

IPSOS GLOBAL TRENDS: THE CANADIAN EDITION

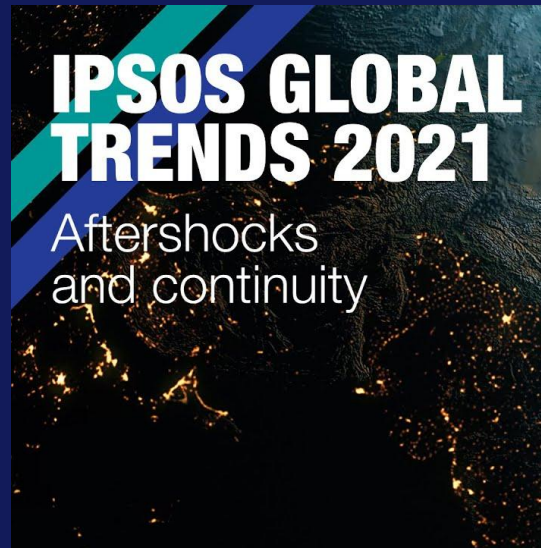
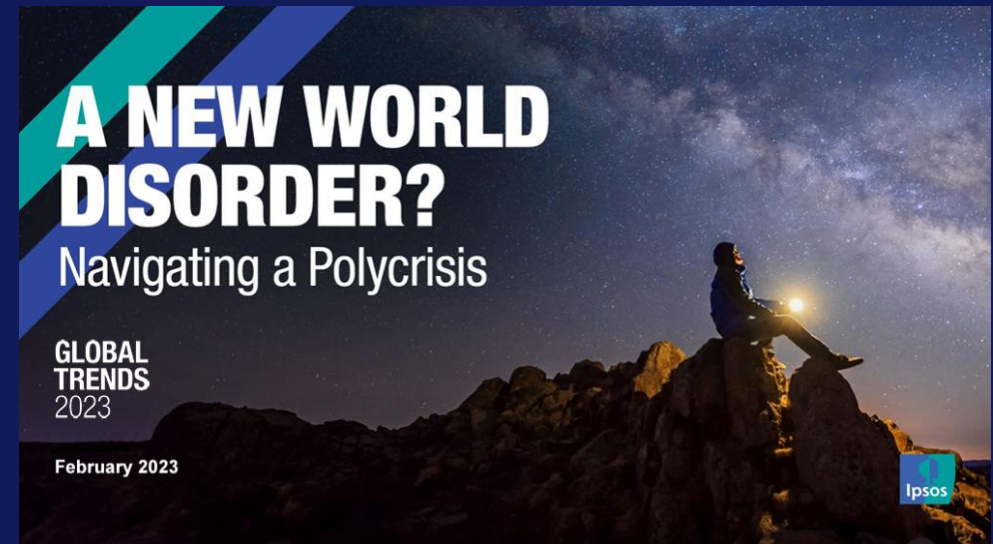
THE UNEASY DECADE:

Reshaping society, technology,
and the global economy

Client Engagement Opportunities
Fall/Winter 2025

Ipsos Global Trends
is our unique view
on what people
around the world
are thinking, feeling
and doing – led by
our in-house growth
consultancy:

