The Next Decade

10TH EDITION | MMA IMPACT INDIA

SHAPE THE FUTURE OF MODERN MARKETING

Shivakumar

Structure

- **The Global Middle Class**

- **Internet Trends**

- **Online sales trends**

- **The Future Marketer**

The middle class globally will go from 3.8 billion people in 2020 to 5.4 billion people in 2030. It was 2.4 billion in 2010.

Share of Global consumption

%	2015	2030
Russia	4	3
India	5	17
Japan	6	3
China	12	22
USA	13	7

Retail revolution

Revolution 1	Elizabeth Era	Artisans and craftsmen were allowed to set up shops and sell, was a limited range
Revolution 2	Factory production/Mass production	Retail channels developed, few variants
Revolution 3	Dropping tariffs, giant factories	Global retail chains and brands, lots of variants
Revolution 4	Digital retail	One to One , broad range

There are 3.6 billion smart phones today with an average storage capacity of 600 gb per phone, logging into 800 mln wifi networks globally

Internet usage - 4 billion people globally, growing in single digits now.

Online retail sales as % of Retail

%	2015	2020	2024
China	15	40	58
Britain	15	31	29
World	8	18	21
USA	8	15	20

Online Grocery sales %

%	2017	2020
China	14	28
Britain	7	12
USA	4	7.5

50 % of global consumers worried about internet privacy.

Biometrics, the future
Digital brother
watching?

Regulation will come in BIG this decade

The future consumer will be a combination of 4 Is – Informed, Impatient, Individualistic and Intolerant.

Future brands will follow the 6 E approach, they **Excite** , they **Enlist** on emotions, they **Explain** their stand, they **Engage** and **Empower** consumers though unique **Experiences.**

Price alone can never be exciting.

Advertising will be more about information, adblocking will be rampant

Visual stories will be at the heart of communication.
Add music!!

Hyperpersonalisation – eg stitch fix, gaming
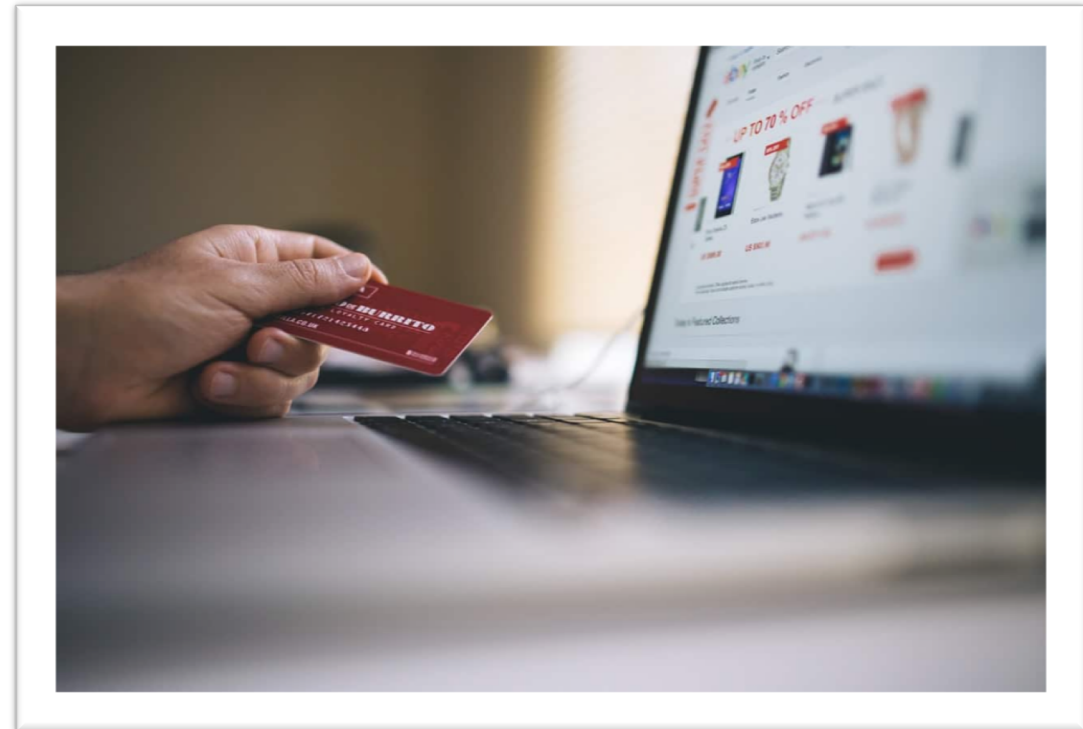
Digital brands will always beat traditional company brands because their design thinking is better, they target consumers better, get feedback faster and are better on sensory appeal.

They might not be bigger this decade, but they will be better.

Marketer of 2030

- **Excellent targetter**

- **Visual creative user**

- **Integrates commerce on net**

- **Build relevance in every interaction**