MEGA TRENDS 2027

The Forces Reshaping Consumers, Markets & Business

> The future isn't something that happens to businesses. It is something they prepare for.



THE RESEARCH HIVE

2027 IS NOT JUST ANOTHER YEAR.

IT IS THE TIPPING POINT FOR THE BEGINNING OF A NEW ERA.

For years, powerful shifts such as artificial intelligence, demographic change, economic pressure and rising consumer expectations have evolved independently.

By 2027, they begin reinforcing one another. Their combined impact becomes much greater than the sum of their parts, pushing consumers to adopt new behaviours much faster than before. This is the tipping point—the moment gradual evolution turns into rapid transformation.



TEN SHIFTS THAT TOGETHER ARE RESHAPING THE FUTURE



1 TRUST BECOMES THE NEW CURRENCY

Trust becomes the ultimate competitive advantage.

2 AI BECOMES THE NEW GATEKEEPER

AI increasingly decides what people buy, watch and choose.

3 INVISIBLE SERVICES

The best service is the one consumers never have to think about.

4 COGNITIVE OFFLOADING

Simplicity becomes a premium experience.

5 STRATEGIC JOY

Joy evolves from entertainment into emotional resilience.

6 THE NEW YOUNG

Age matters less than vitality and mindset.

7 THE FUNCTIONAL LIFE

Consumers expect everything to improve wellbeing.

8 SUSTAINABILITY BY DEFAULT

Sustainability becomes an expectation rather than a differentiator.

9 LONELINESS ECONOMY

Belonging becomes more valuable than broadcasting.

10 THE WORTH-IT ECONOMY

Consumers cut the unnecessary and protect the meaningful.

TRUST BECOMES THE NEW CURRENCY

In an era where anything can be faked, ***consumers choose trust over claims.***

In 2027 trust will increasingly drive choice, with consumers gravitating towards brands they perceive as transparent, honest and safe.

81% of consumers say trust is a deciding factor in purchase decisions
(Source: Edelman)

63% worry about misinformation and fake content
(Source: Mintel)

59% trust brands more than social media platforms for info
(Source: Edelman)

THE BRANDS THAT EARN TRUST WILL OUTPERFORM THE BRANDS THAT DEMAND ATTENTION.



TRANSPARENT

HONEST

SAFE

PREFERRED

IN 2027, TRUST ISN'T JUST IMPORTANT. IT'S EVERYTHING.

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AI BECOMES THE NEW GATEKEEPER

The next competitive battleground is no longer visibility—it is recommendation.

Consumers will increasingly discover, compare and choose products through AI assistants rather than traditional search or websites.

AI is evolving from a tool into a trusted intermediary that filters options, compares alternatives and makes recommendations.

As this behaviour grows, businesses will compete not only for consumer attention but also for algorithmic preference.

70% actively check AI for reviews and recommendations
Source: Global Web Index

76% say AI-powered search and recommendations are changing how they shop online
Source: Deloitte Digital Consumer Trends 2024

60% of consumers prefer AI-driven recommendations over traditional search results



INVISIBLE SERVICES

The Best Service will be the One You Never Have to Think About

> *Great service isn't seen.*
> **It's felt.**

Consumers are experiencing decision fatigue...they don't want more control – **they want fewer decisions.**

They increasingly expect brands to: anticipate needs, automate routine tasks, solve problems before they happen, personalize without asking, work quietly in the background.

80% of customers say speed, convenience, knowledgeable help and friendly service are as important as price.

(Source: PwC – future customer experience)