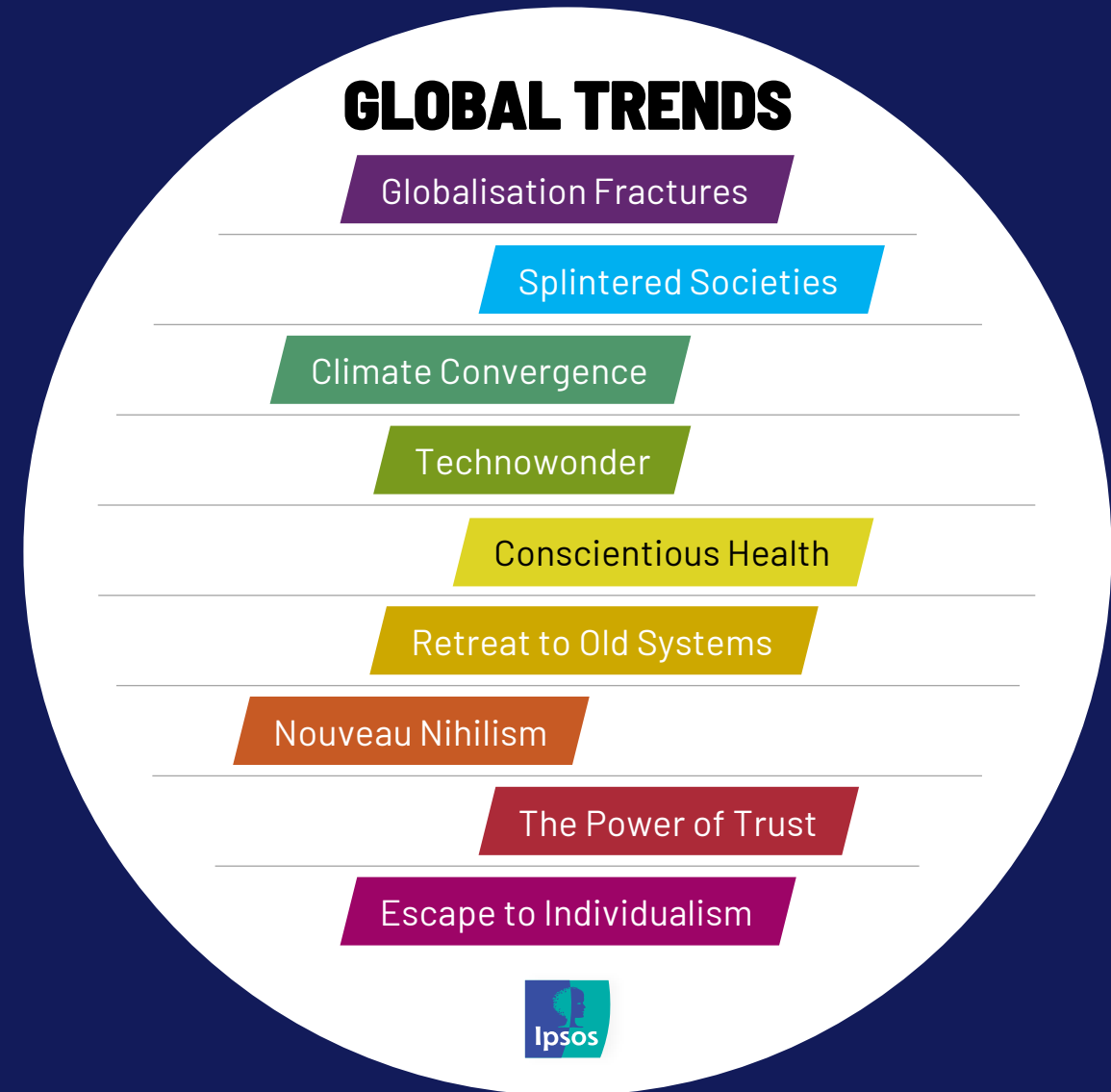
Ipsos Strategy3



In a year defined by disruption, clarity comes from knowing what's shifting – and what's enduring.

Over the past 12 months, the pace of change has been unprecedented – economic uncertainty deepening, geopolitical unrest escalating, tariffs reshaping trade flows, generative AI transforming industries, and societal divides widening.

Against this backdrop, our latest Ipsos Global Trends study delivers a rare advantage: a stable framework of nine enduring trends, refreshed with new data from 43 markets. By holding the lens steady, we reveal with precision how attitudes, priorities, and behaviours are evolving – and where the next disruptions will emerge.



Ipsos Global Trends: Client Program Options

Base Program

Custom Presentation

Bring the future into focus with a 60-minute, fully customized presentation of the latest *Ipsos Global Trends*. Led by Ipsos Strategy3, this engaging session connects the dots across all nine global trends, highlighting the four most relevant to your organization's strategic priorities. We'll blend global insights with Canadian data – and, where relevant, perspectives from other key markets – to spark new thinking and inspire meaningful discussion.

Optional Add-On: Strategic Insights Report

Extend the impact beyond the room with a standalone, narrative-style report that captures the story behind the data. This piece distills the key insights, implications, and opportunities from *Ipsos Global Trends* into a cohesive publication that can travel across your organization – helping teams internalize and act on the findings long after the presentation ends.

Custom Presentation: \$15,000
Add'l Live Presentations: \$2,500/session
Optional Strategic Insights Report: \$8,500

Optional Add-On

Local Market Spotlight Reports

For global clients, Ipsos Strategy3 can create a series of 10-page Local Market Spotlight Reports – each designed to translate the *Ipsos Global Trends* findings into locally relevant insights. Every report highlights the trends most critical to your business in that market, supported by market-specific signals, examples, and implications that bring the global story to life in a concrete, actionable way.

These reports are written deliverables (live presentations can be scoped and priced separately if desired). All Spotlights are delivered in English; translation or adaptation into local languages can be estimated separately upon request.

