



Life Trends 2025

SUMMARY INSIGHTS



Content

Life Trends Summary Insights 2025 was completed over a 12 month period with 332, 530 participants globally, this is a summary of the 6 main themes that came from this research.

Insights collected and summerised from the latest life trends analysis report by Accenture

INSIGHTS INTRO

COST OF HESITATION

PARENT TRAP

IMPATIENT ECONOMY

DIGNITY OF WORK

SOCIAL REWILDLING



Intro

As disruptive technological breakthroughs dramatically evolve people's digital experiences, they naturally react and adjust their relationship with it to ensure it still serves them. Right now, trust online is in the spotlight and people are increasingly scrutinizing what they see and what they believe, which is affecting how customers behave towards the businesses trying to reach them. Five emerging trends explore how people are feeling about and responding to business, technological and societal changes—and what it all means for brands.





Cost of Hesitation

Hesitation is becoming a reflex as people can no longer automatically trust product images, reviews, marketing campaigns and content they're served online. Organizations must make trust a priority or bear the cost of hesitations.



In this year,

NEWS

52%

of people have seen fake news or articles.

DEEP FAKES

33%

have experienced deep-fake attacks or scams for personal information and/or money.

REVIEWS

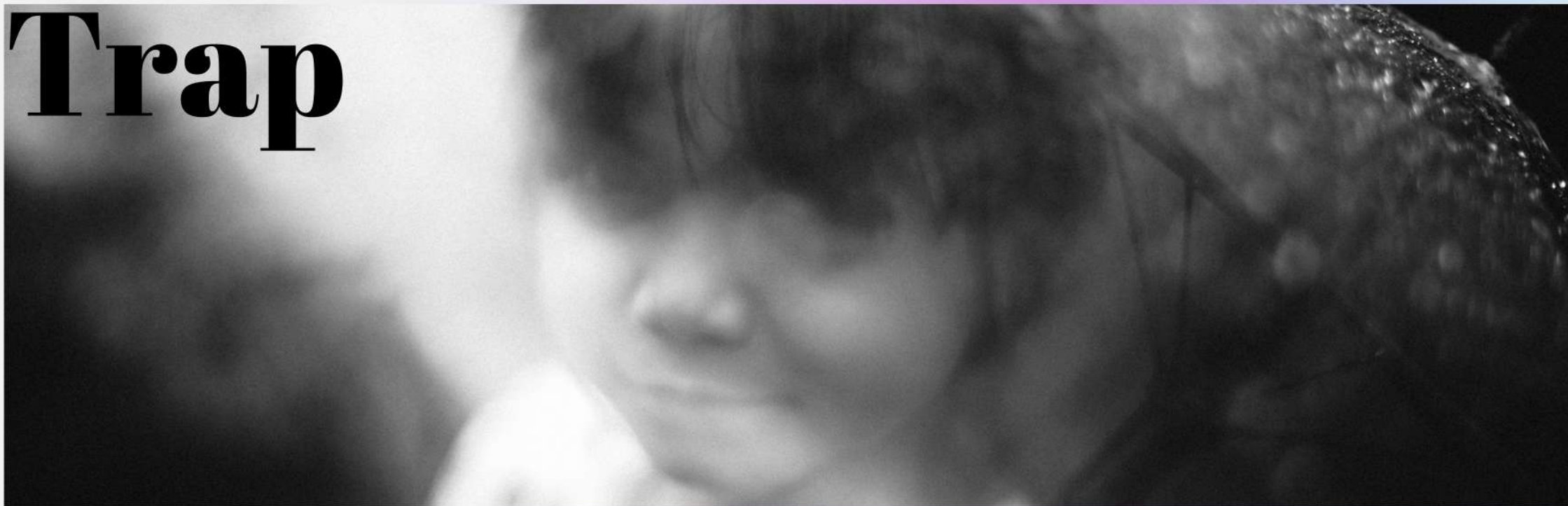
39%

have seen fraudulent product reviews online.



The Parent Trap

One of today's biggest parenting challenges is helping the next generation shape a safe relationship with digital technology, and finding ways to protect them from the harms posed by unfettered online access. An acceleration of top-down policies from governments and bottom-up actions from parents and schools to establish guardrails will have major repercussions for organizations—and soon.



Signals are building

IDENTITY

56%

of those aged 18-24
agree that social media
significantly impacts
how they think about
their identity.

ELDERS

23%

of those aged over 55
agree that social media
significantly impacts
how they think about
their identity.

KIDS

65%

of parents globally we
think that they should
limit the time children
spend on social media.



