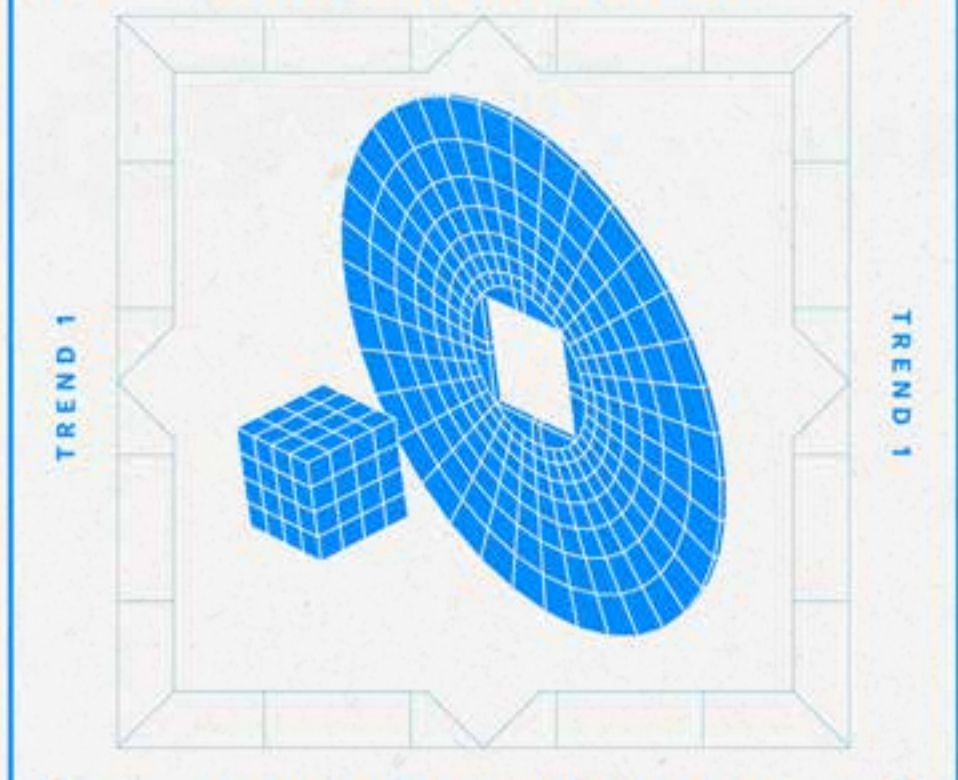


## The 21st century starts now

There has never been a more dramatic global backdrop for Fjord Trends in any of our 14 years. When we predicted a major realignment of the fundamentals around new definitions of value as our meta-trend for 2020, the world already felt like it was at a tipping point. The events of 2020 have only accelerated the realignment we envisaged. It shed more light on the fact we still live with systems that are sometimes broken and often unequal—and consequently unfit for the challenges of the 21st century.

**Mapping out new territory** is our meta-trend for the year ahead. As we look to the future, a wealth of potential worlds opens up in front of us. Some are scary, some are exciting, all of them are largely unexplored.

2021 will be about creating new maps to help us uncover what's yet to come, and planning a route to the world we want to live in. We're all exploring, which is creating a safe space for experimentation, prototyping and learning. Throughout history, after a global crisis, a new era of thinking has begun.



**64%** of leading consumer brands are inspired to invest in AR, VR, 3D content and 360-degree video.

### Trend 1 Collective displacement

In 2020, the world collectively came to know what displacement feels like. How and where we experience things changed, leaving us feeling disconnected from familiar comforts both big and small. While work to eliminate Covid-19 continues, organizations must find new ways to reach and communicate with people, and to deliver brand experiences at a distance, in a different spatial and social context.

