

THE YEAR AHEAD

Visions of the Future

KEYS – A WEBINAR SERIES
BY IPSOS

25 January 2024



The screenshot shows a video player interface. On the left, there are four small video thumbnails of the speakers. The main video area displays the title 'THE YEAR AHEAD' in large white letters, followed by 'Visions of the Future' in a smaller font. Below that, it reads 'KEYS – A WEBINAR SERIES BY IPSOS' and '25 January 2024'. The background of the video is a person in a leather jacket and scarf looking out over a body of water at sunset. The Ipsos logo is in the bottom right corner of the video frame. Below the video player, the text 'Watch the recording' is written in blue, underlined, and set against a dark blue background.

[Watch the recording](#)



AGENDA

THE YEAR AHEAD

Visions of the Future

KEYS – A WEBINAR SERIES
BY IPSOS



01

Starting Point: What does 2024 have in store?

Simon Atkinson

Chief Knowledge Officer,
Ipsos

02

What Happens Next? Scenarios for the Future

Mike Colledge

President, ESG Lead,
Ipsos in Canada

03

The State of America

Mallory Newall

Vice President, Public
Affairs, Ipsos in the U.S.

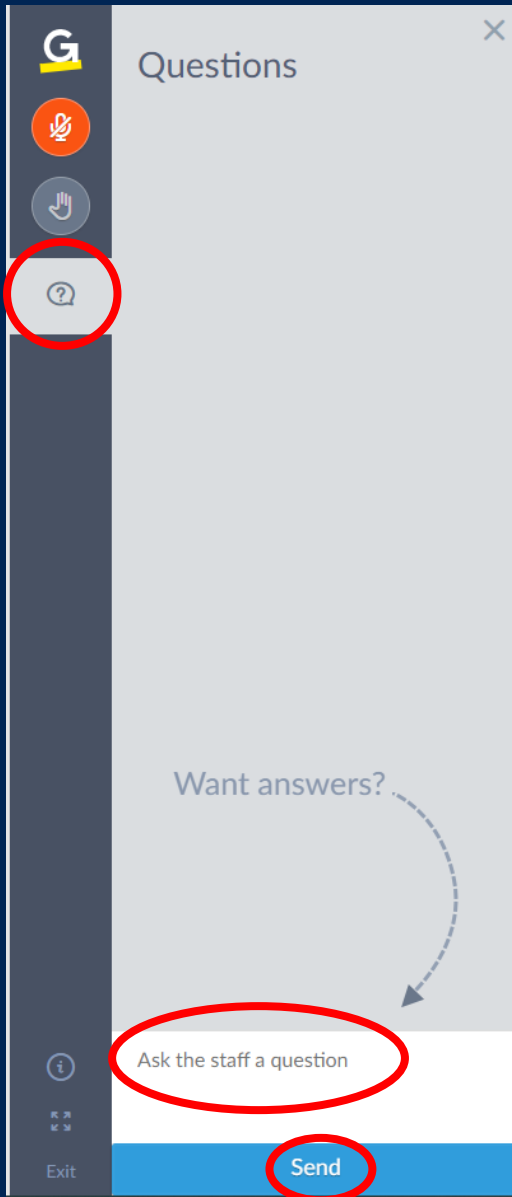
04

Weathering the Storm

Ibitayo Salami

Chief Client Officer, Ipsos
in Nigeria



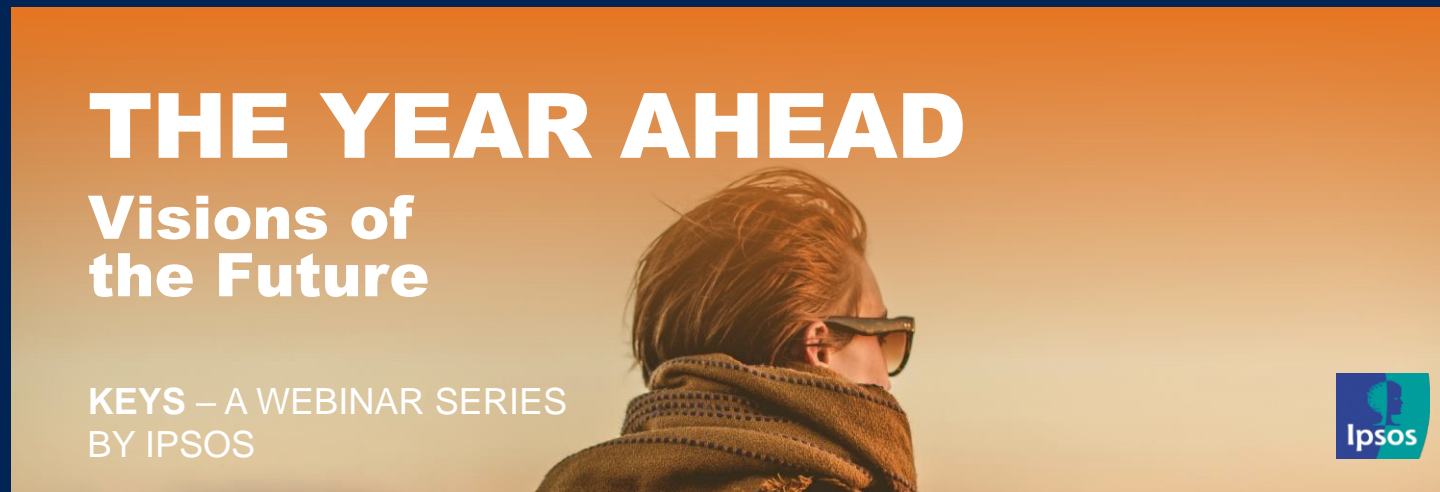


QUESTION TIME

Do you have questions for our panellists?

Please send them by clicking on the  on the left panel.

You can ask your question at any time during the session.



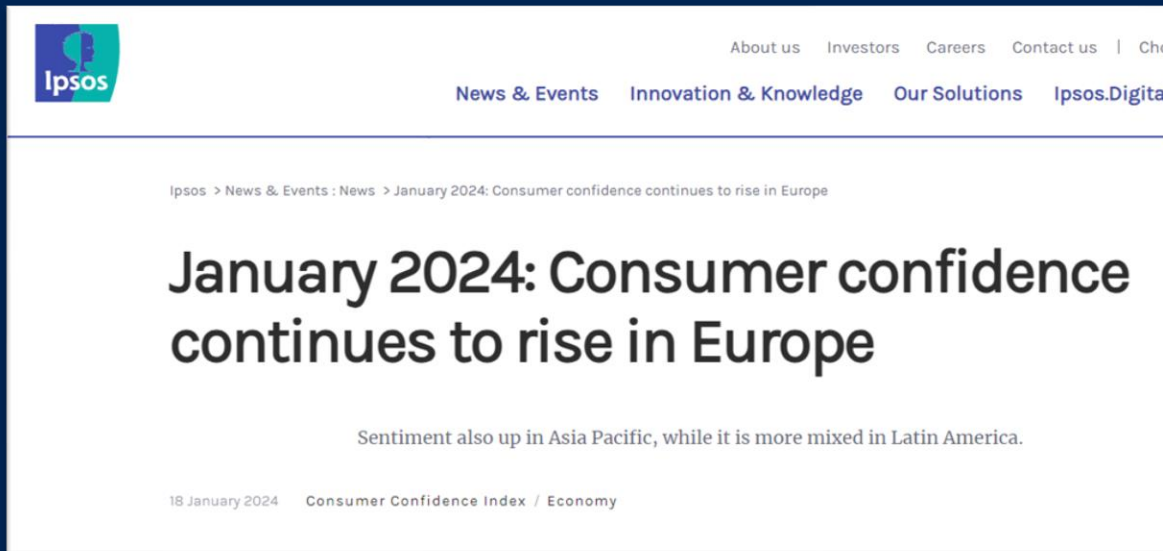
STARTING POINT: THE PUBLIC OPINION IN-TRAY

**Six Questions
to follow in 2024**

Simon Atkinson

01

WILL WE FEEL BETTER ABOUT THE ECONOMY?



Consumer Confidence data (29 countries) [here](#)

1-year change (vs January 2023)

Largest losses		Largest gains	
Australia	-4.7	Poland	+16.4
Israel	-2.3	Great Britain	+13.1
		Belgium	+10.5
		Argentina	+6.2
		Hungary	+5.6
		Spain	+4.8
		South Africa	+2.9
		U.S.	+2.7
		France	+2.5
		Sweden	+2.0

Source: Ipsos | Global Consumer Confidence Index - January 2024
• [Embed](#) • [Download image](#) • Created with [Datawrapper](#)

01

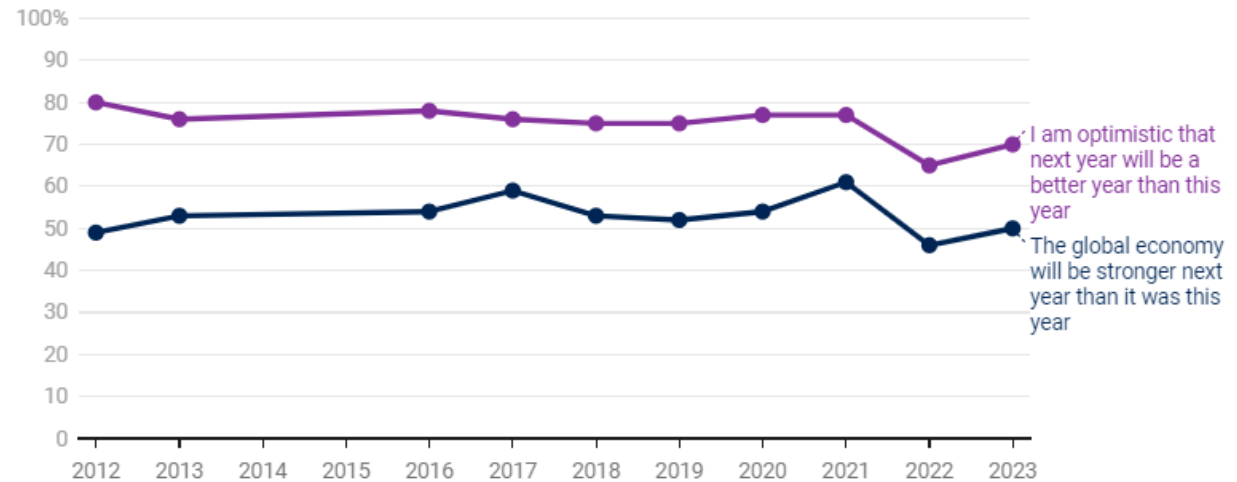
WILL WE FEEL BETTER ABOUT THE ECONOMY?



Download the results for [34 countries](#)

Looking towards 2024: Optimism on the rise

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?



25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023

Source: Ipsos | Global Advisor Predictions 2024
• [Embed](#) • [Download image](#) • Created with [Datawrapper](#)



01

WILL WE FEEL BETTER ABOUT THE ECONOMY?

