IPSOS GLOBAL TRENDS

Implications for innovation 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 how the strategic challenges facing brands in the Restless Decade will influence future approaches to innovation.

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IMPLICATIONS

Climate convergence

77%

Agree we are headed for environmental disaster without rapid change

Yet 70% feel they are already doing all they can

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

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The challenge for innovation

The sustainability playbook of the last decade assumed consumers would embrace sacrifice, responsibility and future-oriented environmental action.
The new challenge is that many consumers feel climate concern remains high but personal efficacy is low. Additional calls for sacrifice risk creating fatigue rather than engagement.

The next generation of sustainability innovation will focus on resilience value. Opportunities include home resilience solutions, water, food and energy security services, circularity and reuse systems. The winners will make sustainability immediately useful rather than morally worthy, while the strongest opportunities will be those that solve climate adaptation challenges while creating clear and scalable commercial value.

Reframe sustainability innovation from "save the planet" to "help people thrive in a changing planet."

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IMPLICATIONS

Conscientious health

35%

Expect to live to be
100 years old

Yet global healthy life expectancy is just **62**

Ipsos Global Trends: 29,542 adults surveyed in 38 markets between 22nd May and 5th June 2026.
World Health Organization Global Health Observatory (2021)

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The challenge for innovation

For decades, health innovation focused on preventing illness. Yet consumers increasingly want something different – better performance, greater longevity, improved mental wellbeing and enhanced everyday function. The challenge is that expectations are growing faster than traditional healthcare models.

The winners will innovate around continuous improvement, not treatment. They will combine AI-enabled coaching, preventative diagnostics, personalised nutrition, mental wellbeing, longevity and metabolic health. Importantly, they will sell progress rather than healthcare. The biggest opportunities will come from connected ecosystems that combine products, services, data and coaching into everyday routines.

Move from curing problems to helping people become better versions of themselves.

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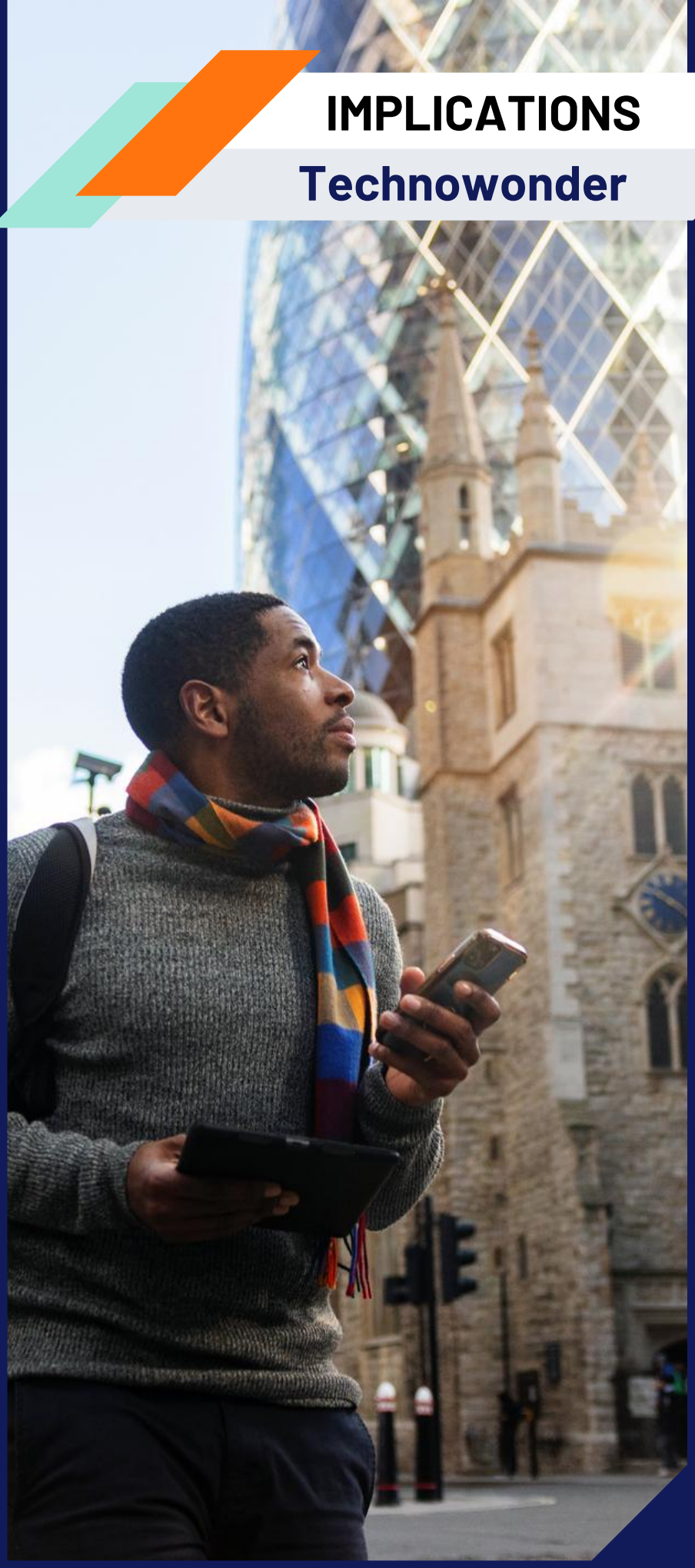
IMPLICATIONS