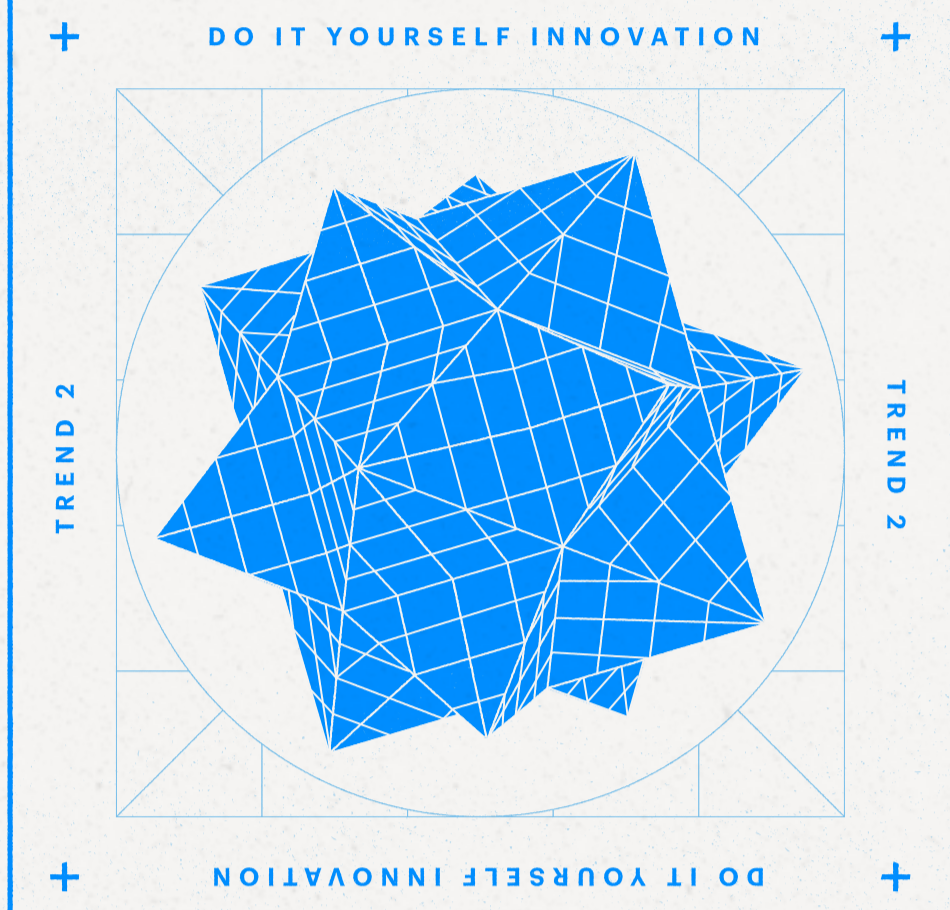
**52%** of young American adults were living with their parents by September 2020.

### Trend 2

## Do it yourself innovation

For years, innovation has been driven by technology and devices. It still is, but now, it's also driven by people's ingenuity in challenging circumstances. There's a pressing need for organizations to rebalance their innovation approach in response — to offer tools rather than prescribe solutions, and to enable people to get more creative with how they live.

**80%** the increase in "DIY" searches on Google since March 2020.



**50%** more businesses were created in June 2020 compared with the same month in 2019.



**44M** the number of daily users of Microsoft Teams saw during the early weeks of the pandemic.

### Trend 3 Sweet teams are made of this

A reframing of our relationship with work, working hours and workspace has been underway for some time, driven by technology. This shift accelerated in 2020, creating a need for organizations to rethink not just the employee experience but the reciprocal employer/employee contract.

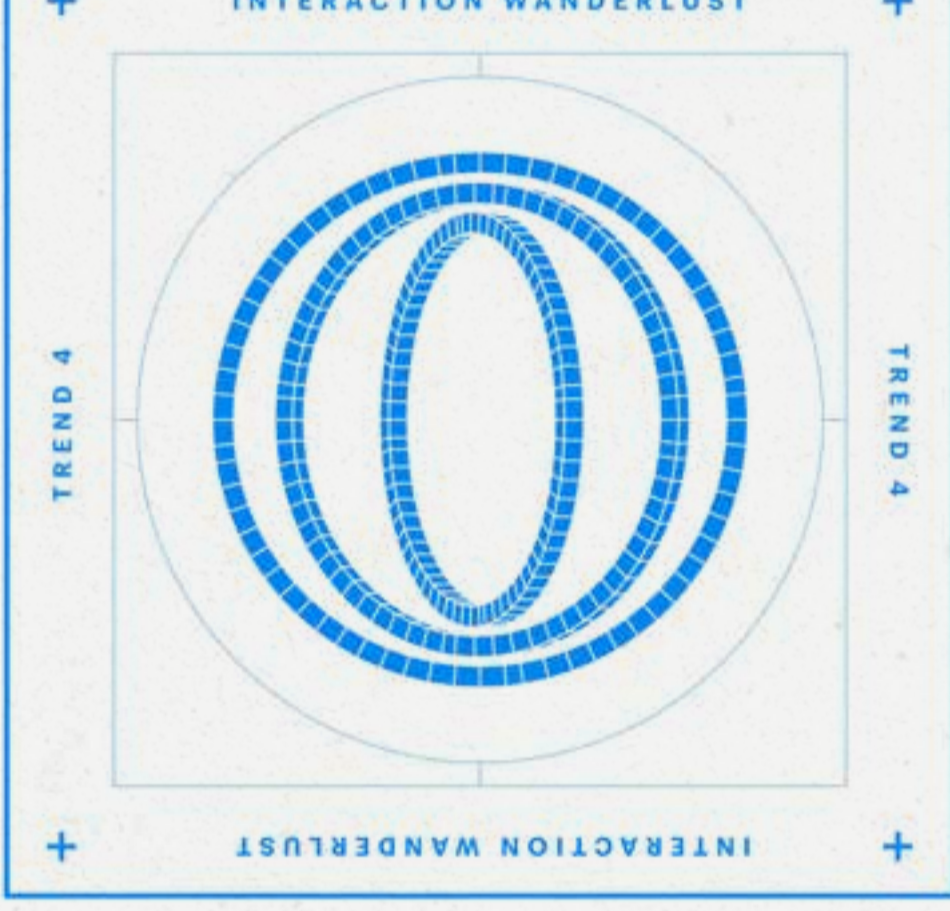
**All of my best memories revolve around people, not products.**  
Mike Davidson, VP at InVision.