...but a *guarded optimism?*



Download the results for [34 countries](#)

The economy in 2024

For each of the following, please tell me how likely or unlikely you think they are to happen...?

Likely Neither Unlikely

Prices in my country will increase faster than people's incomes



Inflation in my country will be higher in 2024 than in 2023



Interest rates in my country will be higher in 2024 than in 2023



Unemployment in my country will be higher in 2024 than in 2023



Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023

Source: [Ipsos | Global Advisor Predictions 2024](#)

• [Embed](#) • [Download image](#) • Created with [Datawrapper](#)



01

WILL WE FEEL BETTER ABOUT THE ECONOMY?

WHAT WORRIES THE WORLD?

**Inflation #1
concern for 22
consecutive
months**



GAME CHANGERS



02

POPULISM: IN ADVANCE OR RETREAT?



The screenshot shows the Forbes website interface. At the top is the 'Forbes' logo. Below it, the navigation bar includes 'FORBES > BUSINESS'. A 'BREAKING' banner is present above the main headline. The headline reads: '2024 Is The Biggest Election Year In History—Here Are The Countries Going To The Polls This Year'. Below the headline, the author is identified as 'Siladitya Ray Forbes Staff' with a bio: 'Covering breaking news and tech policy stories at Forbes.' A blue 'Follow' button is located to the right of the author's name. At the bottom of the article preview, there is a bookmark icon on the left and the date 'Jan 3, 2024, 08:31am EST' on the right.



Elections in more than 50 countries



2 BILLION people voting

INCLUDING:
United States | Bangladesh | EU | India | Indonesia | Mexico | Pakistan | South Africa | UK

Important year for pollsters looking for global patterns...

Source: Forbes [3 Jan 2024](#)



TODAY'S ARMED CONFLICTS

Our Rule of Law in Armed Conflict Online Portal (RULAC) classifies all situations of armed violence that amount to an armed conflict under international humanitarian law.

Today, it monitors more than 110 armed conflicts and provides information about parties, the latest developments, and applicable international law. Some of these conflicts make the headlines, others do not. Some of them started recently, while others have lasted for more than 50 years.



03

CONFLICT AND ITS CONSEQUENCES?

WORLD AFFAIRS

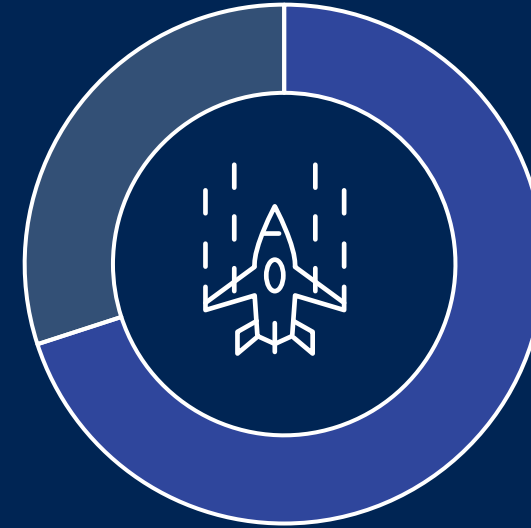
Citizens of 30 Countries
Assess Threats and
Engagement in International
Affairs

Dr. Darrell Bricker
2023-11-16

Global citizens achieve near consensus:
The world is becoming more dangerous

Ipsos survey for Halifax International Security Forum finds 70% of people, on average, across 30 countries expect in the next 25 years we could see another world conflict involving superpowers similar to World Wars I & II

19 November 2023 International / Security / Public opinion / Global Advisor



70%

agree

“In the next 25 years we could see another conflict involving superpowers, like WWI and WWII”

Download the results for [30 countries](#)

Bloomberg the Company & Its Products | Bloomberg Terminal Demo Request | Bloomberg Anywhere Remote Login | Bloomberg

Bloomberg

US Edition

● Live Now Markets **Economics** Industries Tech AI Politics Wealth Pursuits Opinion

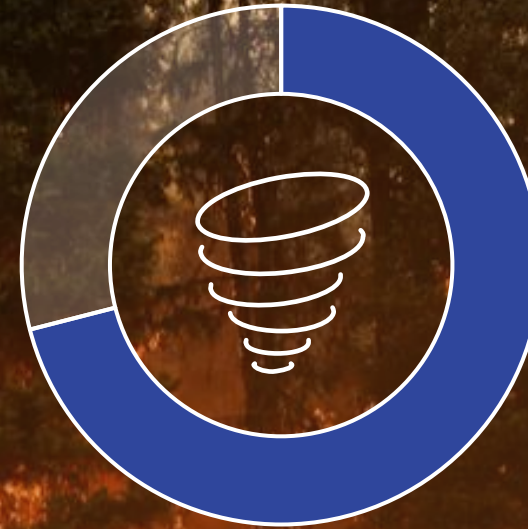
Economics | Inflation & Prices

Global Inflation Was About to Be Tamed. Now Red Sea Attacks Fan Revival Fears

- US, UK lead airstrikes responding to Houthi attacks on ships
- Pandemic price surge was on verge of being tamed in 2024

04

CLIMATE CHANGE: URGENT?



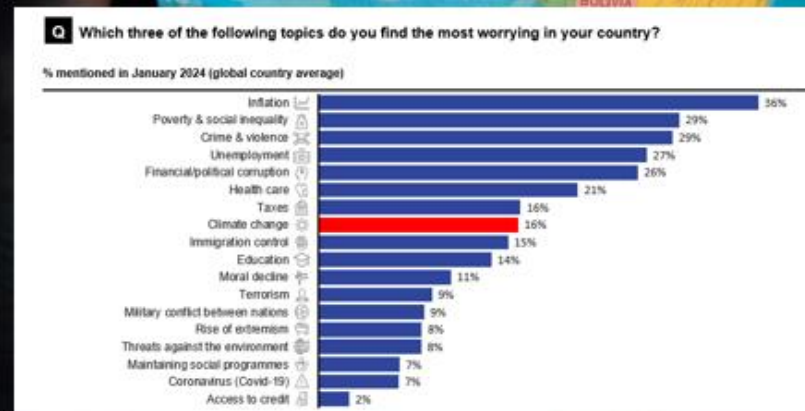
71%

agree

“There will be more extreme weather events in my country in 2024 than there were in 2023”

WHAT WORRIES THE WORLD?

Climate change ranks #8



04

CLIMATE CHANGE: URGENT OR JUST “IMPORTANT”?

POLARISATION, PESSIMISM AND POSITIVITY

IPSOS GLOBAL TRENDS

Ipsos

75%

agree

“We’re heading for disaster if we don’t change our habits quickly”

...But the intensity has slipped since 2022

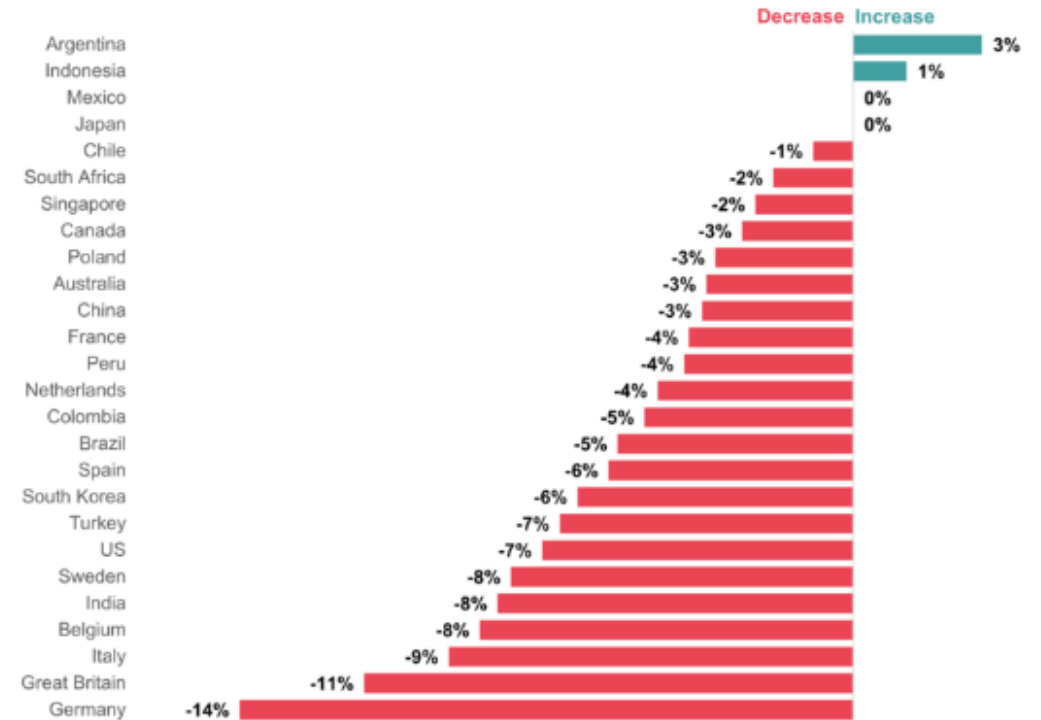
QUESTION:

“We are heading for environmental disaster unless we change our habits quickly”

Change in agree, 2022-23

24 © Ipsos | Global Trends | Nov 2023

Introduction Macro picture Story 1: Polycrisis **Story 2: Climate action** Story 3: Brand values Story 4: Science Story 5: Globalisation Final Thoughts Appendix



Ipsos Global Trends 2023 – 24,220 participants across 31 countries, interviewed online 22 September – 6 October 2023

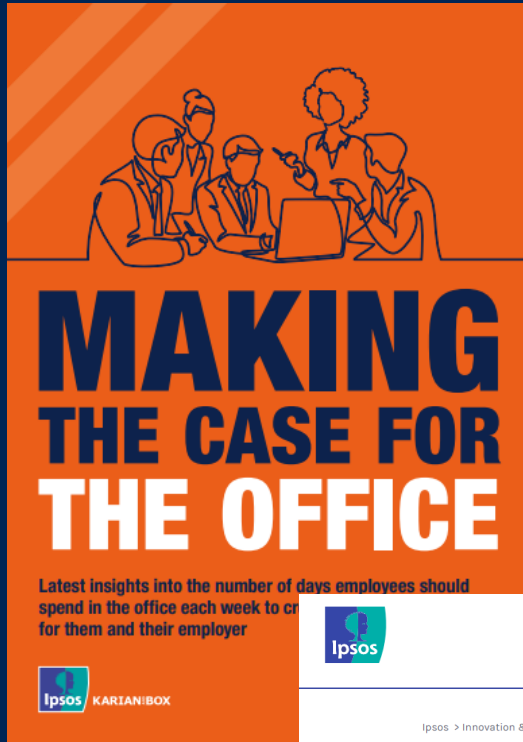
Online samples in Brazil, China, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, New Zealand, Peru, Singapore, South Africa, Thailand, and Turkey tend to be more urban, educated, and/or affluent than the general population

Ipsos

Source: Ipsos Global Trends [2023 update](#)

05

EVOLUTION OR REVOLUTION AT WORK?



