

↓ TREND TITLE



Add a picture that represents the trend

↓ Brief description of the trend

What kind of change does this signal or trend represent?

↓ Relevance

How impactful would its effects be in the context you are working on?

↓ Potential

Which could be the opportunities it might have in the future in the context you are working on?

↓ Sources

Where did you get this information?

This trend includes factors related to which of the following areas?
Select in which area this trend can be found and then specify the trend's level of readiness
filling the circles in the small diagrams below each category.

Social area

Demographics of consumer behavior, religion, lifestyles, values and advertising...



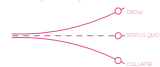
Technological area

Innovation, communication, energy, transportation, research and development, regulations and product life cycle.



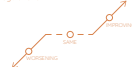
Economic area

Interest rates, international trade, taxes, savings, inflation, subsidies, job availability and entrepreneurship.



Environmental area

Climate change, food resources, soil, energy, pollution and environmental regulations



Political area

Political stability, monopoly regulations, taxation policies, price regulation, consumer protection, jurisdiction and trade unions

