



Tom Palmaerts

Twitter @palmaerts

Mail tom@trendwolves.com

Web tompalmaerts.com - trendwolves.com



SINGLE HOUSEHOLDS



YOUNG FEMALE MUSLIMS



TECH BREATHING



2030



MINDEFUL MINIMALISM



TRASH-TO-TREASURE



NEW MASCULINITY



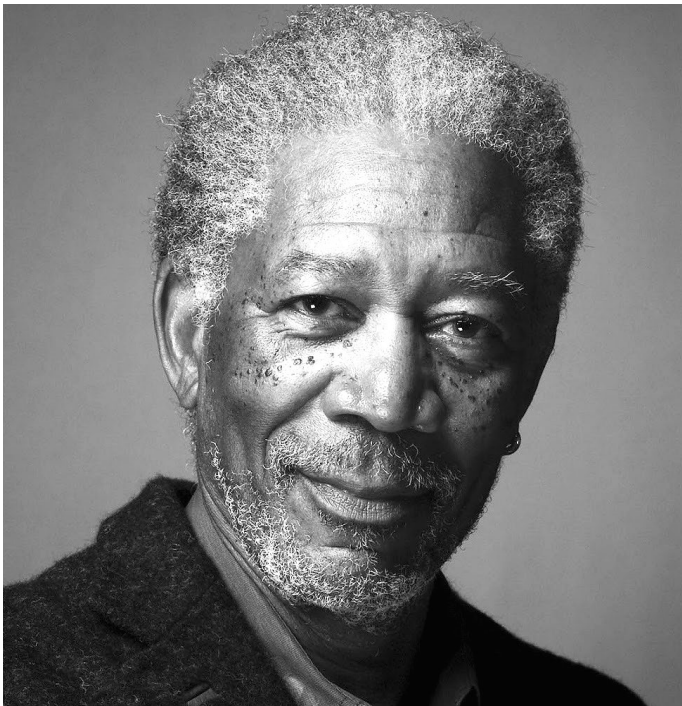
KODOMOROIDS

2030



Generations

Silent
Gen



1933-1945
73-85 y

Baby
Boomers



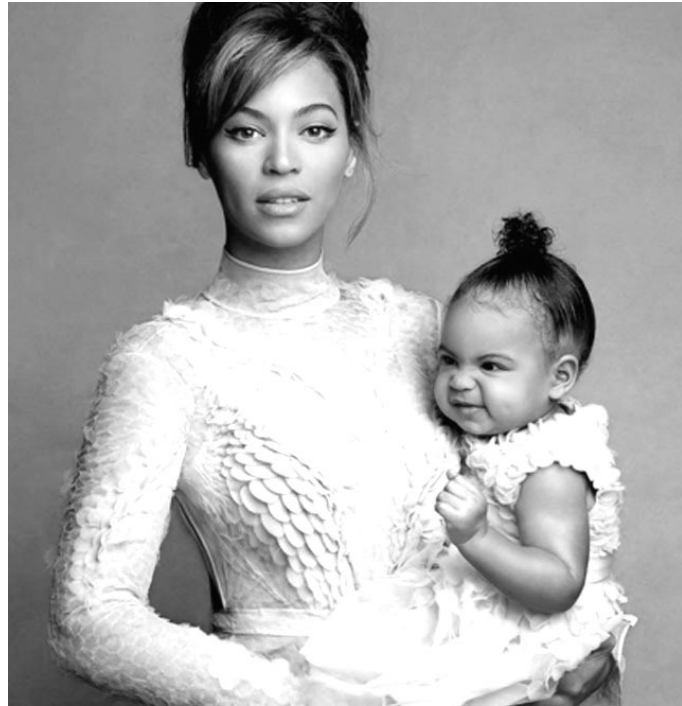
1945-1964
54-72 y

Gen X



1965-1979
39-53 y

Millennials



1980-1994
24-38 y

Gen Z



1995-2010
8-23 y

Gen Alpha



2011-...
0-7 y

Identity

Baby Boomers



They are...

Healthy & active

Wealthy

Open for Technology

Experienced

Steady

They want...

To be valued

Personal gratification

Post-Retirement life

Considered as young

Adventure

Identity

Gen X



They are...

Digital Immigrants

Limited Sharers

Skeptical Rebels

Individualistic

(Un)Healthy

They want...