Source: [Ipsos Karian & Box](#)



“Artificial Intelligence will lead to ...”



43% jobs being created



64% jobs being lost

BBC Sign in LIVE Home News Sport Weather iPlayer

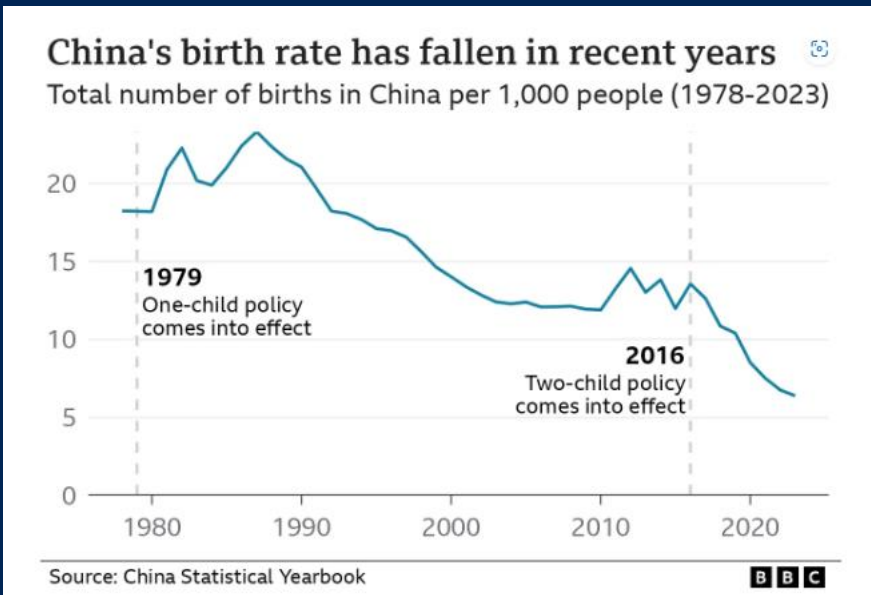
NEWS

Home | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics | Culture

Asia | China | India

China records population decline for second straight year

5 days ago



Some of the countries experiencing population decline...

Albania	Georgia	North Macedonia
Armenia	Germany	Portugal
Belarus	Greece	Republic of Korea
Bermuda	Italy	Russia
Bosnia & Herzegovina	Jamaica	Serbia
Bulgaria	Japan	Ukraine
China	Latvia	Uruguay
Croatia	Lebanon	
Cuba	Lithuania	
Czechia	Maldives	
Estonia	Monaco	
	Montenegro	



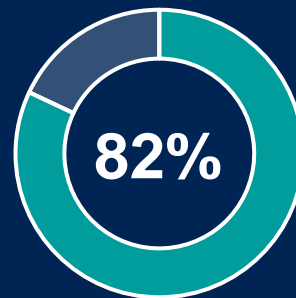
OUR EXPERT VOICE

Demography is politics

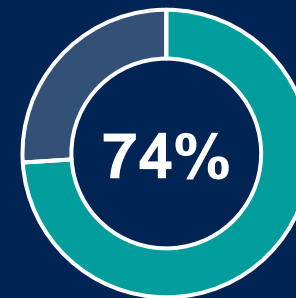
Population change is poised to be one of the most crucial political issues of the 21st century. How future societies are affected by declining populations will be largely predetermined by decisions already made by previous generations and by choices we make today.

Read more in the [Ipsos Almanac](#)

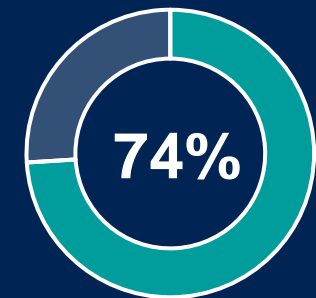
“The total population size of my country will fall in 2024”



South Korea



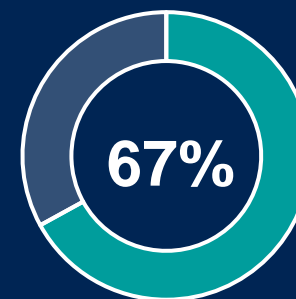
Japan



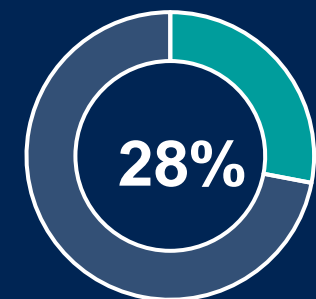
China



Romania



Italy



Germany

TOPICS TO TRACK IN 2024

KEYS

AN IPSOS WEBINAR SERIES

KEYS

Helping you navigate
in uncertain times



Economy



Populism



Conflict



Climate



Work



Population
Change

TOPICS TO TRACK IN 2024

KEYS

AN IPSOS WEBINAR SERIES

KEYS

Helping you navigate
in uncertain times

What are the
implications for
brands?

WHAT DOES 2024 HAVE IN STORE FOR BRANDS?

**Local
versus global**

**Premium
versus value**

**Brand
values**

**The pull of
Nostalgia**

**ESG
challenges**

**Maintaining
Empathy**

**Understanding
Context**

**Measuring
Expectations**

**Segmenting the
middle classes**

**The wonder (& worry) of
technology**



KEYS
AN IPSOS WEBINAR SERIES

KEYS | Helping you navigate
in uncertain times



**POLARISATION,
PESSIMISM AND
POSITIVITY**

Mid-2024
Ipsos Global Trends
10th anniversary

IPSOS
GLOBAL
TRENDS



WHAT HAPPENS NEXT?

A Look Back at 2020
& Today's Context

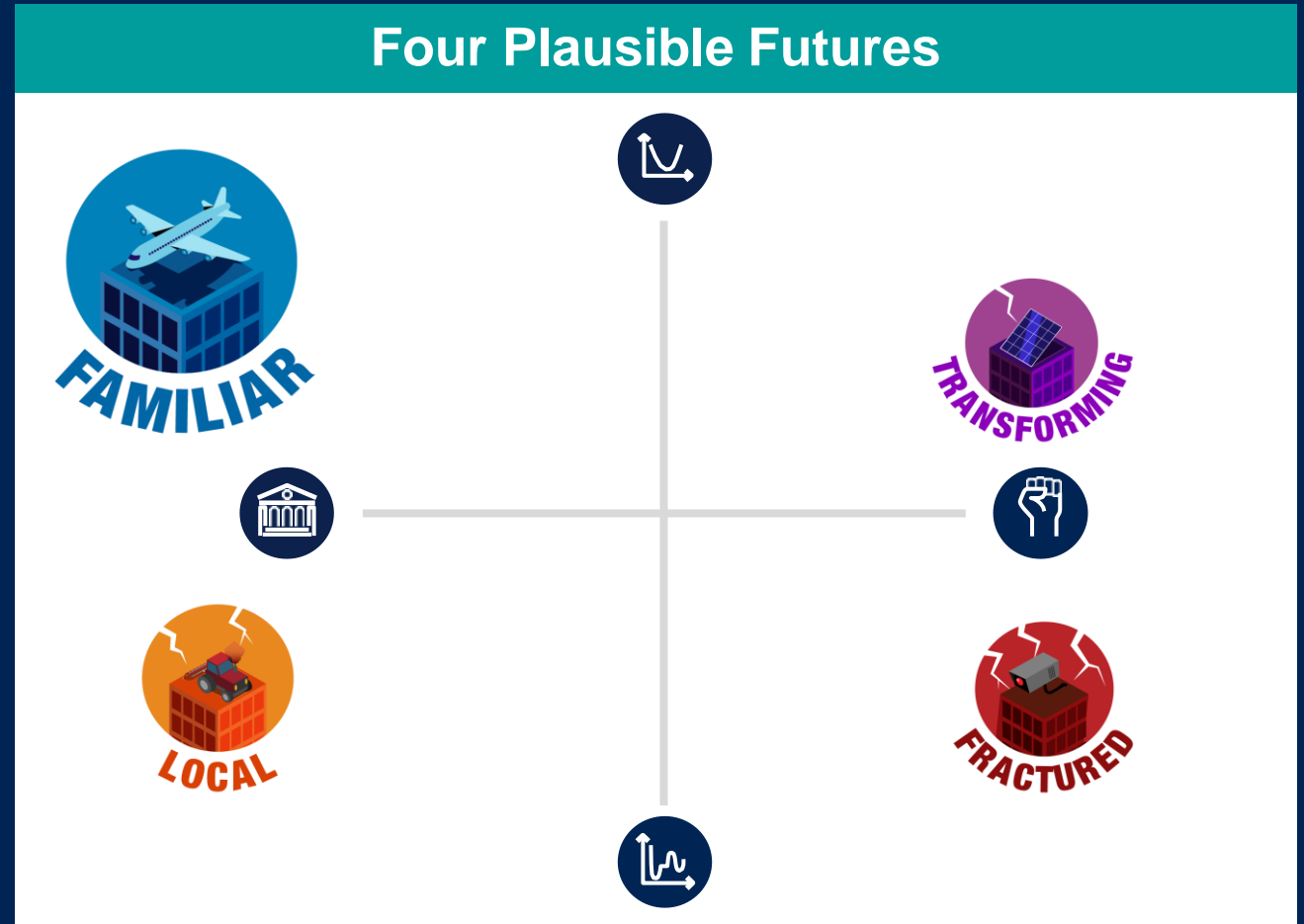
Mike Colledge

A LOOK BACK TO A TIME WHEN WE WERE LOOKING FORWARD



What Was Shaping 2025?

