## How COVID-19 has affected megatrends globally

Accelerated

Decelerated

Acceleration and deceleration of trends



## ---- Digitization

Social distancing has already driven further adoption of contactless technologies and digital experiences.



#### ··········· Virtualization of the workforce

Many organizations have already adjusted to working remotely; COVID-19 has led to increased adoption of flexible workplace models.



#### Focus on safety and surveillance

More consumers will likely expect safety and precautionary measures from both brands and governments.



#### Corporate responsibility

Taking steps to do the right thing in the COVID-19 context is becoming **table stakes for consumers**. The larger **purpose of banks is changing**.



### • Emergence of pop-up ecosystems

Value chain disruption will likely result in more creative partnerships, innovation, and agility.



### Focus on cost reduction

**Structural cost reduction could be a critical priority** to ensure business continuity based on cash, profits, and revenues.



# The sharing economy

Rising health and hygiene concerns and increased virtual work may reduce demand for shared services.



### **Urbanization**

While urbanization has been growing steadily, social distancing and rising fears of contagion may reduce the likelihood of people living and working in major cities.



# Global movement of people and goods

Based on likely government restrictions, the **movement of people and goods across national borders could decrease**.