IN 2027, THE COMPETITIVE ADVANTAGE WILL NOT BE ABOUT ADDING MORE FEATURES – IT WILL BE ABOUT REMOVING FRICTION

COGNITIVE OFFLOADING

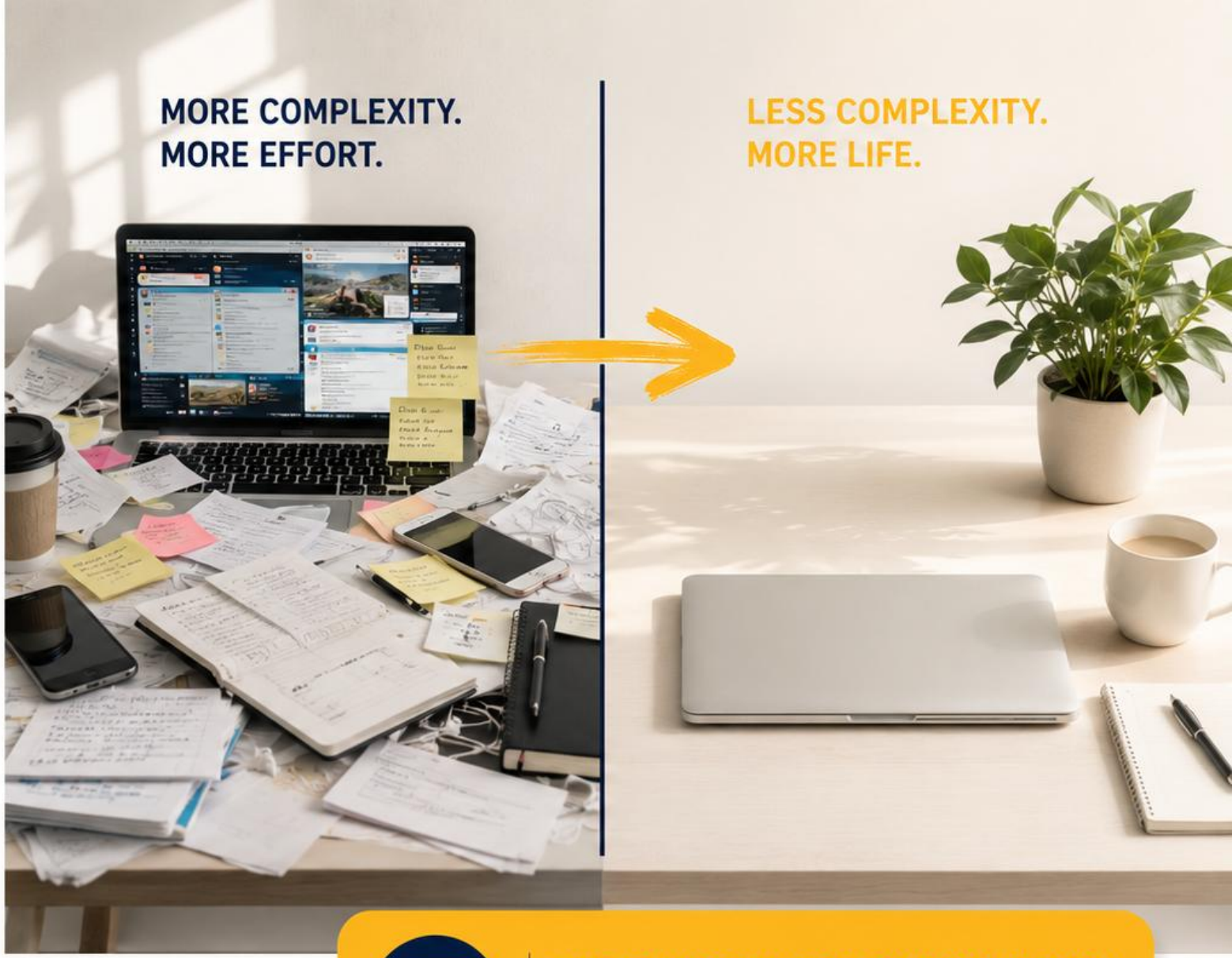
*In an increasingly complex world, simplicity becomes the **ultimate premium experience***

OVERLOADED MINDS
Decision fatigue, digital overload and constant notifications are creating demand for brands that simplify life.

FROM FLEXIBILITY TO FRICTION
What was once perceived as flexibility increasingly feels like unnecessary work.

SIMPLICITY AS STRATEGIC DIFFERENTIATOR
Simplicity reduces cognitive effort and makes everyday decisions easier, faster and more intuitive.

THE NEW COMPETITIVE ADVANTAGE
The competitive advantage is no longer offering more options.
It is removing unnecessary decisions.



THE BRANDS THAT REMOVE COMPLEXITY WILL BECOME THE BRANDS CONSUMERS RETURN TO.

Sources: Mintel Global Consumer Trends 2025; Baumeister & Vohs (Decision Fatigue); Frontiers in Psychology (2025) on AI and cognitive offloading
Decision fatigue is increasingly recognized as a major barrier to customer satisfaction and loyalty. (Deloitte Consumer Outlook)

MEGA TRENDS 2027

STRATEGIC JOY

The next luxury isn't more products—
it's feeling better.

People are actively seeking moments of pleasure, fun and emotional escape to counter uncertainty and stress.

Fun becomes functional ... entertainment becomes emotional self-care .... and affordable happiness becomes a major positioning territory.

54% of global consumers say they seek brands that foster joy as an added value to their purchase.