Impatience Economy

For many people, the pursuit of health, wealth and happiness feels slow and tiresome. The power of the crowd—and its strong, person-to-person affinity—is satisfying their impatience for new avenues and mindsets on how to navigate the pillars of a fulfilling life.



Areas of life that people want long term support

SHORT CUTS

55%

of people prefer quick solutions over traditional methods to achieve their health and financial goals.

SMARTER

63%

of people get inspiration from social media on how to do things smarter.

EDU-CONTENT

68%

of people would engage more with a brand that educates them through videos and blogs.



Dignity of Work

The dignity of work is a critical pillar of a healthy workplace, but it's increasingly being shaken by business pressures, technological advances and evolving human dynamics. If employees aren't motivated—with agency—how can they be expected to deliver first-rate products, services and experiences to customers?



Employee expectations vs. experience.

BALANCE

52%

of people prize work/ life
balance highly.

LEADERSHIP

29%

of people believe their
leaders have their best
interests at heart.

FOCUS

49%

of people hear
'Improving productivity'
messages more often
than those of value or
work force development.



Social Rewilding

In the same way rewilding restores nature's innate rhythms, social rewilding revives people's connections to each other and to the world around them. Finding fulfilment in today's fastpaced world means taking time to disconnect and focus on satisfying activities and meaningful interactions in real life, which is changing the opportunity for businesses.



Top physical activities people say they've done more of over the past 12 months:

RECONNECTION

48%

Spent time outdoors/or
in nature.

47%

hanging out with friends
in real life.

REAL RETAIL

47%

Shopping in physical
grocery stores.

