



# A NEW WORLD DISORDER?

## Navigating a Polycrisis

**GLOBAL  
TRENDS**  
2023

Vietnam Extract



# The world isn't in crisis. The world is in *crises*.

**We're entering a 'new world disorder'. We can no longer afford to focus on the big issue at hand, because there are many interrelated issues at play.**

As we enter 2023, we've emerged from a global pandemic only to find ourselves immersed in a looming financial crisis, a climate crisis, a war waged by Russia on Ukraine – which is causing an energy crisis – and long-standing inequalities blooming into geopolitical crises around the world.

**The biggest concern: an economic crisis that is sharpening an economic divide and raising questions around the role of business.** While this looks different in markets like Argentina, which has faced high inflation since the 1980s, overall, the world is most concerned about inflation (63%) and energy costs (49%). We are seeing a movement away from shareholder value at all costs, to a greater understanding of the human and environmental toll that capitalism takes. Yet we know that purpose-driven buying is often trumped by cost sensitivity, so what happens when cost and purpose are in even greater conflict?

**Another shift we are seeing is a growing tension between global and local.** To be clear, most people across the world believe that globalisation is good for them (64%). But while we appreciate globalisation and how it helps create cross-cultural understanding and increase the accessibility of goods, we see nationalism prevailing at a governmental level and defences being raised. Nationalism and populism remain powerful forces, and attractive to people who live in societies that are under pressure.

**Meanwhile, climate change has become a visceral reality and existential threat: in 2022 we saw 10 climate-related disasters top \$3bn each in damages<sup>1</sup>.** There is rampant debate about how to address it: while some are putting the responsibility squarely on the shoulders of governments and systems, others – particularly younger people around the world – expect brands and governments to step up and solve systemic issues.

**These crises will not go away any time soon.** The world order that has lasted since the Second World War is splintering: dominant institutions are falling, populations are in conflict, and opposition groups are sowing discord.



# At a glance: the 12 Ipsos Global Trends

In 2019 we used advanced analytics and perspectives from our team of trends and foresight experts to analyse 370 questions across 36 markets, identifying 36 global values and 12 trends, which we have been tracking ever since.

Since then, our annual updates have highlighted how our 12 trends (which cover populism, brand-building, climate change, technology, data security, politics and social issues) have changed – or not changed – over time.

**We are delighted to be able to share with you what they look like in 2023**, blending our latest data, local signals, our updated Macro Forces and some thought-starter provocations on what they might mean for your organisation, whether it is a government department, a corporation or an NGO.

**We hope you find these insights thought-provoking.**



*Ipsos Global Trends 2023: 50 countries, 48,000+ people, 87 of global economy, 70% of global population*

# In This New World Disorder, **Vietnam** Is Different

## Three major themes GLOBALLY

The world have seen more crises than ever.

It cannot no longer afford to focus on the big issue at hand because there are many interrelated issues at play.

**An economic crisis hitting people's wallets and hearts**

**A crisis of tensions with global vs. local**

**A climate crisis people want & need to solve**

## Which need to be nuanced in Vietnam

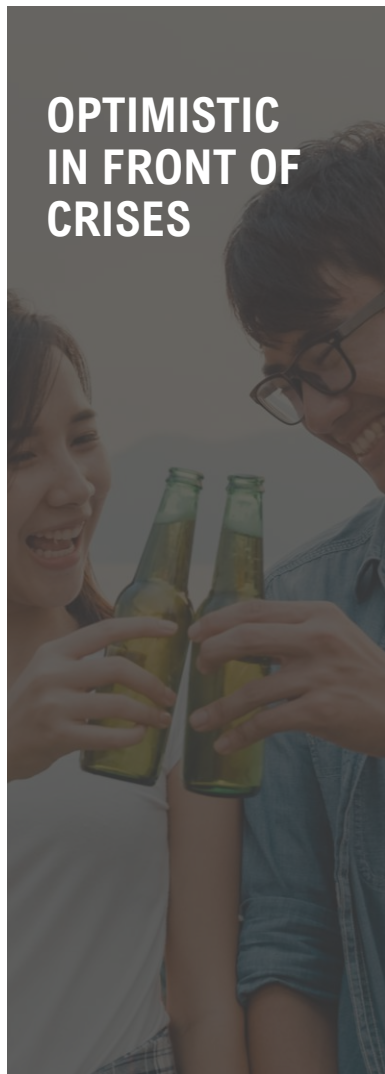
Vietnam can be seen as in order in a world disorder.

People are aware of the big issues, and they believe the country order to last as it is.

