PRESS RELEASE

Ipsos releases Global Trends 2023: A new world disorder – The APAC Edition

As 2023 gets underway, we are entering a new world disorder filled with crises on multiple fronts. The largest Global Trends survey from leading insights firm Ipsos shows that globally and in APAC, 74% and 70% of those surveyed agree that their government and public services will do too little to help people in the years ahead.

The feeling of disorder is highlighted by the perception that the world is changing too fast, and there are many concerns about value conflicts, immigration and weak leadership. In Asia, 82% of those surveyed believe the world is changing too fast. This perception varies across Asia, with Indonesia and the Philippines topping the survey at 90+%. By contrast, markets such as Australia and Japan round out the bottom with about 50% and 70%, respectively.

Hong Kong, 4th April 2023 – Our study is based on 48,000 interviews with citizens across 50 markets covering 70% of the world's population and 87% of the global GDP output. Within the Asia Pacific region, our study covers 16,000 interviews across 14 markets, including Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Thailand and Vietnam. The study highlights clear trends across the globe and signals to monitor and prepare for across the Asia Pacific region:

1. **We are observing a growing tension between global and local.** Most Asian citizens believe globalisation is good for their local economies. Over 74% of those in Asia, versus 66% of the global population, believe that globalisation is 'good for the territory'. This diverse view should not be surprising given the growth that the APAC markets have achieved from the rise of globalisation. However, to the extent that globalisation has shown signs of reversal, brands must consider the APAC markets' role in their global strategies.

Ipsos
602, 6/F China Life Center Tower A,
One HarbourGate, 18 Hung Luen Road,
Hung Hom, Hong Kong
+852 2881 5388

Contact: **Keres Lee**
Marketing Manager
Email: keres.lee@ipsos.com
Tel: +852 2830 2549

PRESS RELEASE

2. **Many perceive that we are heading for environmental disaster unless we change our habits quickly.** Eight in ten people believe that we are heading to environmental disaster. While the same view is shared across Asia, the perception is diverse across the region. Developing markets such as Indonesia (92%), Vietnam (91%), and the Philippines (86%) are among those with the strongest view; by comparison, the more advanced developed markets such as Australia (72%) and Japan (62%) are among those with the more positive view on the topic. We have seen some market signals within Asia that brands are working toward a more sustainable future. Consumers are not always able to make trade-offs, and as a society, we can't expect consumers to shoulder the burden of sustainability, especially with rising inflation. As brands, it is important to consider the roles that brands can play to help consumers meet their individual needs around climate change and a sustainable future.

3. **People do have clear expectations of brands and businesses.** Authenticity is an important but increasingly complex concept in the competitive, fast-changing global marketplace. Many believe business can play a central role as a force for good. To that extent, 81% agree that brands can simultaneously make money and support good causes, and seven in ten say they are willing to buy products from brands that act responsibly in Asia. However, it is also important to note that over 43% of Asians don't trust business leaders to tell the truth. In APAC, trust in business leaders is highest in India (78%), Indonesia (71%) and Vietnam (64%) and the lowest in Australia (35%), Hong Kong SAR (34%), South Korea (32%), and Japan (23%). Brands should consider whether the existing business model serves stakeholders or society to the extent that the overarching business strategy has incorporated ESG impact and an effective branding and communication strategy on sustainability.

4. **Technologies could play a role in meeting consumer expectations, but with caveats.** Even though technology may seem pervasive in our everyday lives, there's still considerable digitisation of industries and systems to be done. While almost eight in ten people in APAC can't imagine life without the Internet, as businesses, it is important to assess whether digital technology has made good on the promises of greater efficiency and better connection and collaboration. About 62% of Asians are worried about technologies destroying their way of life. In addition, 64% are concerned about how information is collected, and 37% are concerned about what brands and governments know about them. While businesses should consider using technology to meet consumers' expectations, it is also important to consider how to address the consumer's concerns about data and privacy.

Ipsos
602, 6/F China Life Center Tower A,
One HarbourGate, 18 Hung Luen Road,
Hung Hom, Hong Kong
+852 2881 5388

Contact: **Keres Lee**
Marketing Manager
Email: keres.lee@ipsos.com
Tel: +852 2830 2549

PRESS RELEASE

5. **Finally, despite a gloomy global outlook, we are confident about our own prospects.** Our optimism bias is clear; while only 34% of Asians are optimistic for the coming year, most consider themselves happy（59%), and 58% are optimistic about how 2023 will pan out for themselves and their family. Indonesia (57%), Pakistan (53%) and India (52%) are the most optimistic about the global outlook, whereas Japan (50%), South Korea (41%) and Hong Kong (38%) are the most pessimistic about the global 2023 outlook within the APAC region.

"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?"

In addition, **Adrian Lo, Service Line Head, Strategy3 Hong Kong,** commenting on the findings of IGT 2023 – Asia Edition, "most Asian markets see globalisation as positive for their particular markets. However, the growing tension between global and local may signal an **inflection** point that brands must keep in mind as part of their global strategies. To that end, a strong brand image - and especially focusing on environmentally conscious aspects - may also have the ability to command a higher premium in the mind of consumers. Brands need to consider whether their business models serve the overarching desires of stakeholders or society for ESG impact and whether their branding strategy and communication focus on sustainability is relevant and sufficient."

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.

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.

PRESS RELEASE

About the Study

Ipsos interviewed 48,541 and 16,003 people aged 16+ between September and November 2022 globally and within the APAC region, respectively. In most markets, the survey was conducted online with audiences aged 16-75 or 18-75. However, different methods were used in four markets where internet penetration is low: In Nigeria, Pakistan and Zambia the survey was conducted face-to-face, while in Kenya, the survey was conducted using the telephone. In each market, the data are weighted to ensure that the sample's composition reflects 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 full report or contact Keres Lee

Keres Lee
Marketing Manager, Hong Kong
+852 2830 2549
keres.lee@ipsos.com

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 – summarises our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com