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life trends
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As disruptive breakthroughs dramatically evolve people's digital experiences, they naturally react and adjust their relationship with technology to ensure it still serves them.

Right now, trust online is in the spotlight and people are increasingly scrutinizing what they see and what they believe, affecting how customers behave towards the businesses trying to reach them.

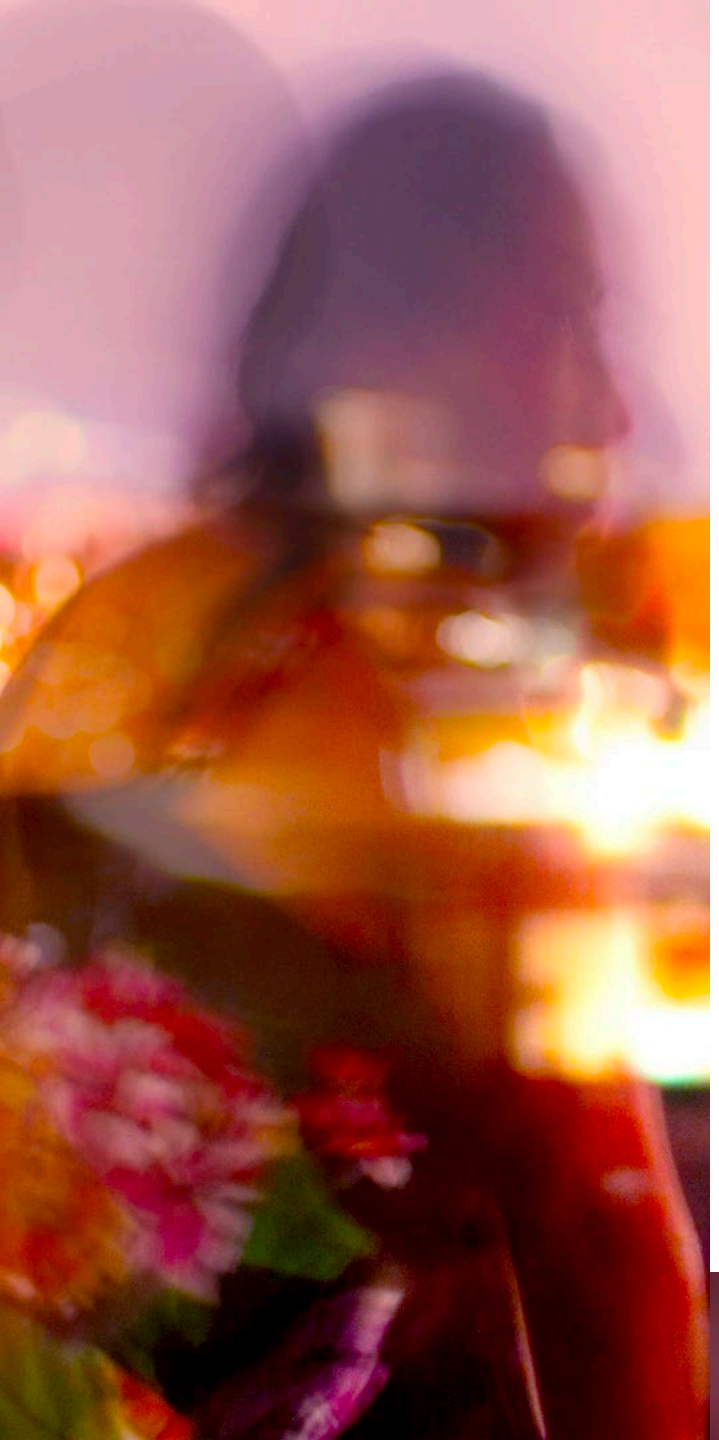
Trend 1 Cost of hesitations

Trend 2 The parent trap

Trend 3 Impatience economy

Trend 4 The dignity of work

Trend 5 Social rewilding



Cost of hesitations

Hesitation is becoming a reflex as people can no longer automatically trust product images, reviews, marketing campaigns and content they're served online. Organizations must make trust a priority or bear the cost of hesitations.

