IPSOS GLOBAL TRENDS

Implications for brand owners and strategists



A point of view by Strategy3, Ipsos' consulting division

INTRODUCTION



The tenth edition of Ipsos Global Trends finds a world in search of silver linings.

A dynamic macro environment is driving rapid change among citizens and consumers alike, as they search for new sources of resilience, agency and control.

These shifts are creating new tensions in consumer behaviour and raising important questions for brand owners.

Read on to discover the strategic challenges brands will need to navigate in the Restless Decade.

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IMPLICATIONS

Optimisation vs enjoyment



84%

Feel they **need to do more** for their physical health

Yet **62%** agree the important thing is to enjoy life today and let tomorrow look after itself

Ipsos Global Trends: 29,542 adults surveyed in 38 markets between 22nd May and 5th June 2026.

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IMPLICATIONS

Optimisation vs enjoyment

The challenge for brand owners

Consumers are embracing self-improvement while becoming sceptical of relentless optimisation. Many increasingly reject the idea that every purchase, habit or experience needs to maximise future outcomes. Brands that frame life as a constant improvement project risk creating fatigue rather than motivation.

Winning brands will:

- Replace perfection with progress.
- Help consumers feel better, not just perform better.
- Blend aspiration with permission and enjoyment.
- Recognise that emotional wellbeing is increasingly as important as physical optimisation.

Stop selling perfection. Start helping people make progress.

Contact Laura.Hurst@Ipsos.com to explore how your brand can balance wellness ambitions with consumers' desire to enjoy life today.

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Implications

Empowerment vs helplessness

55%

Are optimistic for themselves and their families over the next year

Yet just 25% are optimistic for the world

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IMPLICATIONS

Empowerment vs helplessness

The challenge for brand owners:

People feel uncertain about the forces shaping the wider world, from geopolitics to climate change and technological disruption. Yet they remain relatively optimistic about their own lives and families. In this environment, consumers are drawn to brands that help them focus on what they can control rather than reminding them of what they cannot.

Winning brands will:

- Give people agency, not just reassurance.
- Help consumers make progress on things within their control.
- Make choices simpler, clearer and more manageable.
- Deliver tangible benefits that people can see and feel.
- Reflect consumers' realities without reinforcing helplessness.

When the world feels overwhelming, helping people regain a sense of control can be more powerful than inspiring them to dream bigger.

Contact Laura.Hurst@Ipsos.com to understand how brands can build relevance through agency, empathy and practical value.

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Implications

Global scale vs local trust



61%

Agree **globalisation is good** for their country

Yet **70%** prefer to buy products from their own country rather than abroad

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IMPLICATIONS

Global scale vs local trust

The challenge for brand owners:

Consumers still believe in the benefits of a connected global economy, but they increasingly place their trust in things that feel local, familiar and culturally proximate. Global scale remains an advantage, but consumers are rewarding relevance over reach.

The winners will combine global capability with local credibility by:

- Using local stories, local partnerships and local proof points.
- Shifting trust-building away from corporate authority and towards familiarity, communities and real people.
- Earning trust by actively participating in local culture rather than simply translating global campaigns.
- Demonstrating cultural fluency market-by-market rather than relying on global brand consistency alone.

Stop asking "How global can we look?" and start asking

"How local can global feel?"

Contact Laura.Hurst@Ipsos.com to discover how global brands can strengthen local relevance and trust.

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