Value for money

Status

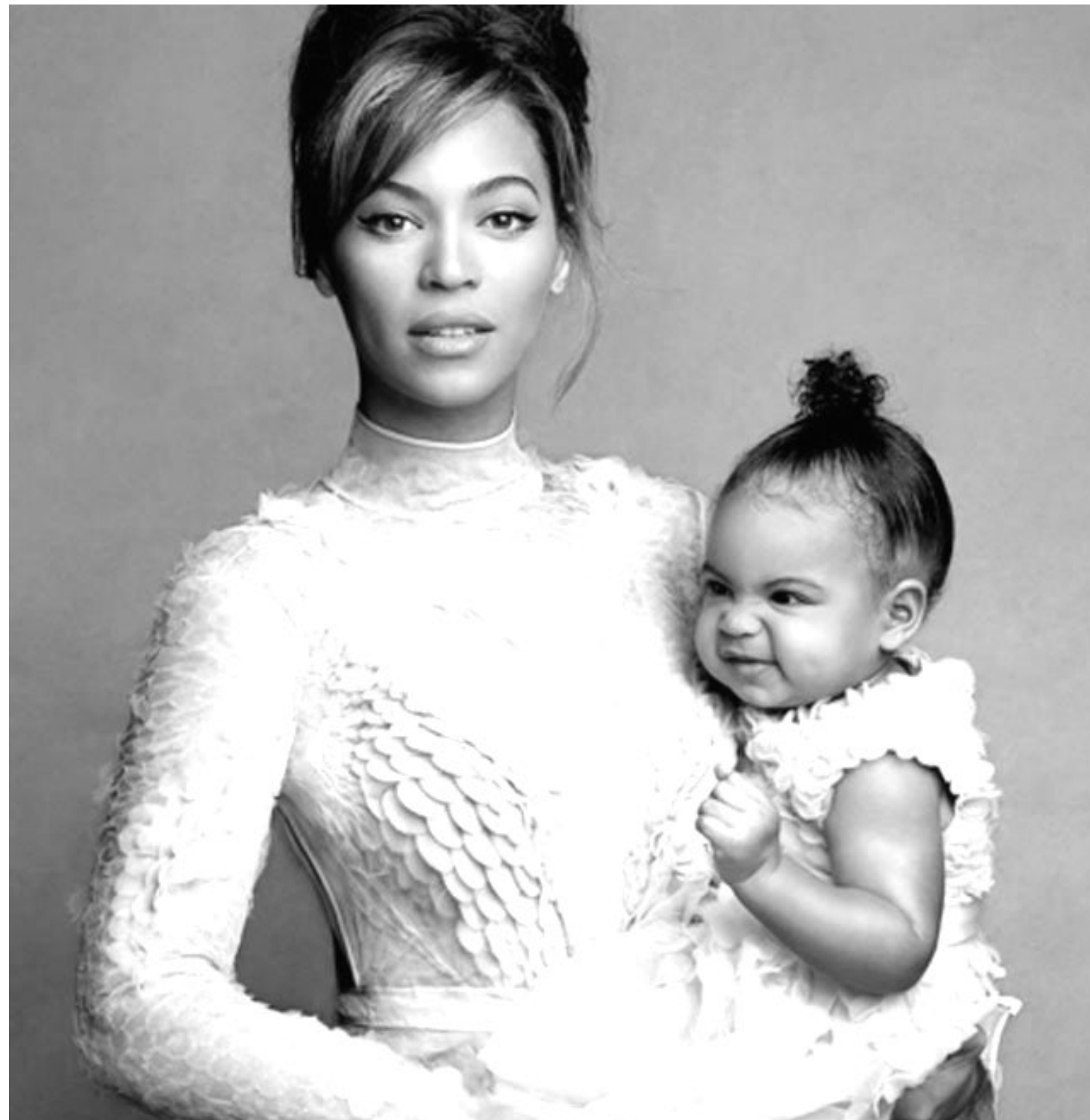
A career

To be in control

Convenience

Identity

Millennials



They are...

Digital Natives

Compulsive Sharers

Optimistic

Tolerant

Dreamers

They want...