In the past year,

52% of people have seen fake news or articles

33% have experienced deep-fake attacks or scams for personal information and/or money

39% have seen fraudulent product reviews online



The parent trap

One of today's biggest parenting challenges is helping the next generation shape a safe relationship with digital technology, and finding ways to protect them from the harms posed by unfettered online access. An acceleration of top-down policies from governments and bottom-up actions from parents and schools to establish guardrails will have major repercussions for organizations—and soon.

Signals are building:

56%
of those aged 18-24 agree that social media significantly impacts how they think about their identity

23%
of those over 55 agree that social media significantly impacts how they think about their identity

65%
globally think parents should limit the time their children spend on social media



Impatience economy

For many people, the pursuit of health, wealth and happiness feels slow and tiresome. The power of the crowd—and its strong, person-to-person affinity—is satisfying their impatience for new avenues and mindsets on how to navigate the pillars of a fulfilling life.

Areas of life where people want long-term support:

55%
of people prefer quick solutions over traditional methods to achieve their health and financial goals

63%
of people get inspiration from social media on how to do things smarter

68%
of people would engage more with a brand that educates them through blogs and videos



The dignity of work

The dignity of work is a critical pillar of a healthy workplace, but it's increasingly being shaken by business pressures, technological advances and evolving human dynamics. If employees aren't motivated—with agency—how can they be expected to deliver first-rate products, services and experiences to customers?

Employee expectations vs. experience:

52% prize work/life balance most highly

29% trust their company's leaders to have their best interests at heart

49% hear "improving productivity" messages more than those around value or workforce development



Social rewilding

In the same way rewilding restores nature's innate rhythms, social rewilding revives people's connections to each other and to the world around them. Finding fulfilment in today's fast-paced world means taking time to disconnect and focus on satisfying activities and meaningful interactions in real life, which is changing the opportunity for businesses.

Top physical activities people say they've done more of over the past 12 months:

48% spending time outdoor/in nature

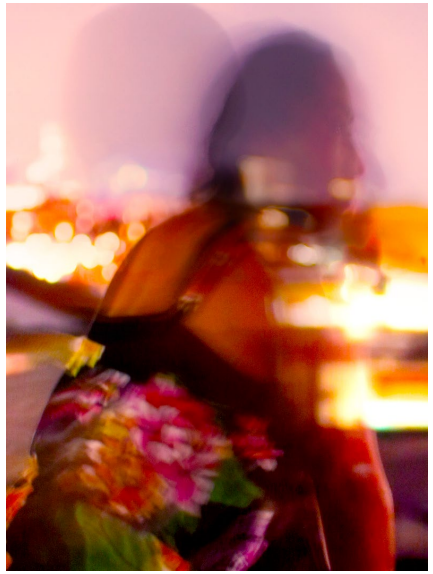
47% hanging out with friends in real life

47% shopping in physical grocery stores

36% shopping in other retail stores (non-grocery)

30% reading physical books or magazines

Trend 1



Cost of hesitations

Trend 2



The parent trap

Trend 3



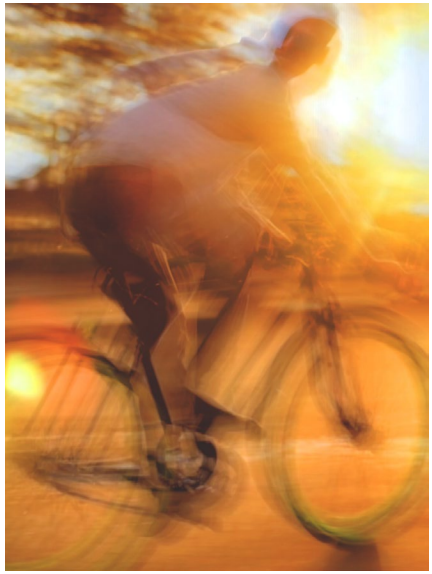
Impatience economy

Trend 4



The dignity of work

Trend 5



Social rewilding

thank you

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