### Trend 4

## Interaction wanderlust

The vast majority of us have been spending much more time on screens to interact with the world — and even with our neighbors. Consequently, people have noticed a certain sameness caused by templated design in digital. Organizations should reconsider design, content, audience and the interaction between them to inject greater excitement, joy and serendipity into screen experiences.

**US\$31 M** the number raised by Mmhm, the next generation of videoconferencing, pre-launch.



### Trend 5 Liquid infrastructure

How people experience and get hold of products and services was changed in 2020 by collective displacement. Now, supply chains are under unprecedented pressure in recent history to meet new demands, placing stress on business models. Organizations should rethink their physical assets and refocus on points of delight in the last few feet before purchase.

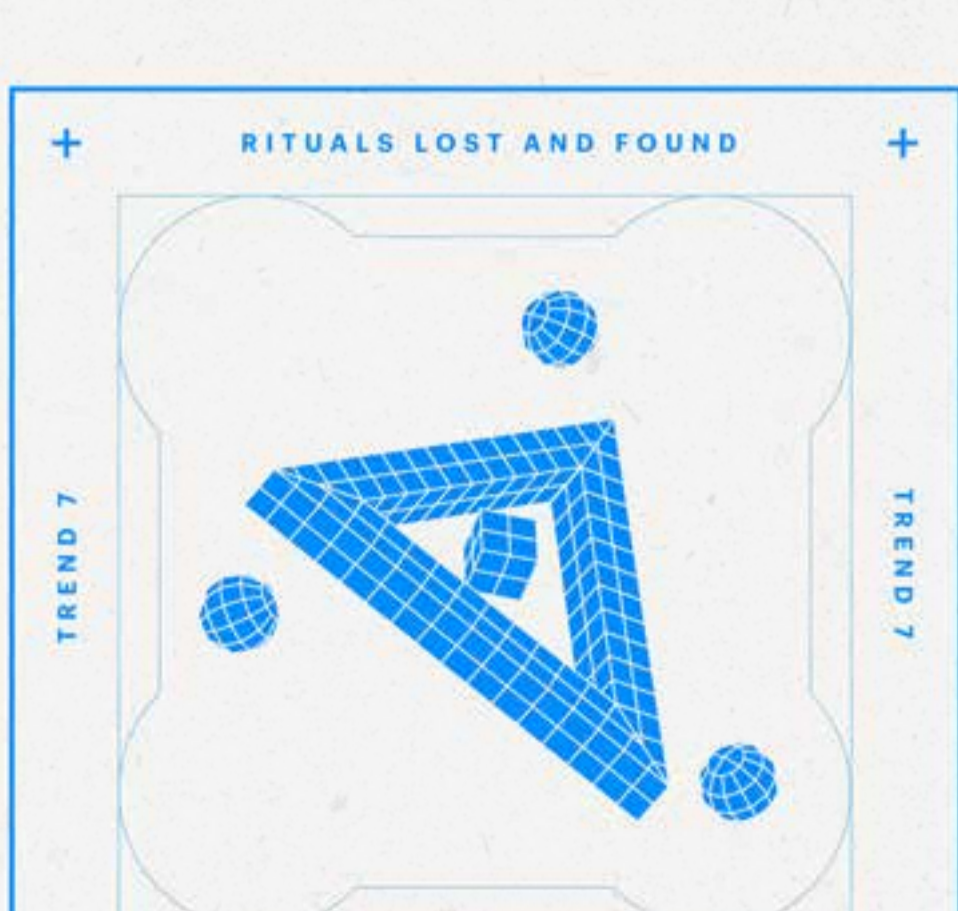
**5G** could play an important role in enabling deployment of immersive technologies to create a next generation of brand experiences.

### Trend 6

## Empathy challenge

Awareness and concern about inequality in all its forms grew rapidly in 2020. This poses a challenge for organizations as they try to respond: how should they manage the narratives they use to shape their brands? Companies may need a new approach that blends pragmatism with empathy, and that ensures they are seen to follow through on their intentions to do good.

**80%** of the 1.1 million workers who dropped out of the US workforce in September were women.



**75%** of US customers tried different stores, websites or brands during the pandemic. 60% of those expect to integrate new brands or stores into their post-pandemic lives.

### Trend 7 Rituals lost and found

The rituals that form the framework and coping strategies of everyday life have changed, disrupting the strong emotional ties associated with many of them. As people adjust, organizations must identify where they sit within this new context and how they can help build new ways for people to cope and reconnect.

**US\$5.2M** what personalized astrology app Co-Star raised in seed round funding.

## About Fjord Trends

Each year, Accenture Interactive crowdsources trends in business, technology and design for the coming year from our global design network of 2,000+ creatives in over 40 locations. In our 2021 trends, we focused on how people, organizations and brands are meeting human needs.

Read more about Fjord Trends 2021 on [Accenture.com/fjordtrends21](https://www.accenture.com/fjordtrends21)

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