

Megatrends

Markets of the Future

2018-2019

Presented by
3M Strategy & Marketing Development



Table of Contents

| | |
|---------------------------------------|----|
| Introduction | 3 |
| Megatrends summaries | 4 |
| Expanding digital economy | 8 |
| Shifting demographics | 22 |
| Reimagining natural resources | 42 |
| Evolving world economics | 55 |
| Staying ahead of the Megatrends | 72 |
| Acknowledgements | 73 |

Introduction

Welcome to the 8th year of the MEGATRENDS: Markets of the Future series, presented by 3M Strategy & Marketing Development.

The global business landscape will look different in five or 10 years. The future of 3M will be different, too—but how will it be different? To help ensure that our organization stays competitive in the future, it’s useful to examine key indicators that exist today and think strategically about how the future might unfold.

Megatrends: 2018–2019

What do you think could happen on the world stage in the next several years that might have an impact on your business? In that time, a number of trends are going to play out, changing the outlook in numerous ways.

Inside, 3M Strategy & Marketing Development [SMD] takes a thoughtful approach to the possible impact of current and future trends. This guide focuses on four major megatrends that will influence upcoming challenges and successes—the make-or-break dimensions of our future landscape:

- Expanding digital economy
- Shifting demographics
- Reimagining natural resources
- Evolving world economics

What is a Megatrend?

A megatrend is a macro-economic or strategic “driving force” that influences events, shapes our collective future, and presents us with opportunities and risks. Over a period of roughly the next 5 to 10 years (or longer), a megatrend is something with the potential to bring about significant change.

- A megatrend may be clearly defined—such as declining fertility rates in Western Europe, which will have a predictable impact on demographics there over a defined period of years
- The driving force might also be less clear. What will be the impact of immigration on the demographics of Western Europe during the same period?

Megatrends: 2018–2019 will help you

- Identify social and economic shifts in direction
- Explore the impact of technological advances
- Examine challenges that are only dimly recognizable today