



Fjord Trends 2022

THE NEXT FRONTIER

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I'm here to share our Fjord Trends for 2022 and how they'll impact society, culture and business over the coming year.

In 2022, we've seen five human behaviours knit together a new fabric of life.

The Metaverse, where the digital and physical worlds converge, is potentially becoming a new frontier in its own right. Will it be the next phase of the internet? Or a new phenomenon entirely? Only time will tell.

What does this trend look like in Australia and New Zealand? We're seeing rapid changes to the creator economy and investment behaviour around Metaverse enablers. The increasingly expansive creator economy reflects the changing dynamics of interaction and consumer-to-consumer behaviour. We've seen global content creator Jellysmack, expanding its programme footprint to include Australia and New Zealand.

The new fabric of life enables profound change. Now is the time to closely consider the choices we make next and how they might impact our world, its structure, and our relationships with colleagues, brands, society, places and with those we care about most.

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