1. Mid 2020 Future Scenarios for a Post Pandemic World
2. Horizon scans, expert interviews, internal workshops
3. The biggest drivers of change and the inflection points for the world
4. Foresight, not predictions



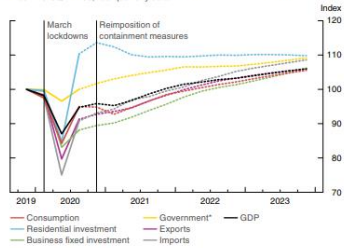
A LOT OF UNCERTAINTY IN 2020: ECONOMY

STRONG



Vaccines accelerating

Chart 12: Gradual recovery expected to resume as vaccinations proceed
Index: 2019Q4 = 100, real quarterly data



Economic rebound faster than projections



STRONG



WEAK

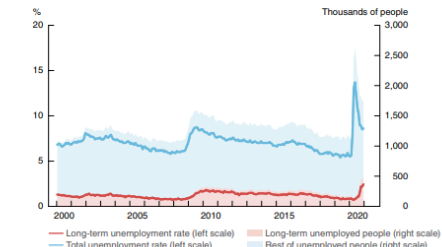


WEAK



Virus-related costs after 2021, backlog in Health and Education

Chart 9: Long-term unemployment is increasing in Canada
Monthly data



Long term unemployment is increasing

MORE UNCERTAINTY IN 2020: DEMOGRAPHY, POLITICS AND VALUES

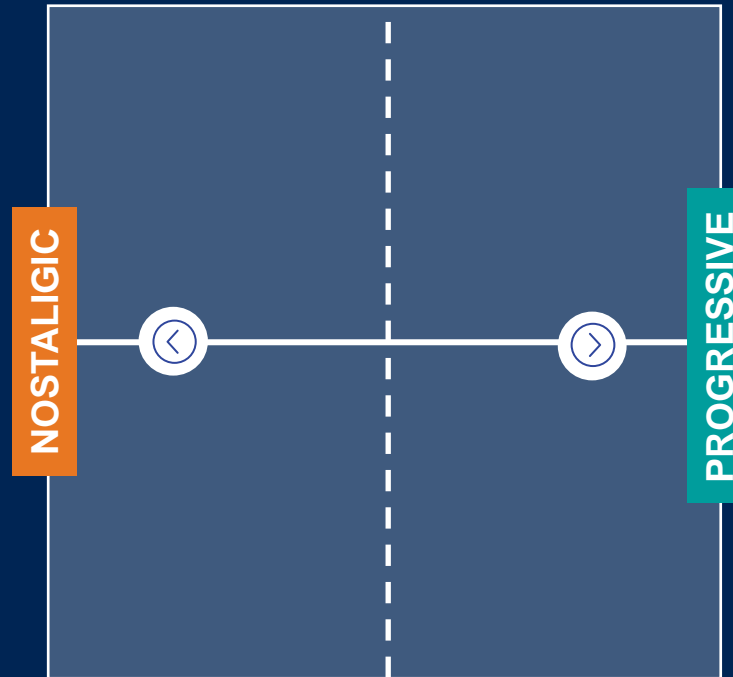
NOSTALGIC



House prices rising



COVID-19 sets back gender equality – especially mothers and ethnic minorities



PROGRESSIVE



Online communities work together to destabilise stock market



Protests for social justice – #BLM, #MeToo

FAMILIAR POWER

THE MOST PLAUSIBLE SCENARIO



By 2025, the world has started to move on from COVID-19, but is entering a period of continued change.



Less resilient, with high debt.

Stalled social progress ...climate emergency, elderly population, young people facing consumer debt ...this world is less stable than it looks.

POLITICS IN THE WORLD OF FAMILIAR POWER ...2025

Fear of others **and rising inequalities. Left and right distinctions sharpen.**

Reducing global dependency, cutting CO2.

Policing, education, welfare and healthcare has not started to be fundamentally reformed.

Globally trade tensions remain. Cold War' is around control of data and the power of disinformation.



BRANDS IN THE WORLD OF FAMILIAR POWER ...2025

People seeking meaning in brands looking beyond functional to ethical attributes.

Interest in safety holds: risk-free, sanitised, touch-free, etc.

Need to show health benefits as a standard attribute.
Personal, predictive health services are in demand.

Brands harness the power of data, IoT to ensure their offers are highly personalized.





ENVIRONMENT IN THE WORLD OF FAMILIAR POWER ...2025

We want change, but without having to change.

Heatwaves/fires are making parts of Australia, the US, India and Europe more difficult to live in.

Younger people continue to demand change.

Nations remain suspicious of signing up to targets worried other power blocs might default.

Agreements to decarbonise for the benefit of a particular crop, region or supply chain.

SHAPING 2025 LESSONS, IF WE WERE TO DO IT AGAIN



More consideration to regional variations.

Local context matters.



Think beyond the present.

Five years is a short horizon, but we still overestimated our ongoing concern for safety, cleanliness, etc.



We noted a **period of change**. We didn't recognize that it would be less about the pandemic and more about climate, ageing, inflation, immigration, etc.



Under-estimated **geo-political tensions** and the prospect of war.

WHAT HAPPENS NEXT?

A Look at Today's
Context through the lens
of the

IPSOS DISRUPTION BAROMETER

IPSOS DISRUPTION BAROMOMETER



Tracks 7 questions about economics, personal finances and the state of a country to provide a measure of the citizen and the consumer mindset.



WHEN HIGH, citizens are more **open, tolerant and inclusive**, less motivated to push for change.

Consumers are more **likely to spend**, more receptive to price increases, more likely to try new products.

The **tone of communications** can be more **upbeat and future oriented**.



WHEN LOW, citizens are more **insular, intolerant and exclusive**. More likely to participate in disruptive behavior.

Consumers are **less likely to spend**, more likely to look for savings and less receptive to new products.

The **tone** needs to be more **empathetic, serious, factual**.

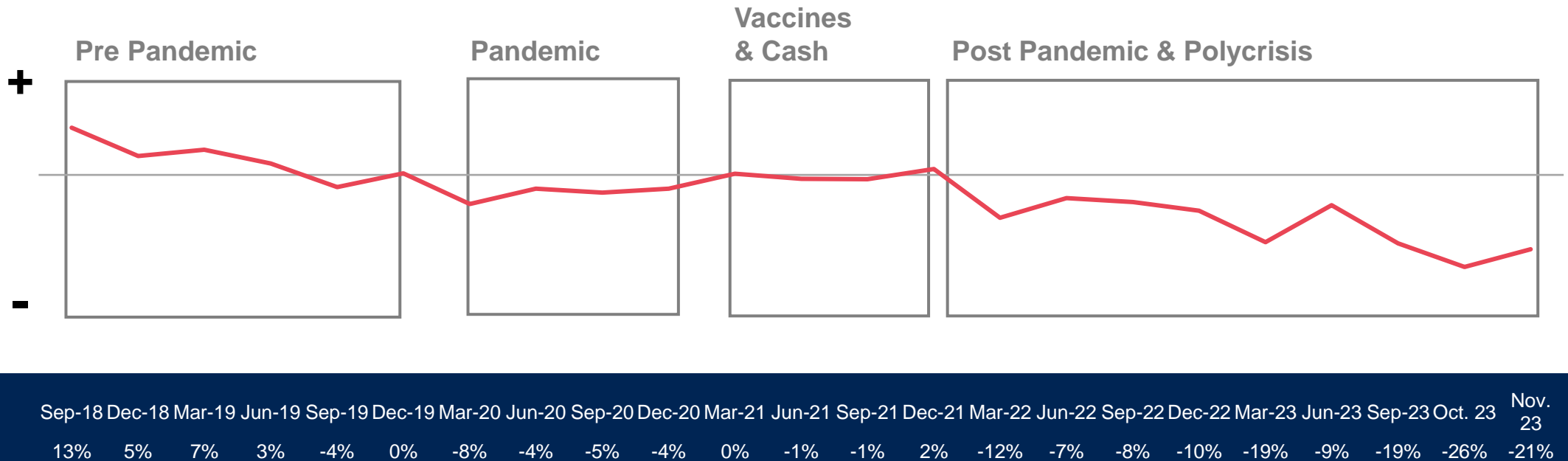
The Barometer has been validated against social/political disruptions and consumer spending over time in several markets.

CITIZEN/CONSUMER SENTIMENT IN CANADA CONSISTENT DECLINE SINCE 2018

IDB is a combination of 7 items measuring shorter-term socio-political disruption and broad consumer sentiment/confidence it is highly correlated with actual retail sales and is remarkably accurate in projecting political change, protest, civil disobedience).

IPSOS DISRUPTION BAROMETER

— Canada



THE BOTTOM-LINE FOR CANADA

01

2024 is shaping up to be a **turbulent year**, long-term outlook is increasingly bleak.

02

Expect challenges with respect to both consumer behaviour and social relations. Potential for more labour disruption and more social protests.

03

A convergence of **low sentiment** and **low expectations** across generations. Middle generations struggle to make ends meet. Younger Canadians question their future. All have their doubts about the capability of institutions.

04

The mood is reinforced by a **divisive political culture** and will likely result in a **“change” election in 2025.**

