



# Emerging trends: The forces shaping the future today

US



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:

**86%**

are actively looking for ways to simplify their lives

**72%**

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

### IN ORDER TO SPEND TIME:

With loved ones



Getting exercise



Learning a new skill



Traveling



Giving back





## 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:



# 56%

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



# 43%

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



### LIVE SHOPPING

# 23%

have tried Live Shopping in the last year

# 66%

expect to increase their Live Shopping in the coming year



### AUGMENTED REALITY

# 82%

consider AR a fun way to interact with brands

# 75%

say it needs more development to become truly useful



## 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.



Globally,

**1.8B+**

people use groups on Facebook every month<sup>1</sup>

One half of our users are members of 5 or more active groups on Facebook<sup>1</sup>

### AMONG PEOPLE SURVEYED GLOBALLY:

60%

are members of an  
online community

52%

expect their engagement  
to increase in the future

65%

are open to brands  
participating in their  
online communities





## 04. The entrepreneur's edge

People are answering the challenges of daily life with creativity and entrepreneurship 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:



# 97%

are actively supporting  
local entrepreneurs



# 24%

of these “entrepreneur  
activists” are entrepreneurs  
themselves



# 92%

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:

Provide a platform for customer interaction

# 52%

Allow businesses to advertise products and reach consumers

# 48%

Establish an online presence without a website

# 47%

An effective way for businesses to be discovered

# 54%

Help businesses learn more about customers

# 38%

# 60%

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



# 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](https://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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