Source: WGSN

Tomorrow's strongest brands won't simply solve problems—they'll make people **feel better.**



THE NEW YOUNG

Age is becoming a poor predictor of behavior. Mindset, vitality and curiosity matter far more than birth year

Longer life expectancy, healthier lifestyles and digital adoption are reshaping what it means to grow older. Consumers in their 50s, 60s and beyond are **travelling, learning, gaming, exercising** and embracing **new technologies** at unprecedented levels.

Traditional age-based segmentation is becoming increasingly outdated...with the greatest opportunities not lying in younger generations alone, but in older consumers who remain **economically active, digitally connected** and **eager to experience life.**

Eurostat's demography places Greece amongst the countries with the highest median age (**47.2**).



THE NEXT GROWTH MARKET ISN'T NECESSARILY YOUNGER—IT'S YOUNGER IN MINDSET.

THE FUNCTIONAL LIFE

Consumers no longer buy products—they buy outcomes. Every product is expected to improve physical, mental or financial wellbeing.

WELLBEING IS THE NEW EXPECTATION

Health and wellbeing are evolving from dedicated categories into universal consumer expectations. Across every part of life, people expect products and services to make them healthier, calmer, more confident and better prepared.

IMPACT IS THE NEW DIFFERENTIATOR

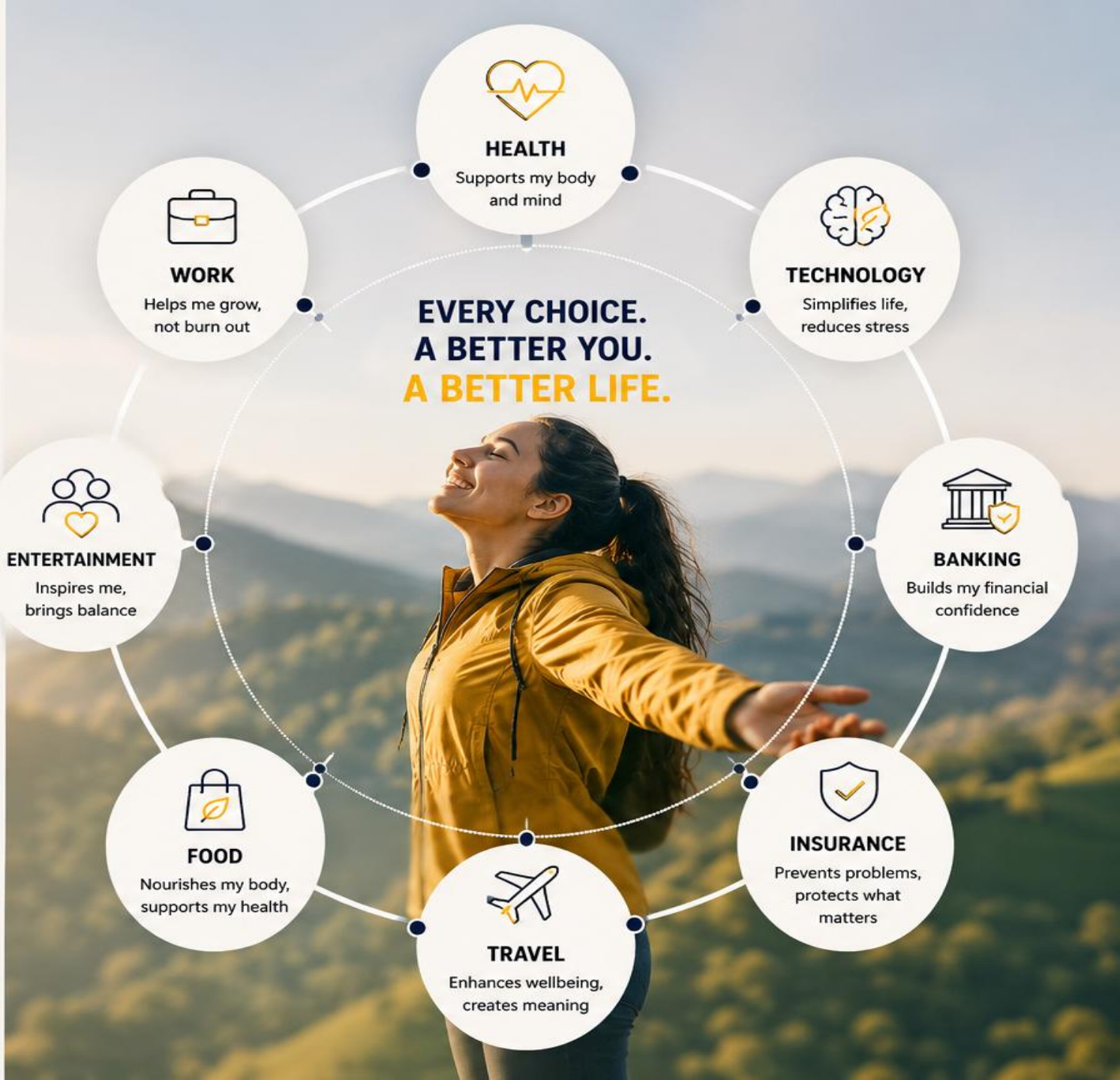
Consumers increasingly judge brands not by what they sell, but by the positive impact they have on everyday life. The most successful brands seamlessly integrate wellbeing into every interaction.

