

# Continuously Changing Colours

in order to perform in  
a dynamic world

Trend Report 2022 by

the next  organization  
*growing business*



# 2022 Outlook

# Performing in a dynamic world...

... there are two certainties.

First, **continuously changing colours**; stay true to your core but keep adjusting or reshape to the dynamic environment. Second, **The Next Organization** offers a yearly report of relevant trends that could help adjusting your organisation in the upcoming year. In this edition, the identified trends are clustered in three major global development themes.



## Shifts & rebounds

2022 shows some fundamental shifts in global markets and consumer behaviour. At the same time individuals crave the rebound of some habits and manners in their day to day life.



## All for one & one for all

The world has adapted to a new perspective on what matters in terms of collectivism and individualism due to a society of social distancing. How, when and why to act in a group or as an individual comes back in these four trends of 2022.



## Meaning & well-being

The needs to contribute more meaningfulness to the world and to oneself. Markets, organisations and consumers want to find, stimulate and bring out the best of themselves and what we as society can offer to the world.





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### Trend categories



#### Uncertain markets

Trends that are identified as disruptors in the global markets.



#### Developing organisations

Trends that are lead by innovative companies and brands.



#### Growing individual

Trends that come forth of and have impact on individuals.



# Shifts & rebounds

## Shift in power

The 'polarization of capital' is getting stronger, national economies are growing, China being the fastest.

## AI revolution

It's been a long time coming, but it is safe to say that the first concrete revolutionizing impact is nesting in society.

## Rise of social e-commerce

Social e-commerce increased greatly during the pandemic. The role of influencers is bigger than ever for brand recognition and performance.

## Crisis behaviour

Psychologists identified the social rebound effect. After all this change, people want back what they had when a crisis is over.







# Shift in power

The 'polarization of capital' is getting stronger and China is becoming very dominant. Whilst the USA remains the largest economy in the world today, China is rapidly taking over that role. Accelerated by COVID-19, China is expected to become the largest economy by 2028.

As part of this growth, China is expanding its influence in Europe. In 2020 the large majority of outbound Chinese M&A deals were European. Furthermore, targeted European Corona aid to countries such as Italy and Serbia, bought China international prestige, influence and support. In addition, many companies are very dependent on their Chinese trading partners. Their dependency is expected to increase further, with the 'Belt and Road Initiative': the new silk road.

To prevent Europe from lagging behind the USA and China, the European Union needs to act as truly one union. Europe needs to build complementary partnerships regarding topics such as (work) migration, security and climate change. Such collaborations reduce risks and costs and accelerate growth by increased market power, removal of (trade) barriers and creation of jobs. When European companies and countries work together, they remain competitive on a global scale and preserve their strategic autonomy.

**How will you reconfigure your supply chain to reduce your dependence, whilst remaining competitive and keeping your manufacturing costs low?**

***Did you know that ...***

**the Chinese economy is expected to grow by 5.7% annually until 2025, and 4.5% annually from 2026-2030**



## **Europe's dependency on China**

The Corona crisis showed how dependent European companies are of Asia and in particular China. A complete shutdown of the low-cost Asian supply chain, caused shortages of, among others, raw materials and medicines.

While the global economy and supply chain restored from the shutdown, Europe still experiences shortages in products like chips for battery powered vehicles. Therefore, the EU outlined an 'industrial strategy plan' to ensure the competitiveness of European companies and drive (green) transformations. This plan most likely contains diversifying supply chains and relying on different trading partners.





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Do you have any questions about how these trends impact your business? Please do not hesitate to reach out.

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Best and successful wishes for 2022 on behalf of the entire team of The Next Organization.

  
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*The team of The Next Organization formulated this Outlook by consulting various sources. List of references is available upon request.*