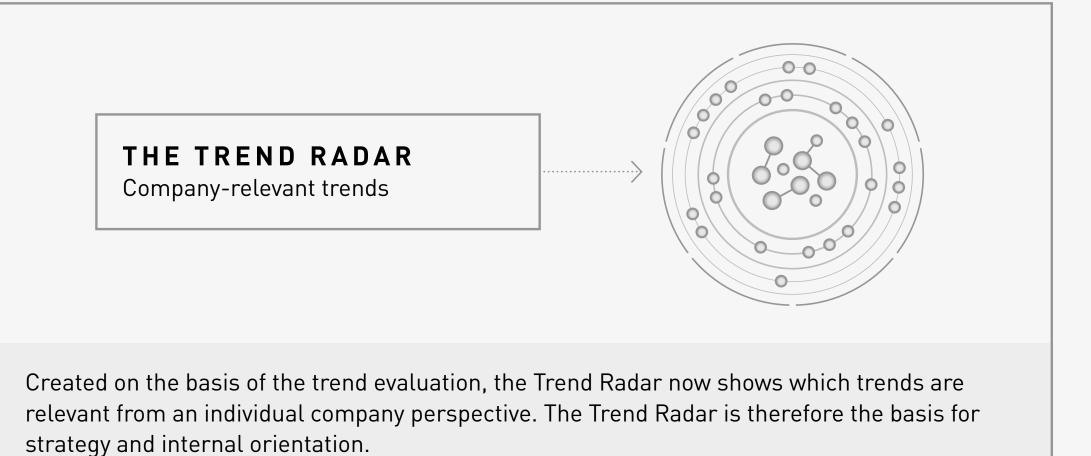
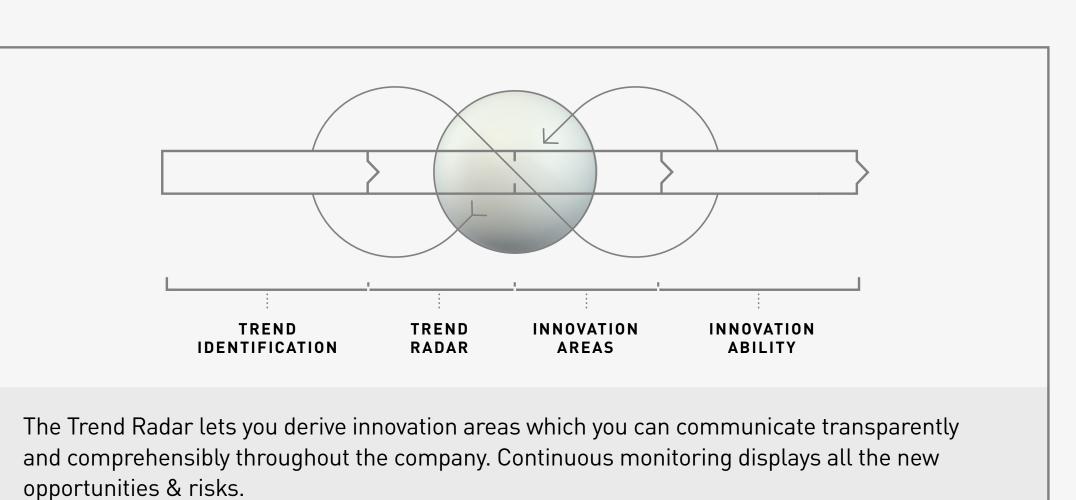## FROM TREND UNIVERSE TO TREND RADAR

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