Technowonder



69%

Agree **we need modern technology** to solve future problems

Yet **57%** fear technical progress is destroying our lives

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The challenge for innovation

Historically, innovators could assume that newer technology would automatically be perceived as better. That assumption is breaking down. Consumers increasingly ask: Who benefits? Who controls this? Can I trust it? Technology alone is no longer a sufficient value proposition.

Future innovation leaders will compete on human-centred augmentation, not technological sophistication. They will design for transparency, demonstrate control, keep humans visibly involved, and emphasise outcomes rather than algorithms. The challenge is no longer building AI-enabled products, but creating solutions that consumers choose to adopt, return to and ultimately pay for.

Design technology that increases human agency, not technology that showcases technical capability.

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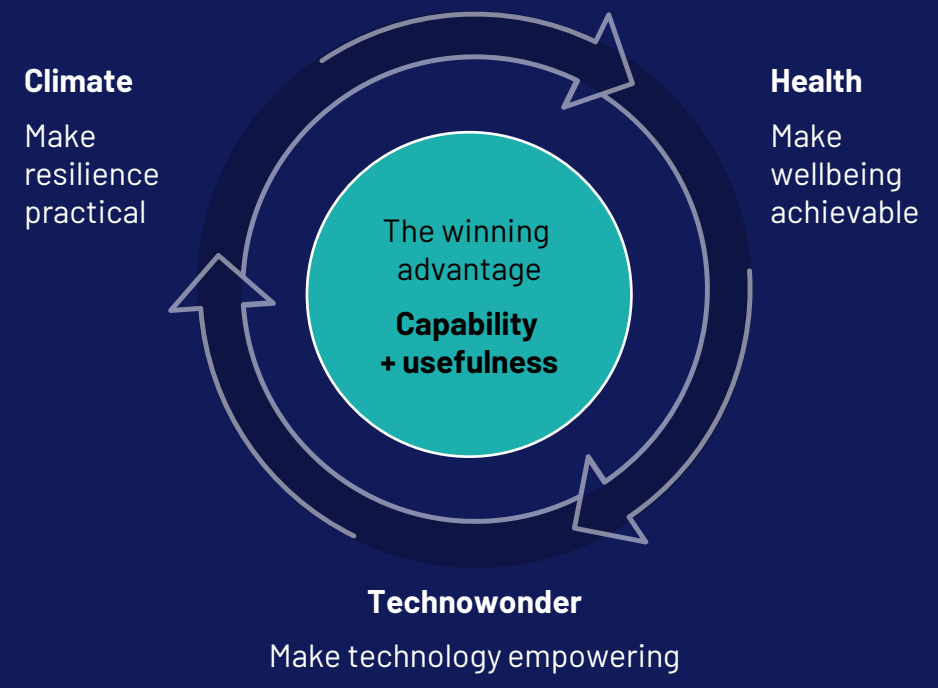
WHAT NEXT?

The emerging consumer tension:

The end of innovation for innovation's sake



Consumers are not rejecting progress. But they are becoming more demanding about the progress they accept.

Whether evaluating AI, health solutions or climate adaptation, people increasingly reward innovations that solve tangible problems and improve everyday life.

The most valuable innovations will not be those that are most advanced, but those that make their lives work better.

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