KEYS: THE YEAR AHEAD THE STATE OF AMERICA



Mallory Newall

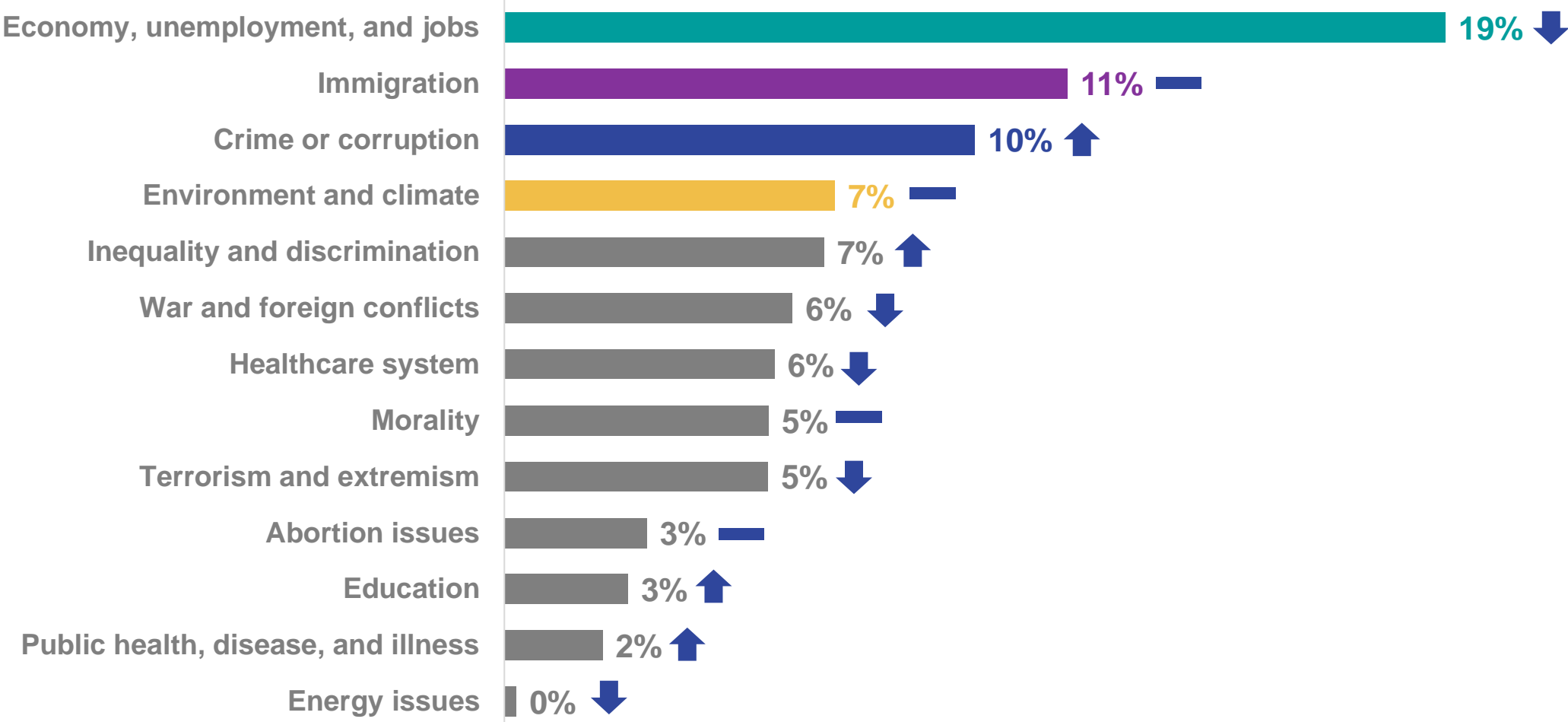


**IT'S THE
ECONOMY...**

1

The economy remains the most important issue for Americans

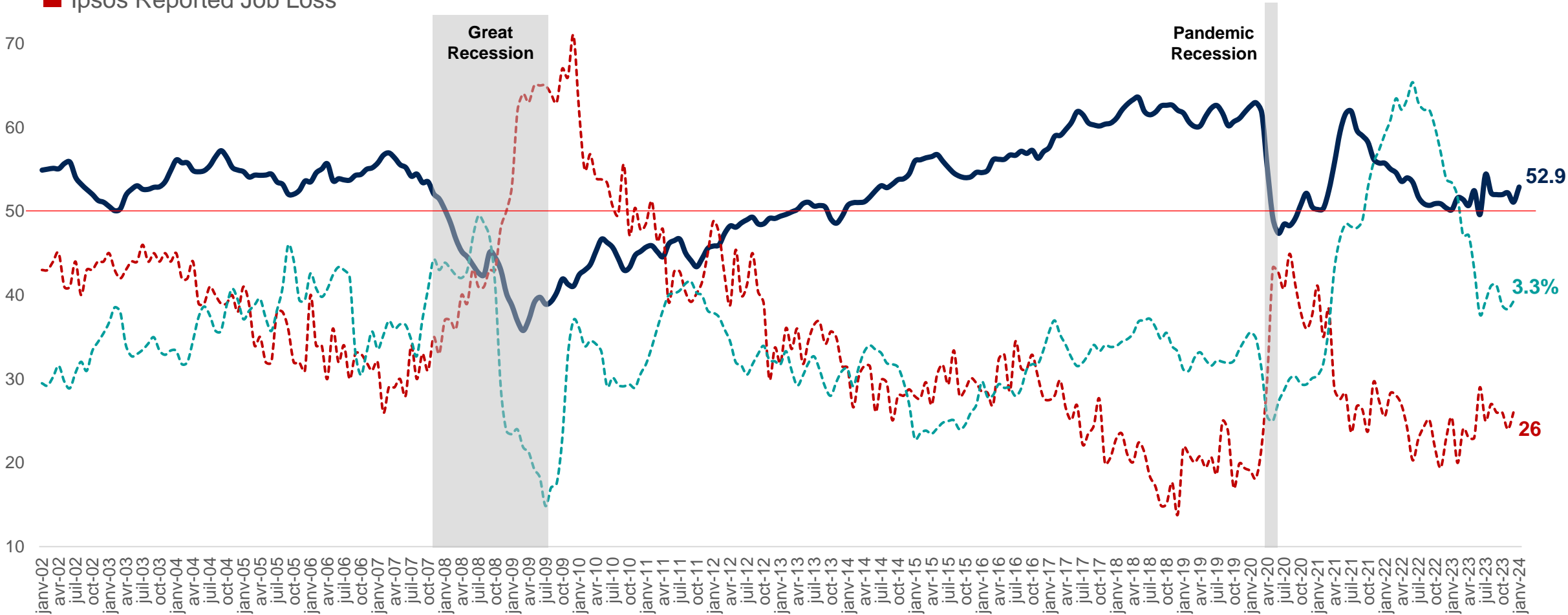
In your opinion, what is the most important problem facing the U.S. today?



Consumer confidence still middling as inflation eases

US Consumer Data 2002-2024

- Ipsos Consumer Confidence Index
- Consumer Price Index
- Ipsos Reported Job Loss

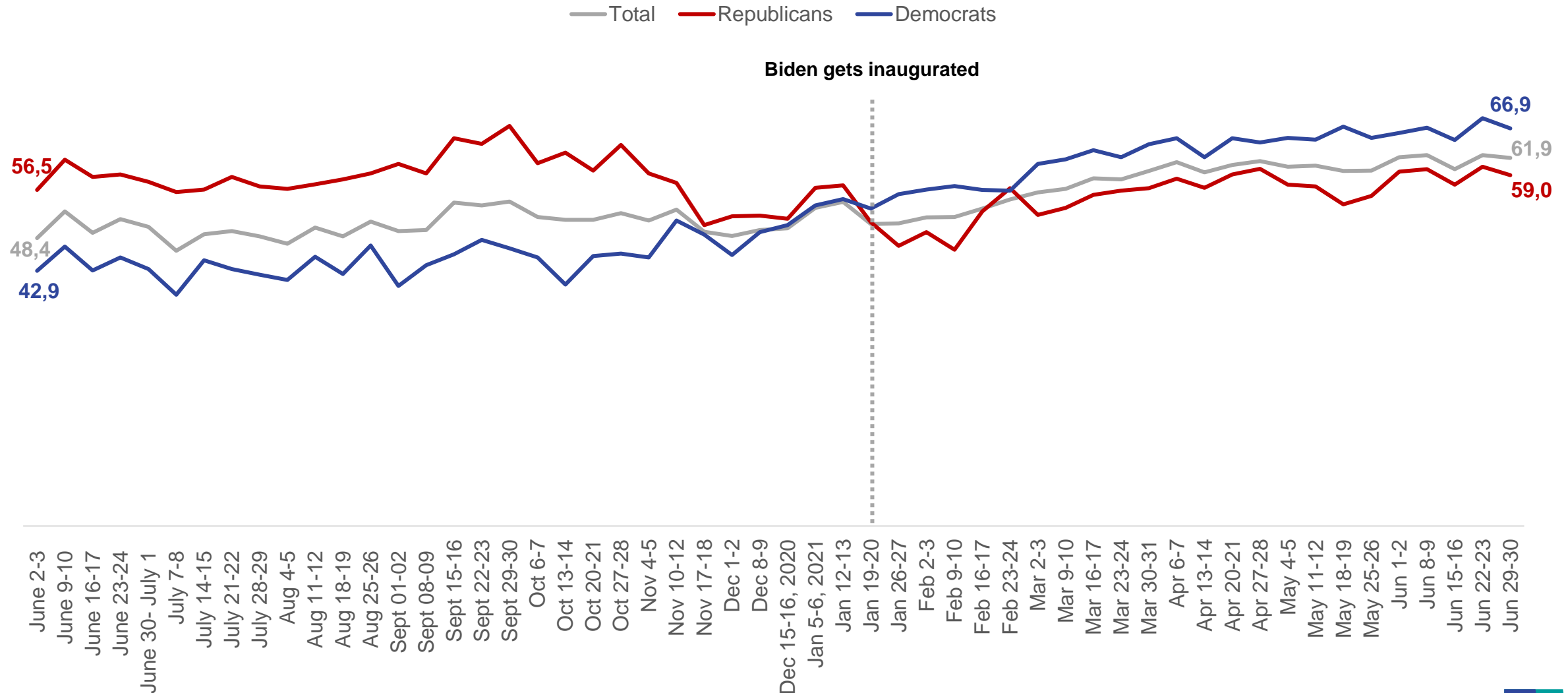


© Ipsos Source: March 2011 to early March Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index. January 2023 to date Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index
 March 25, 2020, to December 2022 Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker
 CPI numbers from BLS via St. Louis Fed
 Note: Numbers for June 2023 were collected before the debt ceiling decision was made



Partisans' consumer confidence flipped after Biden's inauguration

Ipsos Consumer Confidence Index



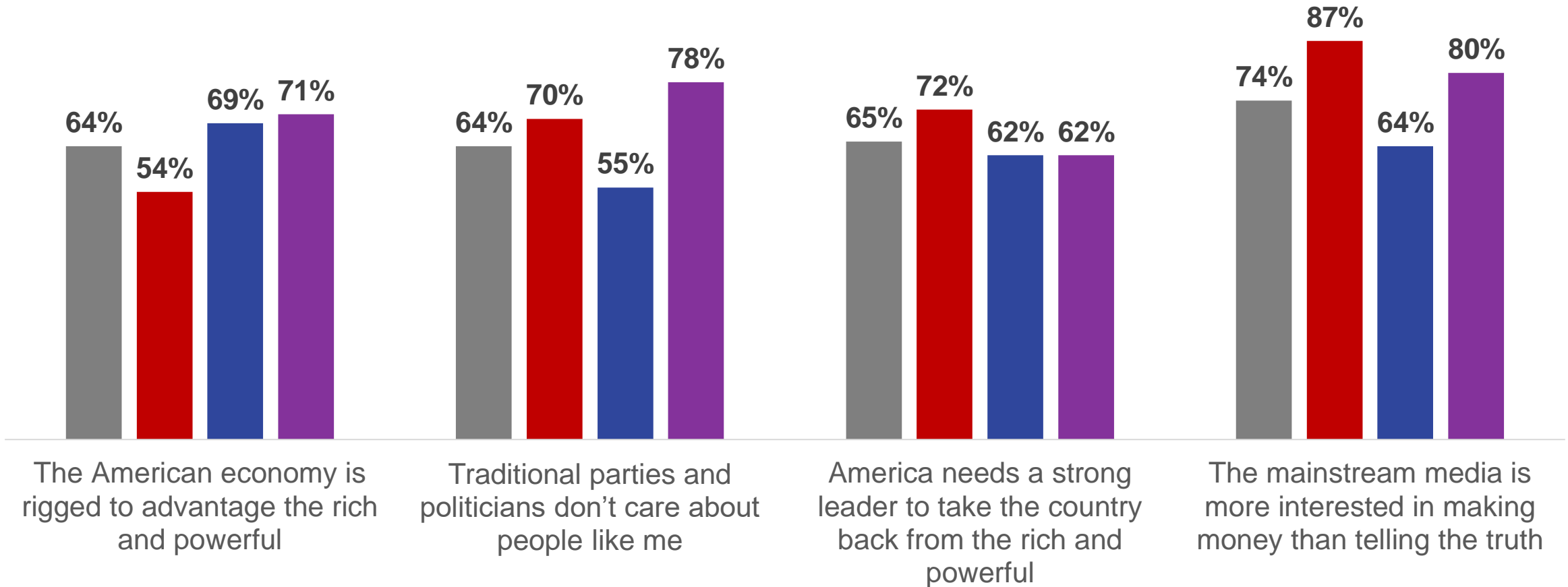
2024 PRESIDENTIAL ELECTION

2

Most Americans feel frustrated with the “system”

