Accenture Life Trends 2024

Where should we begin?

There are various layers that mediate between people and the way they live their lives, influencing what they think, how they interact, and how they feel within the world around them. Whether driving consumption, maintaining authority, progressing culture, or sharing information, organizations are part of a matrix of intermediaries on which economies are built.

There's undeniable fragility in the relationships between people and these influences, because they're changing. Some are emerging, some declining, some adapting—and all hold significance to people's lives. This is putting society into a state of flux, where people are now deconstructing everything as they try to figure out who they are in the world. And that goes into the heart of Accenture's Life Trends this year. So... where should we begin?

Five trends that will give businesses a way to navigate change in the next 12 months and beyond.

Where's the love?

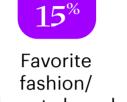
Necessary cuts across enterprises have shunted customer obsession down the priority list—and customers are noticing.



of customers feel less valued when they face difficulty reaching or talking to unsupportive customer service agents

Favorite tech brand beauty brand

14%



The extent to which people feel these

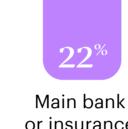
have their best interest at heart:

Electricity Frequently used travel provider

15[%]

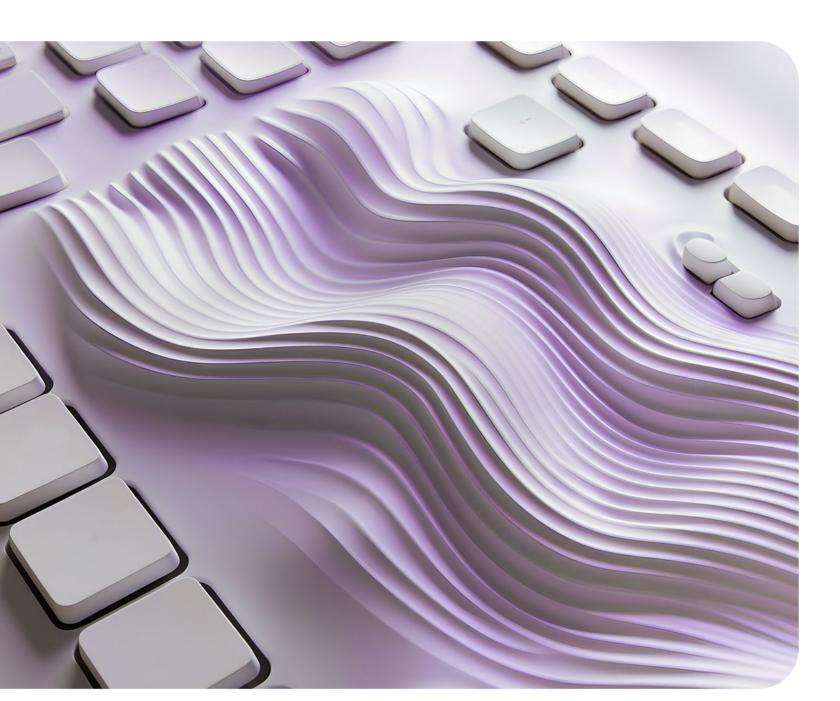
13%

provider



or insurance provider





Trend 2

The great interface shift

Generative AI is upgrading people's experience of the internet from transactional to personal, enabling them to feel more digitally understood and relevant than ever.

of people aged 18-34 are excited about conversational answers over standard internet searches



of people feel comfortable with the idea of using conversational AI tools for work

of people are comfortable with the idea of using conversational AI to find product recommendations

42[%]

Trend 3

Meh-diocrity

Creativity was once about the audience, but has become dependent on playing the tech system. Is this what creative stagnation feels like?