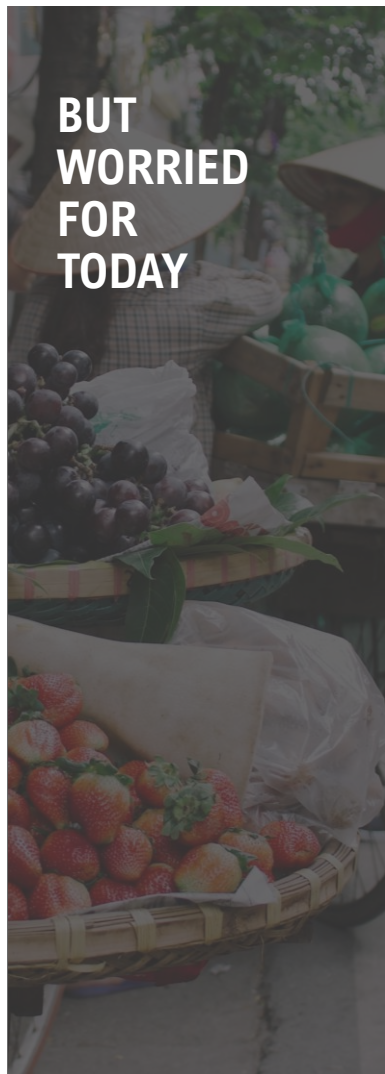
**The global economic crisis is not sharpening divide and conflict**

**Vietnam still embraces globalization**

**A sustainability responsibility put on the shoulders of systems and businesses.**



**OPTIMISTIC  
IN FRONT OF  
CRISES**



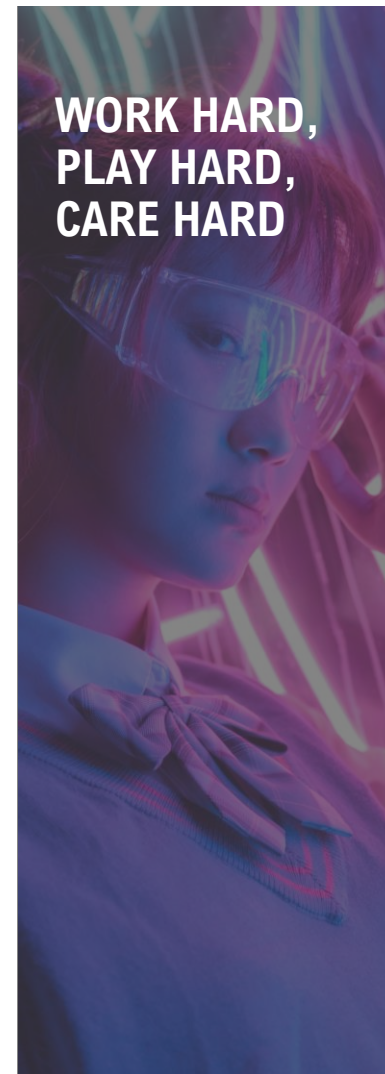
**BUT  
WORRIED  
FOR  
TODAY**



**PRICE  
MATTERS**



**GLOBAL OR  
LOCAL?  
GETTING THE  
BEST OF BOTH  
WORLDS**



**WORK HARD,  
PLAY HARD,  
CARE HARD**





# OPTIMISTIC IN FRONT OF CRISES



The Vietnamese society is still optimistic for tomorrow.

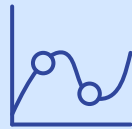


The trust is still high in systems, companies, leaders to do the right thing.



Nostalgia is not appealing.

# BUT WORRIED FOR TODAY



This “tomorrow optimism” contrasts with several “today concerns”.



Economic and financial pressure is there and growing.



Environmental and climate concerns are high, but responsibility is put on the shoulders of systems and businesses.

# PRICE MATTERS



Yes, Price matters even more in 2023, but not all categories & brands are going to be impacted equally.



During inflationary times, understanding how consumers interact with your category & your brand power within the category is going to remain critical in your pricing decisions.





# GLOBAL OR LOCAL? GETTING THE BEST OF BOTH WORLDS



Vietnam has the most net positive towards globalisation, embracing its benefits and brands.



At the same time, the country is keeping the right balance between global and local. Vietnam is still perceived of as being tops in national pride.

# WORK HARD, PLAY HARD, CARE HARD



Vietnamese are caring about physical and mental health more than before.



But still pushing hard for success (career, business...).



The difficult balance between speeding up and slowing down.



Especially for the youngest, this trade off between their ME TIME and their success is an everyday challenge.



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## About Ipsos

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide a True Understanding of Society, Markets and People. To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do. So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth: You act better when you are sure.

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**GAME CHANGERS**

