

### Digital trends 202

"Hey ChatGPT, what's going to happen in the next 5 years?" The fact that we can ask this question and expect n argumented (vet disputable) answer show huge a leap technology has made recently New generations arrive and strongly challenge t established organizations. This leads us to warn yo

## Brace yoursel **Disruptions** ahead



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# e-Ethics

### **Societal and political challenge**





of consumers believe it's important or extremely portant for companies o design environmentally sustainable products

difficulties with digital technologies

Source: World Economic Forum Source: European Datalab





of companies state the the support the SDG Source: commercialrisk

Source: Worldbank

of adults globally **don't have any account** at a bank, other financial institution, or with a mobile money provider How do we «use» emotions?





Blockchain & crypto Tech Energy consumption in CO<sup>2</sup> for a digital payn : 100 000 \*before the merge (15<sup>th</sup> September, 2022) Source: Worldline



Tech for Sustainab the way towards a more







**Customers** expec personalized propositi

rgive brands who on't deliver on tim

### **Best-in-class eXperience** has become the norm

### Newcomers are raising he level of service eve

offer 15 minutes grocery delivery or new eXperiences to attract Flink' GORILLAS cajoo Alt-commerce

arrived to mate





# Digital & Online Overboost (almost)

digital tech for new uses in online & offline world: reinforced/overboosted by the pandemic but with a clear back to the trend line concerning e-commerce





**norms** 



Autonomous shopping ust starting but will be here #1 It creates a **better shopping** experience 2 It leads to better omnichannel operations

3 It better aligns supply to demand

#4 It creates better advertising relevance Source: Forbes

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There are disruptions ahead for sure