designs indistinguishable

that rises to nearly 40% among 18 to 24-year-olds

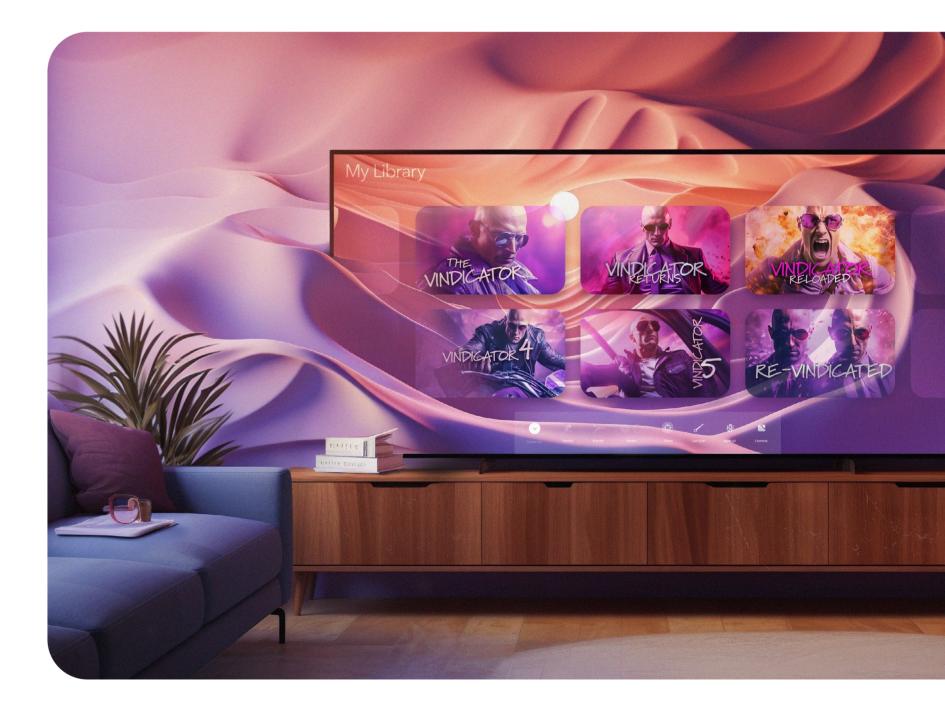
across brands, a sentiment

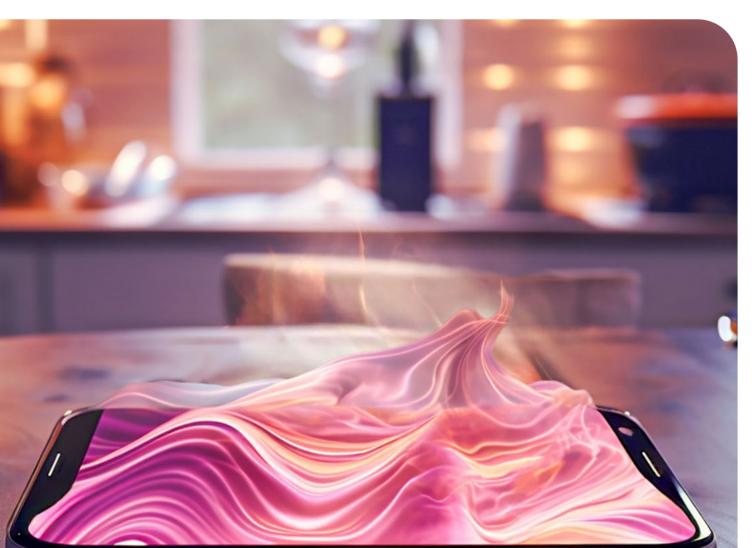
42[%] of respondents find app

of people say branding for banking and insurance services is hard to differentiate



of people say brand messaging on sustainability is hard to differentiate





Trend 4

Error 429: Human request limit reached

Technology feels like it's happening to people rather than for them—is a shift beginning, where they regain agency over its influence on daily life?





of frequent tech users say that technology has complicated their lives just as much as it has simplified it

 $1_{in}6$

people said they are switching to less advanced tech solutions, like dumb phones to control the amount of time they spend with technology



new technology overwhelming*

find the speed of

Trend 5

Decade of deconstruction

Traditional life paths are being rerouted by new limitations, necessities and opportunities, significantly shifting demographics.

%

of survey respondents say the pandemic and everything that happened since has made them question their life choices %

say they plan less than a year into the future, or not at all



say marriage was important 10 years ago but today that has dropped to 21%



Source: Accenture Life Trends Survey 2023, August 2023 * YouGov Global Profiles Q2, 2023 (n=400,454)

Accenture Song

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