FOCUS

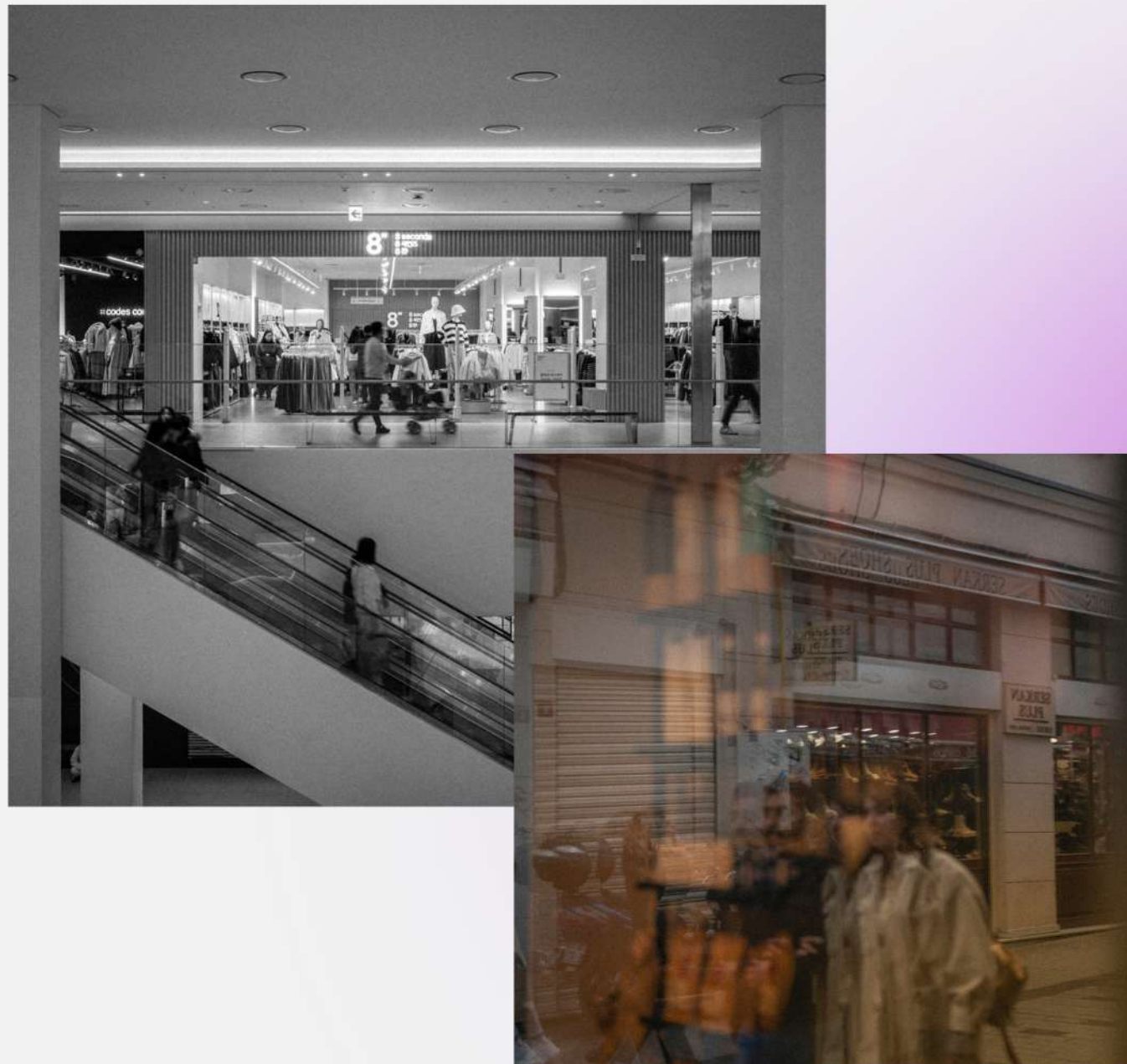
30%

Reading physical books
or magazines.



What does this mean?

Brands that provide valuable content, convenience and real opportunities for connections will out-pace brands that don't. Social media continues to be a necessary channel for all businesses to form initial connections with their customers, however physical experiences and an experiential strategy will sustain deeper lasting memories and brand appreciation. Speak to Social Jaguar today and find out how you can implement marketing strategies bespoke to your organisation and keep ahead of the market and shifting consumer trends globally.





SOCIAL JAGUAR

Born out of a true love of marketing by Rasha El-Shirbini in 2020, Social Jaguar is a strategic yet creative partner, helping you stand out in a jungle of a market place.

Why SJ?