\$7,500 per market
Note: Available only in conjunction with the Customer Presentation program

Trends Workshop

Planning For The Future Today

Turn insight into action with a custom half- or full-day strategic activation workshop led by Ipsos Strategy3's Global Trends experts. Tailored to your organization's priorities, this immersive session takes a deep dive into the most relevant trends shaping your customers, markets, and industry.

Through a mix of expert facilitation and collaborative exercises, we'll help your team translate trends into tangible opportunities – anticipating emerging challenges, identifying spaces for growth, and informing strategic choices across the organization.

Designed to bring cross-functional leaders together, the workshop fosters shared understanding, strategic alignment, and inspiration around *what's changing* – and *what's next*.

\$25,000 for half-day workshop
\$35,000 for full-day workshop

Global Trends Portal

On-Demand Data Access for Your Team

Give your team the power of continuous foresight. With dedicated logins to the *Ipsos Global Trends* data portal, your organization gains instant, on-demand access to thousands of data points spanning consumer behaviours, societal values, political attitudes, and the hopes and fears shaping people's lives around the world.

Built on over a decade of longitudinal data and methodological excellence, *Ipsos Global Trends* offers the breadth, depth, and reliability needed to anticipate change, mitigate risk, and uncover growth opportunities. It's the intelligence platform that empowers smarter decisions today – and sharper strategies for tomorrow.

Starting at \$35,000

Ipsos Global Trends: Markets & Demographics

Markets:

Argentina
Australia
Belgium
Brazil
Bulgaria
Canada
Chile
China
Colombia
Croatia
Czechia
Denmark
Egypt
France
Germany
Great Britain

Hong Kong SAR
India
Indonesia
Ireland
Israel
Italy
Japan
Kenya
KSA
Malaysia
Mexico
Morocco
Netherlands
New Zealand
Nigeria
Pakistan
Peru

Philippines
Poland
Portugal
Romania
Singapore
South Africa
South Korea
Spain
Sweden
Switzerland
Taiwan region
Thailand
Türkiye
UAE
United States
Vietnam
Zambia

Many of the questions we ask can be cut by these measures, depending on base size.

- Gender
- Household Income
- Age Ranges
- Generations
- Education Level
- Employment Status
- Marital Status

Regions:

Europe
North America
LATAM

MENA
APAC
ANZ

Ipsos Global Trends: What the study covers

**This is a sample of the questions we cover.
Not all questions are asked in all markets
due to cultural and political context.**

Trends:

Are you optimistic about [you and your family / your city / your country / the world]
I try to buy products from brands that act responsibly, even if it means spending more
It is possible for a brand to support a good cause and make money at the same time
I am generally willing to spend extra for a product that is produced locally
I don't care if a brand is ethically or socially responsible, I just want them to make good products

Technology:

I fear that technical progress is destroying our lives
I try to limit use of my smartphone these days
We need modern technology because only this can help to solve future problems
Technological advances like artificial intelligence will create more jobs than they destroy
Artificial Intelligence is having a positive impact on the world we live in
I am concerned about the impact of AI on my job security
I believe that AI will make my job easier

Business, Globalization:

Business leaders have a responsibility to speak out on social and political issues
I trust business leaders to tell the truth
Having large differences in income and wealth is bad for society overall
I would like to experience living in different parts of the world
Globalization is good for me personally

Environment:

Companies do not pay enough attention to the environment
We are heading for environmental disaster unless we change our habits quickly
I'm already doing all that I can to save the environment

Wellbeing:

I need to do more to look after myself physically / my mental wellbeing
I always try and find out information on healthcare by myself

Societal Changes:

I would like [COUNTRY] to be the way it used to be
I'm interested in learning survival skills to become more self-sufficient
The world today is changing too fast
Every generation should have a higher standard of living than the one that came before it
I feel like my life is becoming too planned and predictable
I'm not bothered about being the first to try new things, I will try them when I want to
I am often discriminated against because of...
Within my lifetime society in [country] will break down
It is more important to put the needs of others before my own needs
There is more and more conflict between people who don't share the same values
It is up to everybody to work out their own set of principles to guide their decisions
There are only two genders - male and female - and not a range of gender identities
The main role of women in society is to be good mothers and wives
My religion/faith is very important to me
Traditions are an important part of society
Most people ought to have children

Politics/Government:

Traditional parties and politicians don't care about people like me
I feel very proud of my country
There is no point in voting in elections because elected officials do not prioritize the concerns of people like me
People from different backgrounds and ethnic minorities in [COUNTRY] are treated fairly
Immigration has a positive impact on society in [COUNTRY]

**GLOBAL
TRENDS**

CONTACT US

Canadian Strategy3 lead:

Diane.Ridgway-Cross@ipsos.com

