





Emerging trends: The forces shaping the future today

NIGERIA



FACEBOOK IQ

The future may be inevitable, but it comes to different places at different times. Whether we look at GDP projections, population growth or people's openness to new technology, we can see the future emerging in dynamic, mobile-first places from Bangkok to Belo Horizonte. Explore some of the forces shaping the future now.

01. The convenience gap

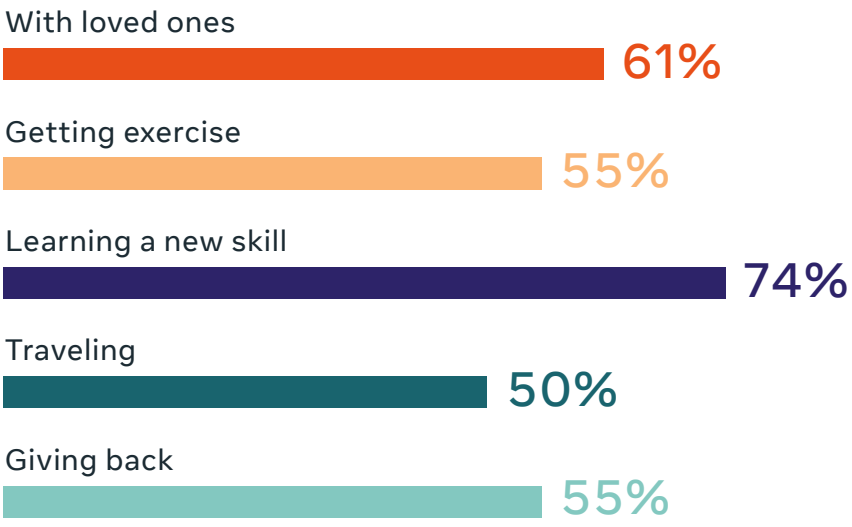
For busy consumers, convenience unlocks the time and space for people to pursue the things that matter to them. And, as people increasingly seek out and pay for products and solutions that simplify their lives, brands have new opportunities to play a truly meaningful role in people's lives.

AMONG PEOPLE SURVEYED GLOBALLY:

96%
are actively looking for ways to simplify their lives

93%
of these Convenience Seekers would pay for products or services that save them time

IN ORDER TO SPEND TIME:





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02. The participation paradigm

Social media has shifted people's expectations of brands. People increasingly want to feel connected through interactive and immersive experiences. And Live Shopping, AR and other technologies are helping to add utility and levity to people's relationships with brands.

AMONG PEOPLE SURVEYED GLOBALLY:

92%
say social media has allowed them to interact more and deepen their relationship with brands

85%
say they're interested in trying new and different ways of shopping



LIVE SHOPPING

30%
have tried Live Shopping in the last year

93%
expect to increase their Live Shopping in the coming year

AUGMENTED REALITY

85%
consider AR a fun way to interact with brands

77%
say it needs more development to become truly useful

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03. The digital gathering

People are building communities in places you may not be able to find on a map. But online communities matter as much as ever. And people increasingly welcome brands that are willing to contribute to their online communities.

In Nigeria,

30M+

people are members of Facebook groups, and active in the past month[1]

AMONG PEOPLE SURVEYED GLOBALLY:

80%

are members of an online community

85%

expect their engagement to increase in the future

87%

are open to brands participating in their online communities



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04. The entrepreneur's edge

People are answering the challenges of daily life with creativity and entrepreneurism with many communities actively supporting their local businesses. And now, new digital tools are leveling the playing field, enabling more people to unlock the economic opportunities around them.

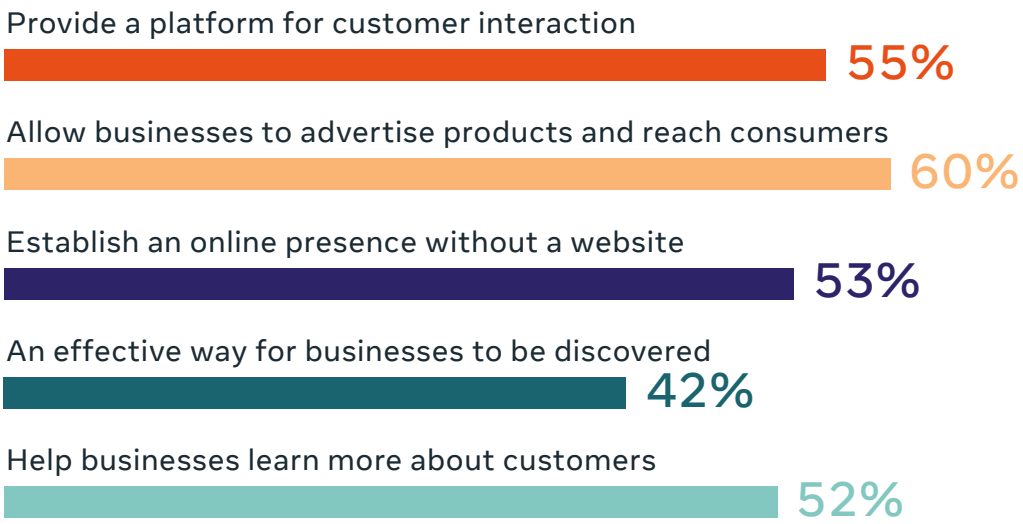
AMONG PEOPLE SURVEYED GLOBALLY:

88%
are actively supporting local entrepreneurs

59%
of these "entrepreneur activists" are entrepreneurs themselves

98%
believe that technology and social media has made it easier for people to start a business

HOW PEOPLE SAY FACEBOOK APPS AND SERVICES HELP ENTREPRENEURS:



85% of people feel confident that entrepreneurism will continue to grow in the coming year



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What this means for marketers



ELEVATE

Set a new standard in convenience—give people the gift of time to earn a timeless place in their hearts and wallets. Consider leveraging technology to help people discover things they'll love, reduce the path to purchase to a single moment and seal the deal with mobile payments.

EXPERIMENT

Ask yourself whether you're embracing change as readily as your audience is, and provide new paths to interact and connect. Whether you engage people via Live Shopping, AR or interactive polls in Stories, the goal should be adding value vs. using the technology in and of itself.

EXPAND

Harness the power of community to create deeper connections—from Facebook Groups to innovative collaborations.

EVOLVE

Draw inspiration from the mobile-first and agile innovation of entrepreneurs around the world. Consider the power of partnerships that could not only deepen your local relevance, but help uplift local businesses too.

To explore more insights, check out the Emerging Trends: The Forces Shaping the Future series at fb.me/emerging.

Source unless otherwise noted: "Emerging Trends Research" (Facebook-commissioned survey of 12,500 online people ages 18–64 in AR, AU, BR, CO, GB, ID, IN, MX, NG, PH, SA, TH, US, VN) by Ipsos, Sep 2020. In all markets, N=1,000, except for benchmark markets (AU, GB, US), where N=500.

1. Facebook data, global, Sep 2020.

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