To be discovered

Self-development

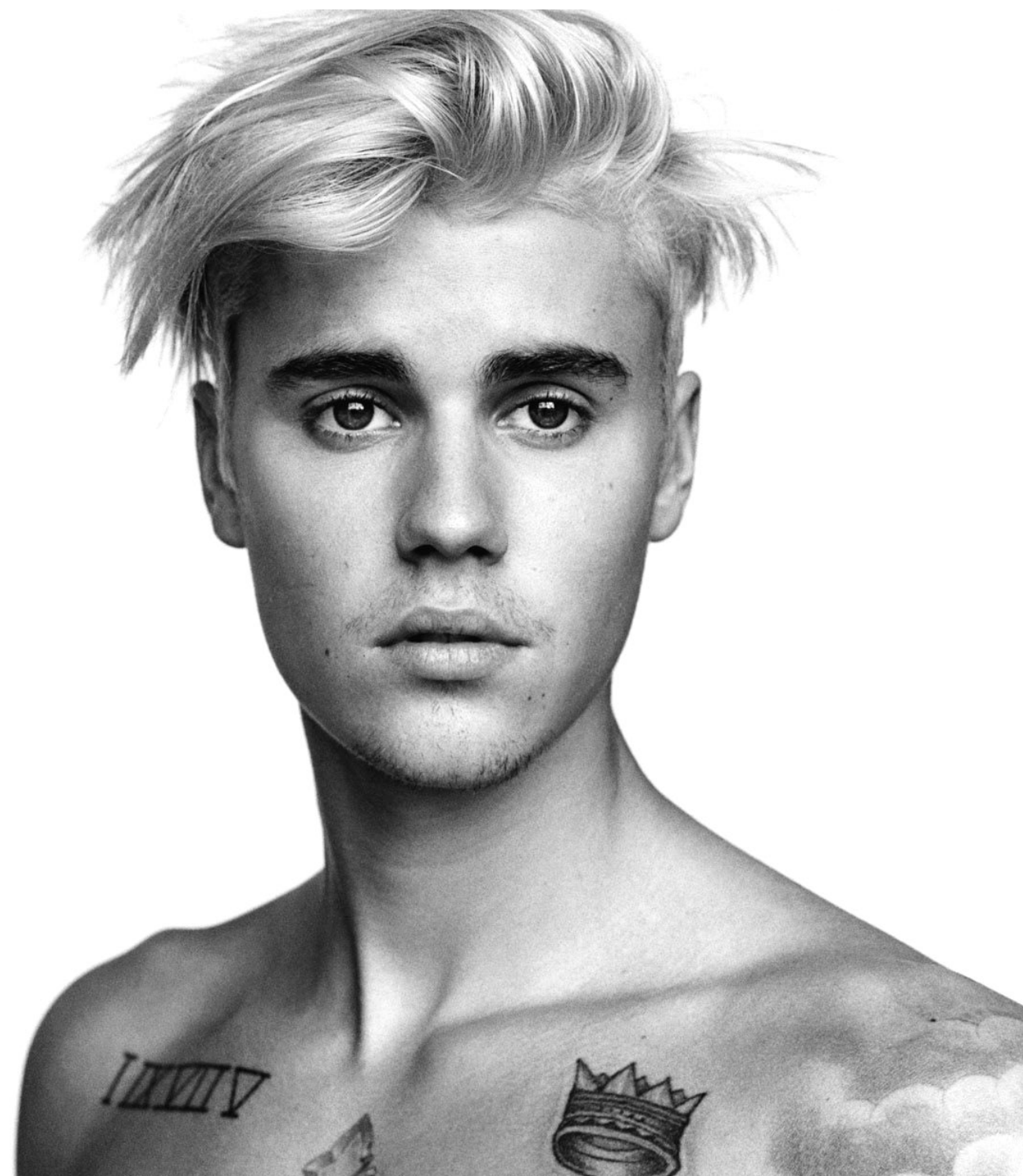
Customisation

Mentorship

Work Life Balance

Identity

Gen Z



They are...

Digital Intuitives

Selective Sharers

Value Driven

Future Focussed

Global Mind-Set

They want...