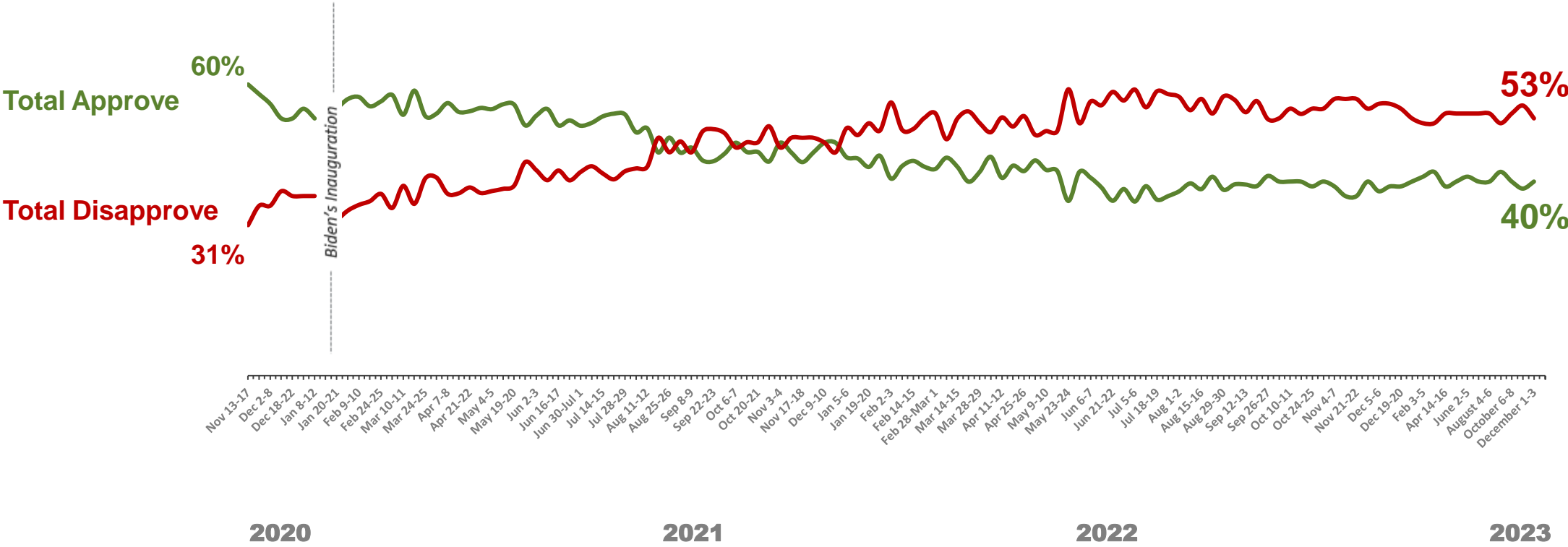
Percent who agree with the following

■ Total ■ Republican ■ Democrat ■ Independents



President Biden's approval remains low

Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?
(previously 'president-elect')



Source: Ipsos Core Political

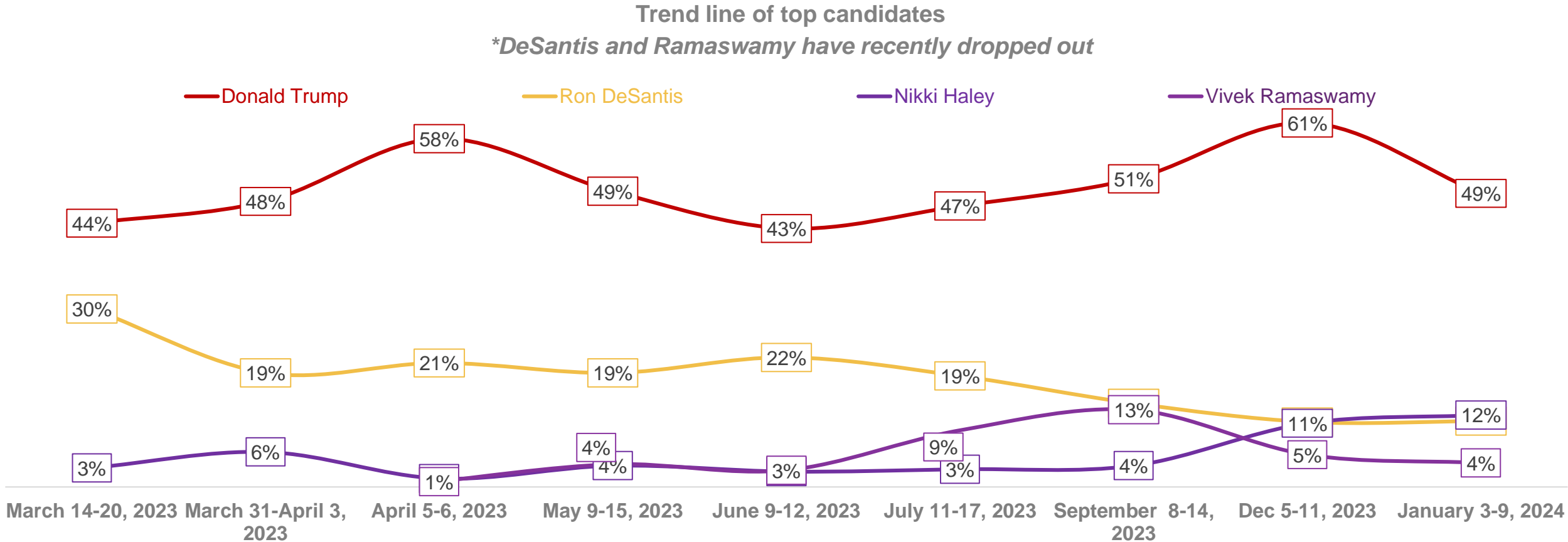


However, Biden gives Democrats the best chance in 2024

Government approval rating	Incumbent	Successor
35%	38%	2%
40%	55%	6%
45%	78%	14%
50%	90%	28%
55%	96%	49%
60%	98%	71%

Donald Trump Leads Republican 2024 Primary

Looking ahead to the 2024 presidential election, who would you support as the 2024 Republican presidential nominee?
(Only Republicans)



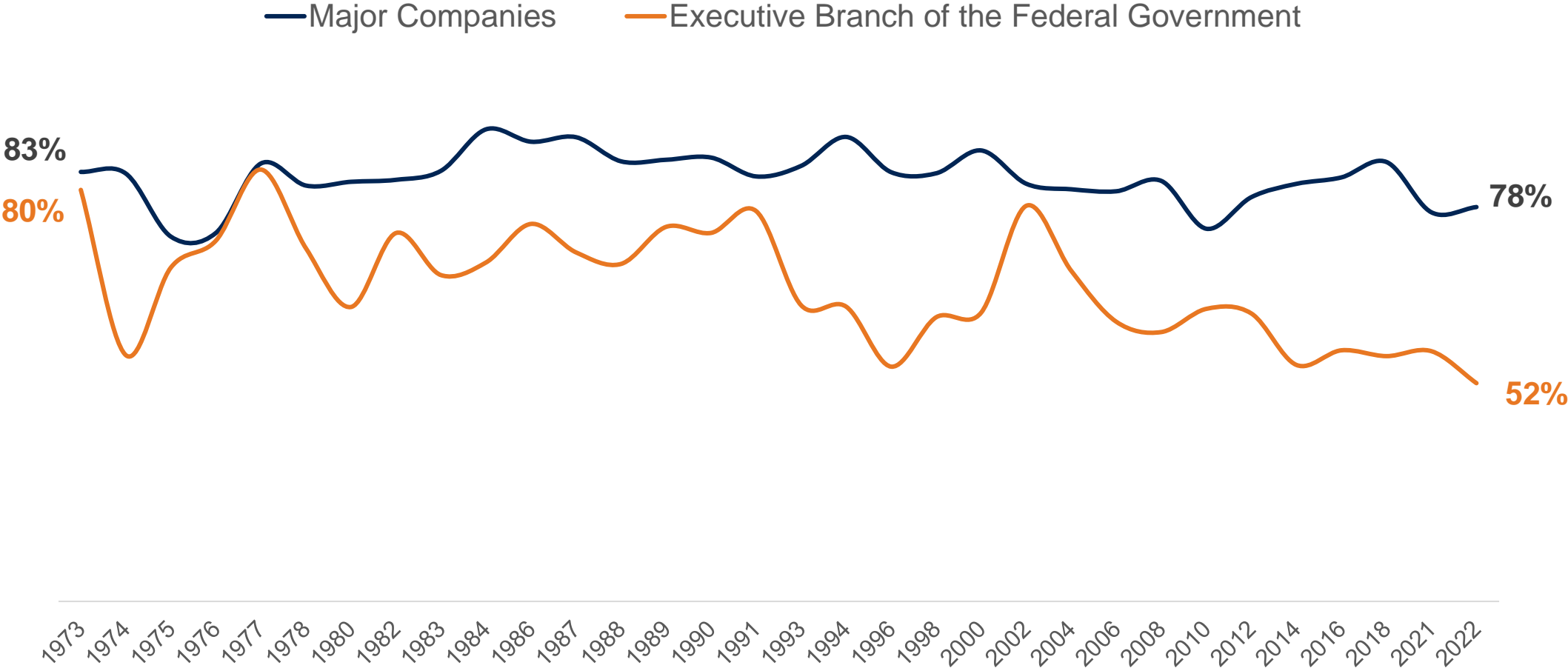
Source: Reuters/Ipsos Trump Indictment Surveys waves 2-4, and Reuters/Ipsos Large Sample Poll
March, May, July, Sept, Dec 2023
Base (Dec 2023): Republicans (N=1,689)

