Trend Blend 2007+

Market deregulation

Democracy 2.0

Virtual currencies — Single global currency

Embedded intelligence

Global voting

e-voting

Micro-payment

Loneliness

Pessimism

Psychological neoteny

Tribalism

Contactless payment

Road pricing

Road booking

Outsourcing

Nationalism

Liberalism (opens in 2008)

Compliance

Documentaries

Digital cash

Depression

Emotionally aware machines

Nanotech

Conservatism

Biotech

Ethics

Artificial intelligence

Generational change

High speed link

Web 2.0

Distributed manufacturing

Individualism

Debt

Fertility

Cloning

Urbanisation

Fantasy

Corporate power

Anxiety

Fear

Humans 2.0

Corporate social responsibility

Stored value cards

Time starved (need for speed)

Luxury travel

Health

Escapism

Robotics

Speeding up

Too much choice

Speed retail

Simplicity

Nostalgia

Guilty pleasures

Luxury goods

Private equity

Globalisation

Long-tails

Premiumisation

Happiness

Indulgence

Always-on

Power shift eastwards

Free agents

Pay-as-you-go

Reality

Ageing

Forgetting

Wisdom of crowds

Too much information

Pre-pay

Aggregated customisation

Social networks

Private currencies

Sensory experiences

Time compression

Place shifting

NGO power

Geospatial web

Labour migration

Farmaceuticals

Exhibitionism

Fragmentation

Identity solutions

Carbon trading

Natural

Search for meaning (Mon – Fri only)

Voyeurism

Low cost travel

Resource scarcity

Fair trade

Boredom

User-filtered

Remote monitoring

Skills shortages

Trust + transparency

User-created

On-demand

Personalisation

Online medical records

VoIP

Water scarcity

Religion

Mass customisation

Location tagging

Car sharing

Blurring of sectors

Telemedicine

Bio-simulations

Death of cheques

Extended financial families

Climate change

Voter antipathy

Smart vending

Open innovation

Emission taxes

Car politics

Activism

Flat tax systems

Customised treatments

RFID

Device convergence

Services

Localisation

Discipline convergence

Pop-up retail

Sustainability

Fuel cells

Third spaces

Self-serve

Story telling

Slow food

Slowing down

Constant partial attention

Blended families

Food miles

Self-reliance

Authenticity

Hydrogen power

Alternative technologies

River of consciousness

Seasonal

Regional

Convenience

Local transport

LEGEND

- Society & Culture
- Government & Politics
- Work & Business
- Media & Communications
- Science & Technology
- Food & Drink
- Medicine & Well-being
- Financial Services
- Retail & Leisure
- Transport & Automotive