Work for Success

Micro-careers

Peer to Peer learning

Togetherness

Health = Wealth

Same, same, but different



Trendwolves

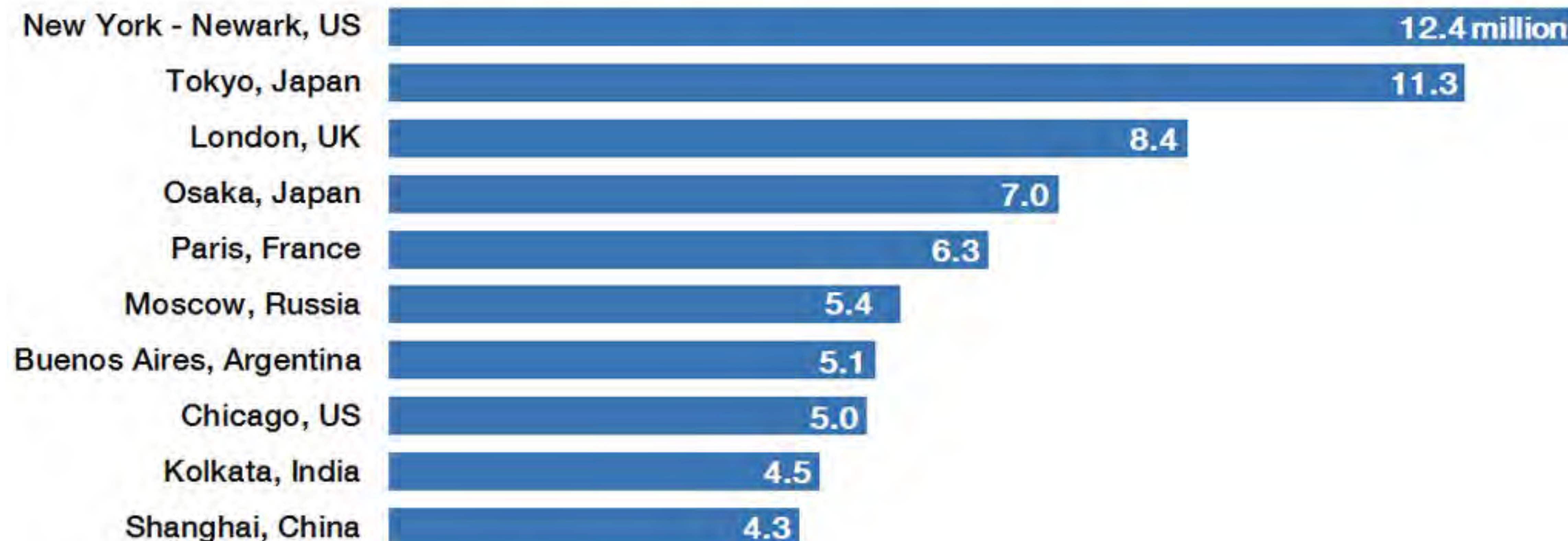
Four Generations at Work

In 2030 60% of the world population will live in cities (KMPG).



