THE FIRST ‘MEGATRENDS’

• John Naisbitt (1982), *Megatrends – Ten New Directions Transforming Our Lives*  
  Warner Books

‘Trends, like horses, are easier to ride in the direction they are already going.

When you make a decision that is compatible with the overarching trend, the trend helps you along.’

Source: Tecnon OrbiChem
NEWSPAPER CONTENT ANALYSIS

- First used during World War II to analyse German and Japanese newspapers.

- Widely used thereafter by intelligence agencies. First applied commercially by The Naisbitt Group.

- ‘For economic reasons, the amount of space devoted to news in a newspaper does not change significantly over time. So, when something new is introduced, something else must be omitted. You cannot add unless you subtract’

- The methodology is free from the effects of biased reporting because it is only the event or behaviour itself we are interested in.

Source: Tecnon OrbiChem
• Industrial Society → Information Society
• Forced Technology → High Tec/High Touch
• National Economy → World Economy
• Short Term → Long Term
• Centralisation → Decentralisation
• Institutional Help → Self-Help
• Representative Democracy → Participatory Democracy
• Hierarchies → Networking
• North → South
• Either/Or → Multiple Option

*Based on analysis of 6,000+ local US newspapers over a period of 12 years (1970-1982)

Source: Tecnon OrbiChem
APIC 2012
MORE MEGATRENDS

• John Naisbitt & Patricia Aburdene (1990),
  **Megatrends 2000 – Ten New Directions For The 1990s**
  William Morrow

• Patricia Aburdene & John Naisbitt (1992),
  **Megatrends For Women**
  Random House

• John Naisbitt (1996),
  **Megatrends Asia – Eight Asian Megatrends That Are Reshaping Our World**
  Simon & Schuster

• Patricia Aburdene (2005),
  **Megatrends 2010 – The Rise Of Conscious Capitalism**
  Random House

• John & Doris Naisbitt (2010),
  **China’s Megatrends – The 8 Pillars Of A New Society**
  Harper Collins

Source: Tecnon OrbiChem
APIC 2012

ASIAN MEGATRENDS*

- Nation States → Networks
- Traditions → Options
- Export-Led → Consumer-Driven
- Government-Controlled → Market-Driven
- Farms → Supercities
- Labour-Intensive → High Technology
- Male Dominance → The Emergence of Women
- West → East

*Megatrend Asia published in 1996 – Trends interrupted/slowed by Asian financial crisis, but back on track

Source: Tecnon OrbiChem
MEGATRENDS FOR THE CHEMICAL INDUSTRY

- **Dow**
  - Health & Nutrition
  - Energy
  - Consumerism
  - Transportation & Infrastructure
  - (www.dow.com/company/discoverdow/megatrends.htm)

- **BASF**
  - Health & Nutrition
  - Construction & Housing
  - Energy & Resources
  - Mobility & Communications

- **Du Pont**
  - Increasing Food Production
  - Decreasing Dependence on Fossil Fuels
  - Protecting Lives
  - Growing in Emerging Markets

Source: Tecnon OrbiChem
APIC 2012
MEGATRENDS FOR THE CHEMICAL INDUSTRY

- Lanxess
  Mobility
  Urbanisation
  Water
  Agriculture

- DSM
  Global Shifts
  Climate & Energy
  Health & Wellness

- Evonik
  Health & Nutrition
  Resource Efficiency
  Globalisation

Source: Tecnon OrbiChem
**APIC 2012**

**RESPONDING TO MEGATRENDS**

**LANXESS**

- Mobility
  - Lightweight material for automobiles
  - High performance rubber for tyres
- Urbanisation
  - Insulation
  - Hi-tech construction materials
- Water
  - Purification and Filtration media
- Agriculture
  - Pesticides

**DUPONT**

- Increasing Food Production
  - Seeds, Crop protection, Packaging
- Decreasing Dependence on Fossil Fuels
  - Photovoltaics, Lightweight composites, Fuel cells, Biofuels
- Protecting Lives
  - Protective materials (Kevlar, Tyvek)
- Growth in Emerging Markets
  - Agricultural products, Construction materials, Coatings, Food packaging

Source: Tecnion OrbiChem
APIC 2012
MEGATRENDS – SHAPING THE FUTURE OF THE PETROCHEMICAL INDUSTRY

• ‘(These Megatrends) are driving new developments in technology and influencing changes to standards and regulations.

• Most importantly they will shape how a company identifies and pursues its options.

• But while these trends could drive real growth, they also have the potential to be enormously disruptive – for good or bad. A key part of planning involves assessment of both opportunities and risks.

• Each company will need to assess, at a granular level, the impacts on its products and markets.’

Global Manufacturing Industry Group (November 2010)
The chemical multiverse – Preparing for quantum change in the global chemical industry
Deloitte Touche Tohmatsu Ltd (DTTL)

Source: Tecnon OrbiChem
‘Megatrends’ have been around for over 30 years

Not to be confused with ‘Issues’ or ‘Predictions’

Megatrends are intended to provide a Simple Framework

Timescale and Geography of Megatrends varies – and can change!

Megatrends are Not a Solution in Themselves

Find your Megatrend and Ride It!

Source: Tecnon OrbiChem
Tecnion OrbiChem

......your source of expert chemical industry knowledge