BRANDS AND POLITICS

3

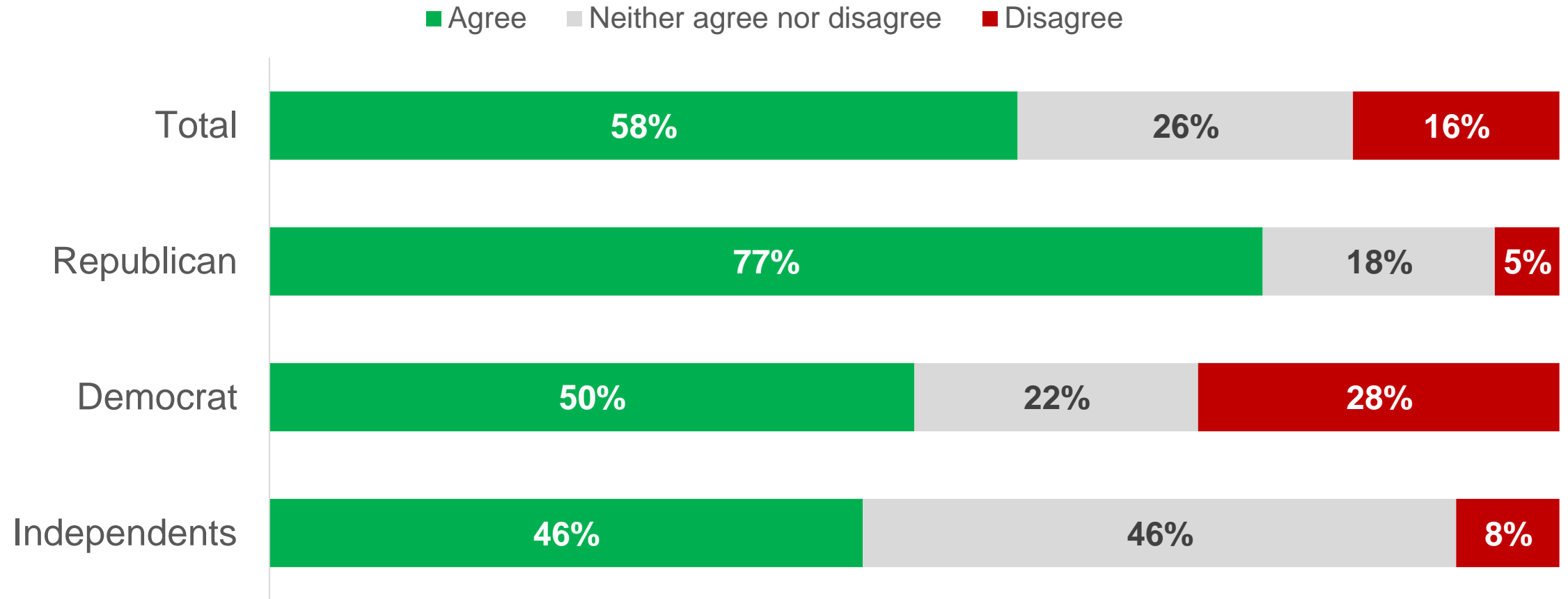
Public more confident in the leaders of major companies over leaders of executive branch

Percent who have a great deal or some confidence in the people running the following institutions



Most Republicans say they want companies to remain neutral

How much do you agree or disagree with the following statements? - I think companies should remain neutral on political issues

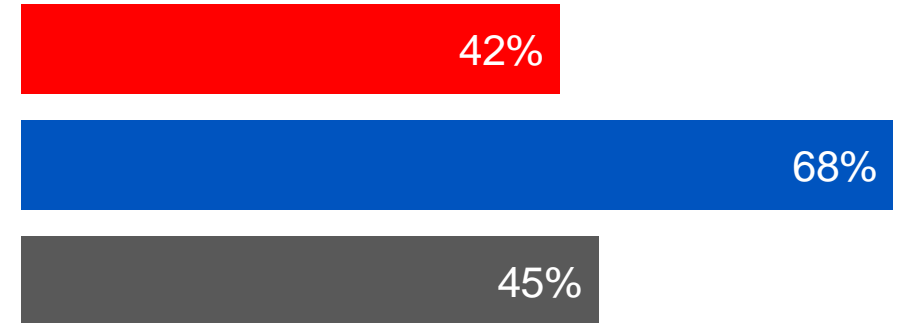


U.S. Views on Business and Social Issues

If a corporation takes a stand on a social issue that **I don't agree** with, I'm **less likely to buy** their products or use their services (% agree)



If a corporation takes a stand on an issue, they **should stick** by their decisions, **even if** it makes some consumers **angry** (% agree)





NIGERIA - WEATHERING THE STORM

Ibitayo Salami

25 January 2024



NIGERIA - THE GIANT OF AFRICA

Land Mass: Nigeria covers 923,770 sq kilometers (356,668 sq miles)



Natural Resources: endowed with a diverse range of mineral resources, including petroleum, natural gas, and vast deposits of solid minerals such as gold and bauxite.

GDP: Largest GDP in Africa – \$477bn, The 39th-largest in the world by nominal GDP with a GDP of \$390 Billion



Population: Most populous country in Africa. Population estimate is 206 million by 2018 (7th in the world). and forecasted to be 2nd by 2100 at 791 million

❖ **Diversity :** Over 521 languages and over 1150 dialects and ethnic groups.



Young Population: A large young population – about 70% are less than 35 years old

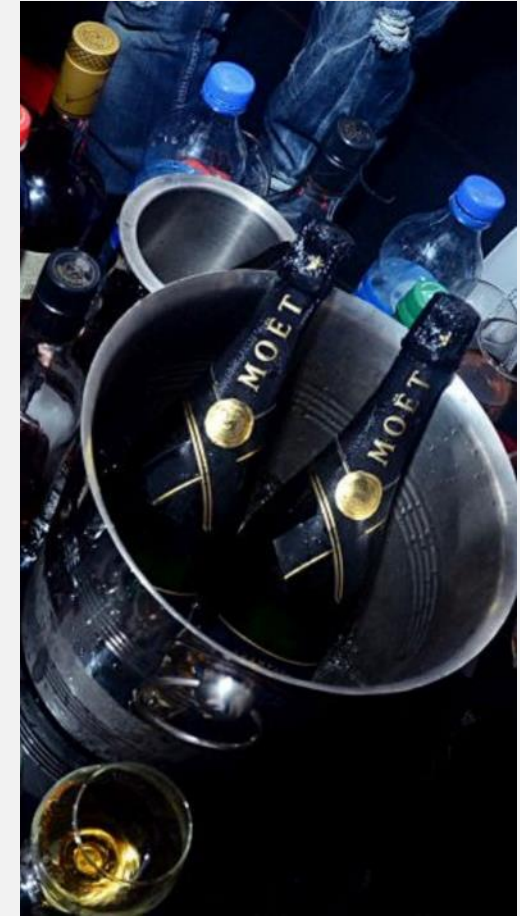


WEALTH INEQUALITY AND DISTRIBUTION IS ENGRAINED



Nigeria's Inequality Outlook 2022

	Average Income €PPP	Share of Total (%)	Average Wealth €PPP	Share of Total (%)
Full Population	7,600	100	26,600	100
Bottom 50%	2,400	15.5	3,000	5.1
Middle 40%	8,000	41.8	156,300	58.1
Top 10%	32,700	42.7	154,300	28.1
Top 1%	88,600	11.6	669,500	25.2



MAY 29, 2023 - A NEW CAPTAIN TO A TROUBLED SHIP



Early Reforms

- **Unification Dollar – Official & Parallel market :**

To promote transparency and efficiency in the Nigerian FX market - narrowed the gap between official and parallel market FX rates. The Naira continues to fall ...

- **Fuel Subsidy Removal:**

Removal of the Fuel Subsidy has thrown the country into economic chaos as the retail price for Fuel grew by 400%



MY NEW REALITY : FROM \$10 TO \$50 FOR A FULL TANK



Jan 2023
₦174 per liter
(\$10)

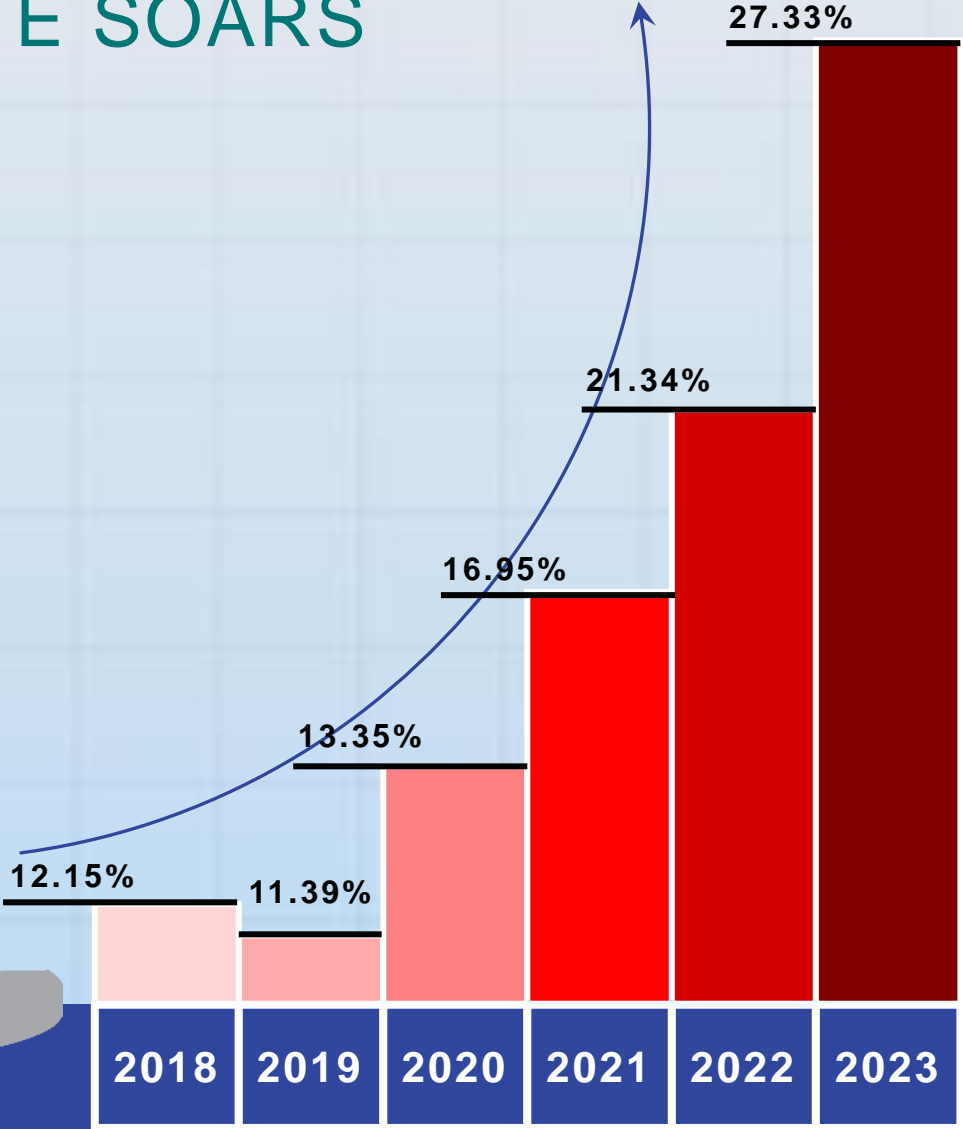
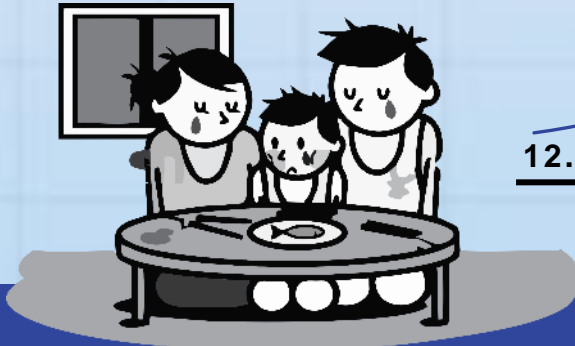


Jan 2024
₦617 per liter
(\$50)



TOUGH TIMES FOR CONSUMERS AND BUSINESSES AS INFLATION RATE SOARS

Consumers





HOW THE CONSUMERS ARE ADAPTING

How they behave, shop , live

To adapt, consumers in the middle class are adjusting their patterns...