These were the world's biggest cities in 1950

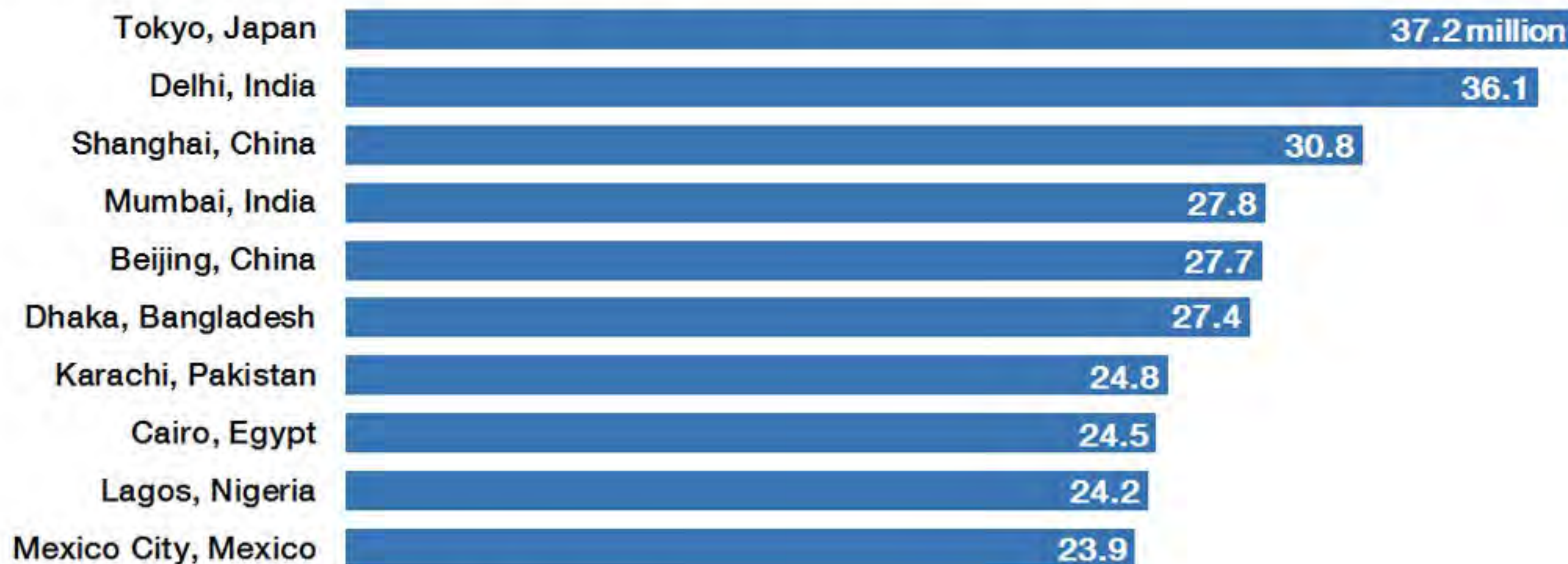
Population, in millions, according to the UN World Urbanization Prospects, 2014 revision



Source: UN World Urbanization Prospects, 2014 revision

These will be the world's biggest cities in 2030

Forecast population, in millions, according to the UN World Urbanization Prospects, 2014 revision



Source: UN World Urbanization Prospects, 2014 revision



Alibaba Ford car vending machine



Over the period 2016–2030,
around 120 million new single-
person households will be
added globally. (Euromonitor, 2017).



15% of children in
OECD-countries
grow up with a
single parent. (Euromonitor)





Tiny prefabricated dwelling, by Estonian design collective Kudasema

By 2030 Muslims will be more than a 1/4th of global population (PEW research)





In 2030 worldwide almost
1/3 of youngsters between
15 - 29 will be Muslims

(MasterCard & HalalTrip).

Driving abaya, by Eman Joharjy

“They reflect freedom and the willingness to embrace life and make it easy for the modern woman,” she said. “Besides, women love color.”



Inglot Cosmetic



H&M



Trendwolves



@palmaerts



Tom Palmaerts





“FOOD PRICES TO DOUBLE BY 2030”

OXFAM RESEARCH





CityTrees



The image features a dense, close-up view of tall, slender grasses or reeds. The blades are a vibrant yellow-green color, contrasting sharply with the dark, almost black, background. The grasses are oriented vertically, creating a strong sense of height and texture. The lighting appears to be coming from the side, highlighting the edges of the blades and casting deep shadows within the foliage.