(Source: Euromonitor Global Consumer Trends)

LOYALTY FOLLOWS PURPOSE

The brands that improve people's lives—not simply their lifestyles—will receive the greatest loyalty.

PEOPLE DON'T WANT PRODUCTS. THEY WANT A BETTER LIFE.



SUSTAINABILITY BY DEFAULT

Sustainability is no longer a differentiator—
it is an expectation.
Consumers increasingly reward action over promises.

Environmental responsibility is moving beyond marketing campaigns into the **fundamentals of business.** Consumers increasingly assume products should be responsibly sourced, energy efficient, recyclable and ethically produced.

Rather than seeking brands that talk about sustainability, people expect companies to **quietly embed it** into products, operations and supply chains.

THE WINNERS WON'T BE THE BRANDS THAT CLAIM TO BE SUSTAINABLE— THEY'LL BE THE ONES FOR WHOM SUSTAINABILITY IS SIMPLY HOW BUSINESS IS DONE.



LONELINESS ECONOMY

People today are continuously connected, yet they feel **more lonely** than ever before.

> As they seek connection and meaningful experiences, they invest in **communities, events, experiences, clubs and tribes** that create a sense of belonging.



COMMUNITIES — Shared purpose

EVENTS — Moments that connect

EXPERIENCES — Memories that matter

CLUBS — Like-minded connections

TRIBES — A sense of identity

70% of consumers say they want brands to foster **joy and connection** as added value to their purchase.*

IMPLICATION:

Build brands and experiences that create connection and belonging.

Source: *WGSN, *Future Consumer 2027: Emotions* | WGSN, *Why Emotion is Money* (2025)

THE WORTH-IT ECONOMY

Under pressure, consumers are not cutting everything — they are protecting what feels worth it.



01 EXPERIENCES BECOME NON-NEGOTIABLE



02 THE EVENT COMES FIRST



03 THE 'LITTLE TREAT' SURVIVES



2027: CUT THE UNNECESSARY. PROTECT THE MEANINGFUL.

IMPLICATIONS

- Compete on worth, not just price.
- Make the benefit visible, immediate and easy to justify.

MEET THE CONSUMER OF 2027

AI-ASSISTED. TIME-POOR. PURPOSE-DRIVEN. EXPERIENCE-SEEKING.
THEY WANT LESS COMPLEXITY, MORE VALUE, AND REAL CONNECTION.

AI-ASSISTED
AI is my co-pilot. I ask, it helps, it recommends, it saves me time and mental energy.

TRUST-FIRST
In a world of misinformation, I choose brands I can trust. Trust is the shortcut to every decision.

SIMPLICITY SEEKER
Less is more. I want things to be easy, intuitive and seamless. Remove the friction.

WELLNESS OPTIMIZER
I proactively invest in my physical, mental and emotional health every single day.

TIME-POOR
Time is my most precious currency, I value anything that saves time, effort or decision fatigue.



EXPERIENCE SEEKER
I crave experiences that enrich my life and create lasting memories over things.

FINANCIALLY SELECTIVE
I feel the pressure, so I spend wisely. I cut what doesn't add value and invest in what truly matters.

AUTHENTICITY HUNTER
The more AI I see, the more I value real human stories, craftsmanship and transparency.