Consumption

61%
of middle-class
reduced the
number of
times they eat
daily



To adapt, consumers in the middle class are adjusting their patterns...

Shopping Patterns

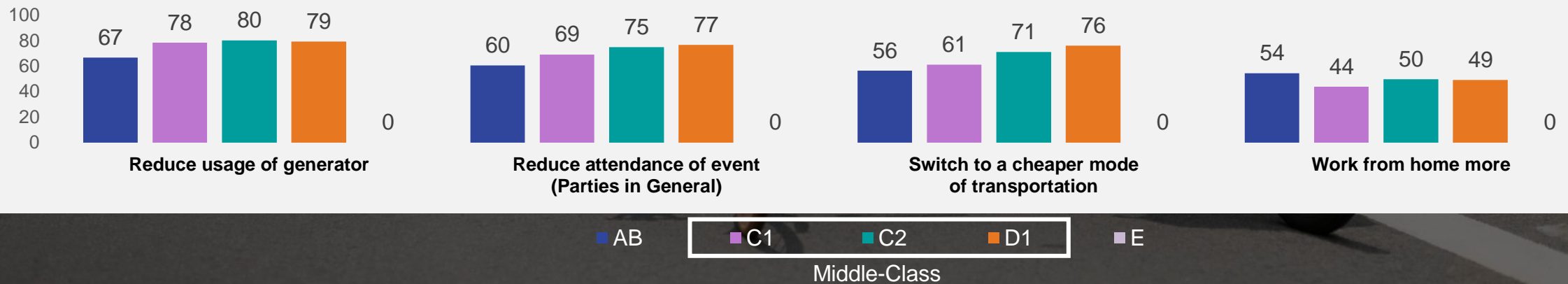
78%
of middle-class
reduced to
smaller packs
size of same
brand of
product



To adapt, consumers in the middle class are adjusting their patterns...

69%
of middle-class
switched to a
cheaper mode
of
transportation

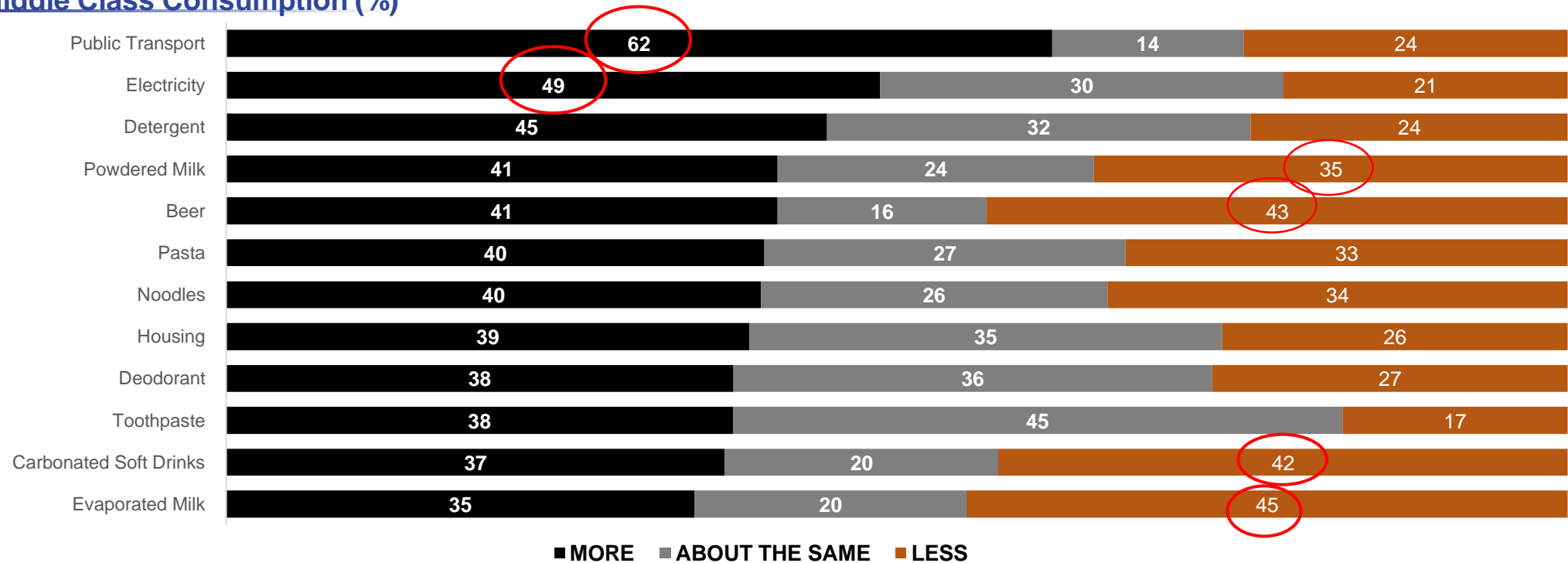
Lifestyle Adjustments



...the middle class are allocating their resources to essentials.

and reducing non-essentials like csd, beer

Middle Class Consumption (%)





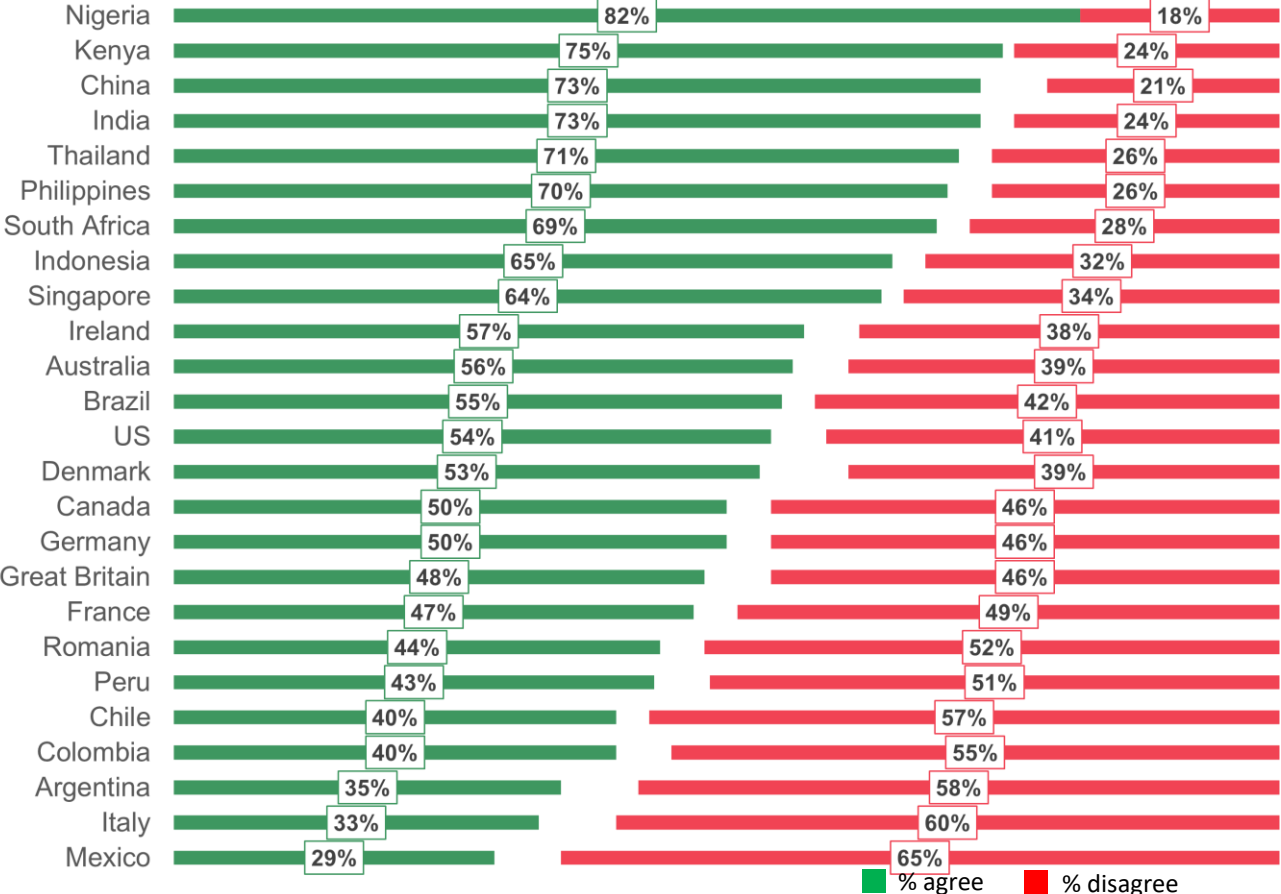
BRAND MATTERS

Driving accessibility with price,
Pack size & Format

BRAND APPEAL IS IMPORTANT

82%

of Nigerians are willing to spend extra for a brand with an image that appeals to them



“I am generally willing to spend extra for a brand with an image that appeals to me”



LINE EXTENSION – FLAVOURS ,SMALLER SKUS

DAIRY

(Line Extensions, Flavours, Mini Packs)



Friesland launches peak milky pap



Unveiling peak Yoghurt 1L Strawberry Flavor



Friesland Launches Three Crown Smallie Tetra Pak



Friesland Launches Peak Mini Tetra Pak



Bama introduces 50g sachet



Tiger introduces 50g sachet



TGI launch Big Bull Gold in Smaller pack size



Golden Penny Foods Launches Chocolate Spread

FOOD

(New SKU, Mini Packs,)

INNOVATION – NEW FORMATS

ORAL CARE



Oral-B Sachet launch



Pepsodent Sachet launch



Hennessy introducing Sachet pack type

SPIRIT



Always remember this about Nigeria & Nigerians

The Youth Market



Ages 0 – 35 account for about 70% of the population

Lifestyle & Inspiration



“Fulfilment in life is achieving a prominent position in your career”

“I will sacrifice convenience if it means getting healthier products”

National Affinity



“It is important that people from my country remain very different from all other nationalities”

“These days I feel like a stranger in my own country”

How They Choose Brands



“I tend to buy brands that reflect my personal values”

“I don't care if a brand is ethically or socially responsible, I just want them to make good products”

“I am generally willing to spend extra for a brand with an image that appeals to me”





THANK YOU



SOURCES

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- .World Bank, 2016 Nigeria Country*
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- .National Bureau Of Statistics*
- .Dataphyte*
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EMOTIONS AROUND THE WORLD



**THANK
YOU**

GAME CHANGERS