TECH BREATHING



Alternative proteins: insects



From the sea to the plate: Food with micro algae









Connie, by Hilton and IBM Watson



KODOMORIDS

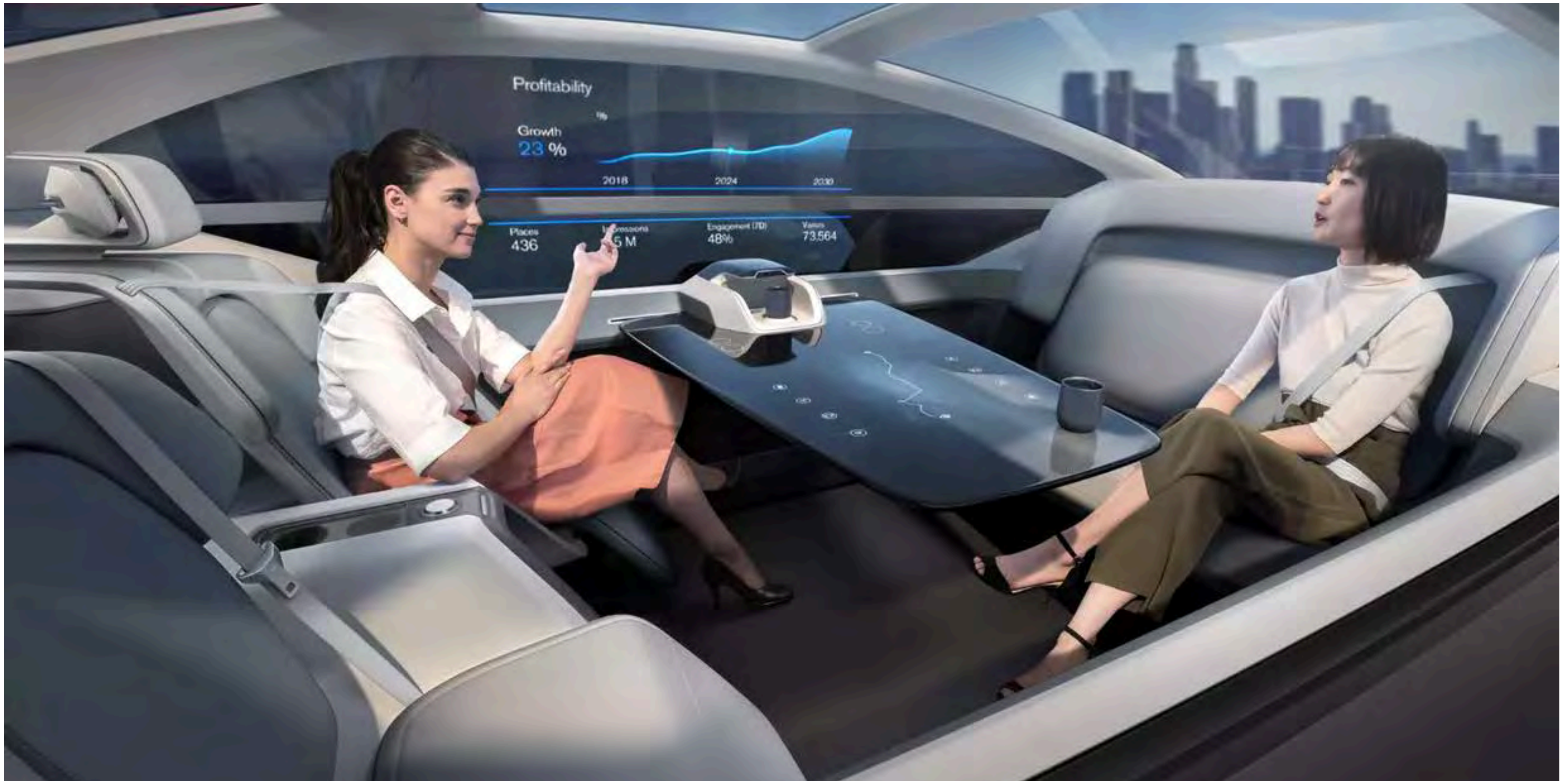


**“DRIVING A CAR WILL BE ILLEGAL BY
2030.”** ELON MUSK





Volvo future vision



The Park · Ing Ginza



Trendwolves



@palmaerts

Tom Palmaerts



**“THE EVOLUTION OF CONNECTED
INFRASTRUCTURE WILL BRING ABOUT THE
FIRST CITY WITH A POPULATION OF 50,000
PEOPLE AND NO TRAFFIC LIGHTS BY 2026”**

THE WORLD ECONOMIC FORUM’S GLOBAL AGENDA COUNCIL





54,5 % of young Belgians
(20-34 years old) feel
lonely
(NN)



The Interlace, by architect Ole Scheeren (Singapore)



“Employees in open-plan offices spend 73% less time in face-to-face interactions.”

Harvard Business School (2018)



MINDFUL MINIMALISM

Untitled Bar



Trendwolves

@palmaerts

Tom Palmaerts

Chambre Séparée



Cannabis powders



Trendwolves

@palmaerts

Tom Palmaerts

**“We go from the connected age
to the connection age.”**

David Shing (AOL)







Tom Palmaerts

Twitter @palmaerts

Mail tom@trendwolves.com

Web tompalmaerts.com - trendwolves.com



SINGLE HOUSEHOLDS



YOUNG FEMALE MUSLIMS



TECH BREATHING



2030



MINDEFUL MINIMALISM



TRASH-TO-TREASURE



NEW MASCULINITY



KODOMOROIDS