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Ipsos releases Global Trends 2023: A new world disorder

As 2023 opens, we're entering a new world disorder filled with crises on multiple fronts. The largest Global Trends survey ever, from leading insights firm Ipsos, shows that, globally, 74% agree that their government and public services will do too little to help people in the years ahead.

Asian markets of Indonesia (92%), Vietnam (91%), Philippines (88%), Thailand (88%), South Korea (85%), India (85%) believe we are headed for environmental disaster unless we change our habits quickly

Most Asian citizens believe globalisation is good for their country

Paris/ Asia, 21st February 2023 – The major challenges facing people give businesses and institutions a clear mandate to offer plans and solutions, which will differ from market to market. Yet less than half consider their national government (36%) or businesses (45%) to be good at planning for the long-term future.

Our study — comprised of 48,000 interviews across 50 markets covering 70% of the world's population and 87% of GDP (including 11 Asian markets of Australia, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Thailand, and Vietnam) — and highlights clear trends to monitor and prepare for:

1. **A growing tension between global and local.** Although many talk of de-globalisation, at least six in ten people across the world believe that globalisation is good for them personally (62%) and for their market (66%). Over the last decade, this figure has been gently rising — even as geopolitical tensions have worsened. Like their global counterparts, Asians too see merits of globalisation and believe it is good for their country — Vietnam (89%), India (80%), Indonesia (80%), Singapore (80%), Philippines (75%), Malaysia (74%), South Korea (74%), Thailand (72%), New Zealand (64%), Australia (63%) and Japan (61%).
2. **Eight in ten agree we are headed for environmental disaster unless we change our habits quickly** and similar concern is shared in the Asian markets of Indonesia (92%), Vietnam (91%), Philippines (88%), Thailand (88%), South Korea (85%), India (85%), Singapore (83%), Malaysia (82%), New Zealand (80%), Australia (72%) and Japan (62%). What there is no agreement about is how to address it — and even with such high levels of concern, over half agree scientists don't really know what they are talking about on environmental issues.



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3. **Despite global divisions, Ipsos Global Trends shows people do have clear expectations of brands and business.** Most believe business can be a force for good, with 80% agreeing that brands can make money and support good causes at the same time – yet at the same time, 53% don't trust business leaders to tell the truth. And almost two-thirds say they try to buy products from brands that act responsibly, even if it costs more (64%). On the contrary we expect business leaders to tell the truth, especially in India (78%), Indonesia (71%), Vietnam (64%), Philippines (60%) and Malaysia (56%). Thailand (50%),
4. **Amid rising demand for the regulation of big tech, six in ten fear that technical progress is destroying our lives** – but at the same time 71% also say they can't imagine life without the internet; this encapsulates the cognitive polyphasia so many of us experience in thinking about technology. This paradox was visible particularly in the Asian markets of India (72%), Malaysia (70%), Indonesia (68%), New Zealand (63%), Philippines (63%), South Korea (63%), Thailand (61%), Australia (60%), Singapore (58%), Vietnam (57%) and Japan (46%). At the same time, Asians too are hooked to their gizmos and cannot imagine their life without the internet like their global counterparts. And this was true for all markets in Asia – India (84%) China (82%), South Korea (82%), New Zealand (81%), Hong Kong SAR (81%), Vietnam (79%), Australia (78%), Japan (77%) Malaysia (77%), Thailand (73%) and Philippines (71%). A larger proportion still – 81% - are resigned to losing some privacy because of what new technology can do.
5. **Finally, despite a gloomy global outlook, we are confident about our own prospects.** Our optimism bias is clear; while only 31% are optimistic for the world overall for the coming year, most consider themselves happy (57%), and 59% are optimistic about how 2023 will pan out for themselves and their family.

“Navigating through the ‘Twitchy Twenties’ means detail matters,” says Ben Page, Global CEO of Ipsos. “How can brands, governments and individuals work together to solve the multiple crises facing global society and build on the personal hope and optimism we see?”

Hamish Munro, Ipsos APAC CEO, commenting on the findings of IGT 2023, *“Most Asian markets believe globalisation is good for their country with a preference for brands with a strong image especially among affluents and those with higher education. Most Asian citizens want brands to help their society and are willing to pay more esp. in Vietnam (86%), Indonesia (85%), India (83%), Philippines (79%) and Thailand (73%).”*

Ipsos Global Trends 2023 provides the data needed to make decisions for a range of plausible future scenarios. We share the Macro Forces that will shape the next decade, review the changes we see in our global trends framework and suggest ways to react and build resilience.



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Our report tells a story from the topline data. For a deeper dive into demographic differences, regional analysis and sector- or market-specific insights please contact us for a custom analysis of this incredibly rich data source.

About the Study

Ipsos interviewed 48,541 people aged 16+ between September and November 2022. In most markets, the survey was carried out online with audiences aged 16-75 or 18-75. However different methods were used in four markets where internet penetration is lower: In Nigeria, Pakistan and Zambia the survey was carried out face-to-face, while in Kenya the survey was conducted using telephone. In each market the data are weighted to ensure that the sample's composition reflects that of the adult population according to the most recent census data on factors including age, gender and education. The overall global figures presented in this release and the report are not weighted by population size but are an average across all 50 markets. All polls are subject to a wide range of potential sources of error.

For full details, please go to ipsosglobaltrends.com or contact globaltrends@ipsos.com

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multispecialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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