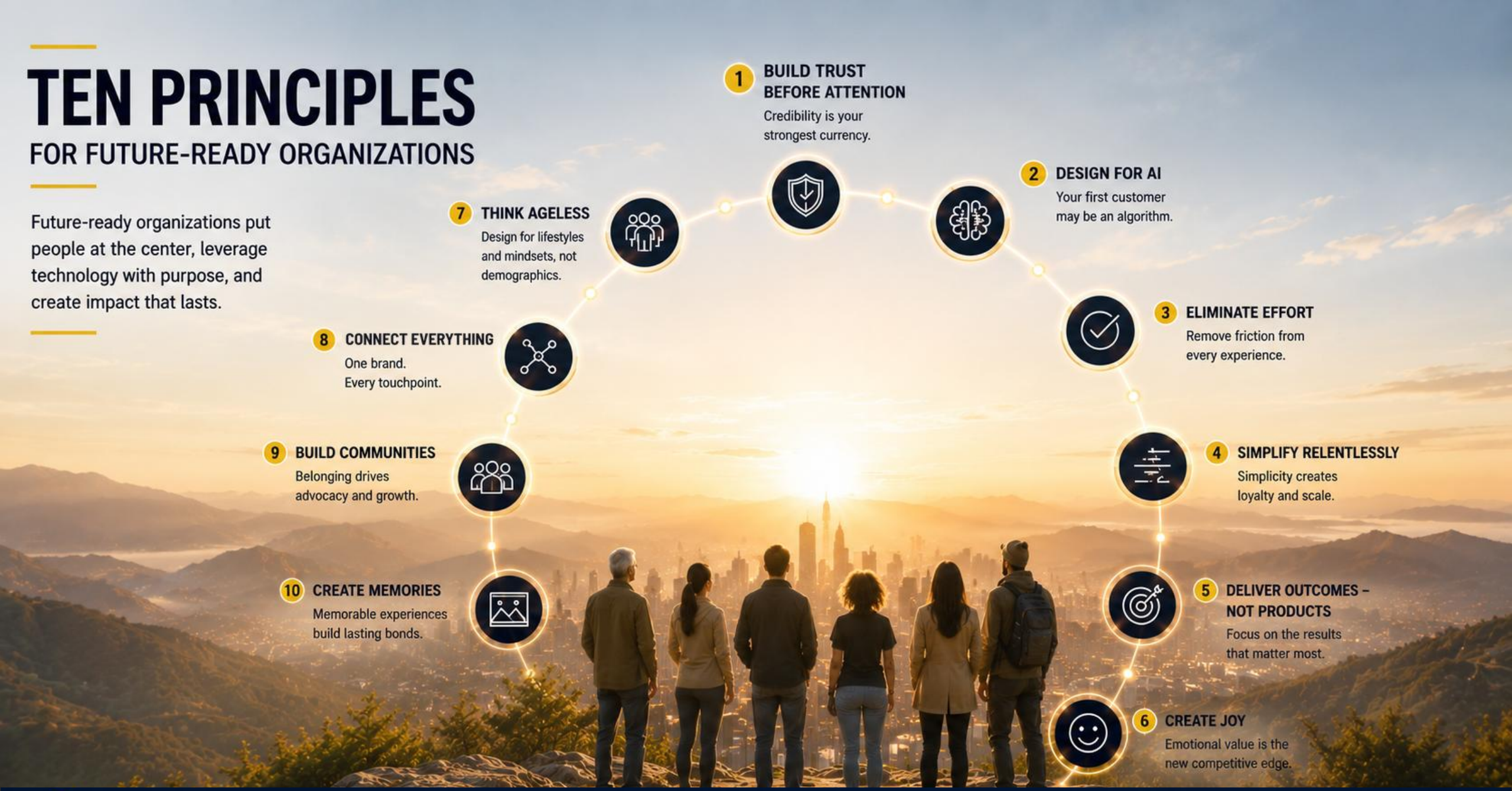
EMOTION-LED
I choose brands that make me feel something. Emotion drives loyalty more than features.

PERSONALIZED BY DEFAULT
I expect products, offers and experiences tailored to me. Not for people like me—for me.

TEN PRINCIPLES

FOR FUTURE-READY ORGANIZATIONS

Future-ready organizations put people at the center, leverage technology with purpose, and create impact that lasts.



1 BUILD TRUST BEFORE ATTENTION
Credibility is your strongest currency.

2 DESIGN FOR AI
Your first customer may be an algorithm.

3 ELIMINATE EFFORT
Remove friction from every experience.

4 SIMPLIFY RELENTLESSLY
Simplicity creates loyalty and scale.

5 DELIVER OUTCOMES – NOT PRODUCTS
Focus on the results that matter most.

6 CREATE JOY
Emotional value is the new competitive edge.

7 THINK AGELESS
Design for lifestyles and mindsets, not demographics.

8 CONNECT EVERYTHING
One brand.
Every touchpoint.

9 BUILD COMMUNITIES
Belonging drives advocacy and growth.

10 CREATE MEMORIES
Memorable experiences build lasting bonds.

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