Flexible contracts

Proven results

Top talent at affordable prices

Multi-cultural Marketing expertise

Offices in the UK and Egypt



PROFILE

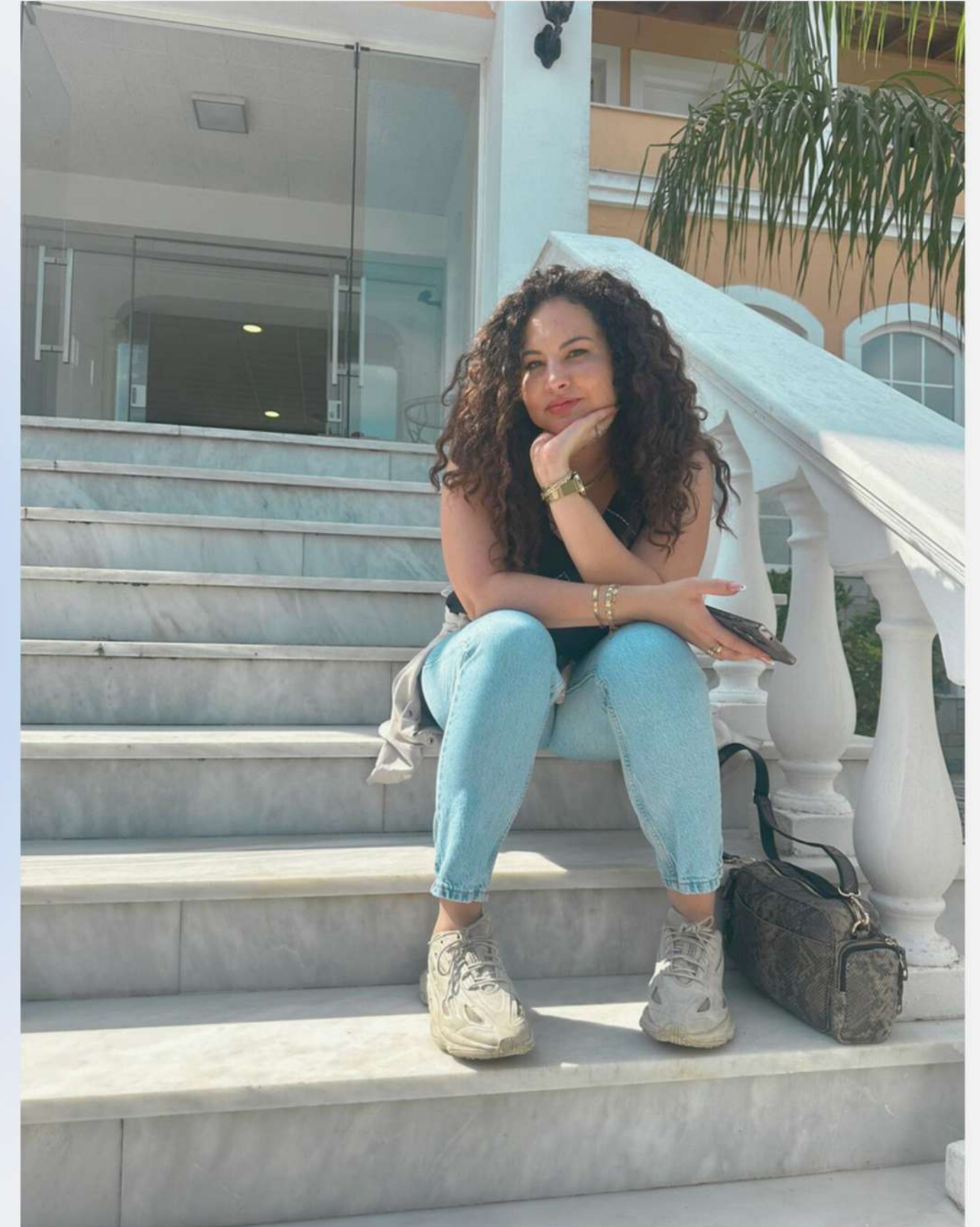


Meet Rasha

CHIEF STRATEGIST

Rasha El-Shirbini is a strategic marketing expert with 12 years of leadership experience, driving impactful brand transformations and innovative digital campaigns across sectors including finance, FMCG, technology, and non-profit. Through Social Jaguar, she offers data-driven strategic insights, creative problem-solving, and targeted audience engagement strategies. Rasha excels in turning complex market challenges into clear, actionable plans that deliver measurable business growth and brand resonance.

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Services

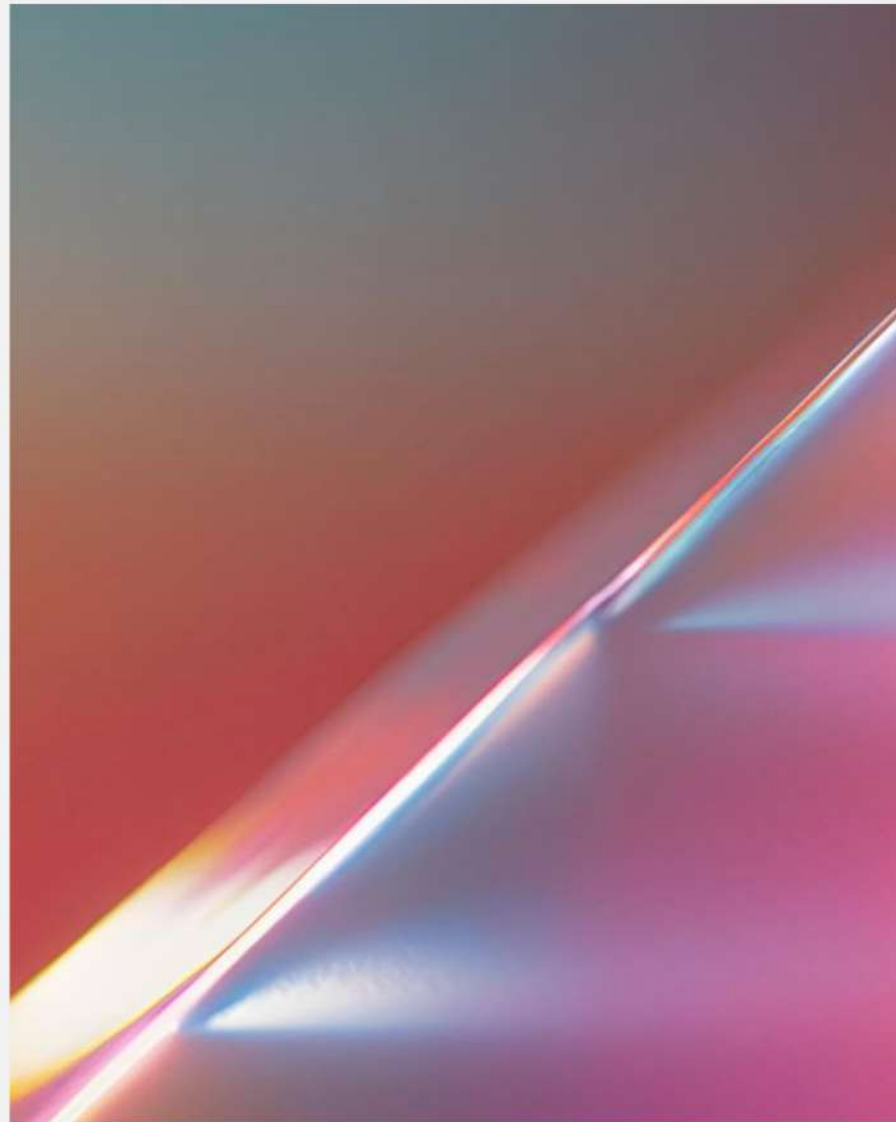
You may be looking to develop your strategic marketing strategy, implement an effective communications plan or improve your online presence in order to increase sales and grow your business.

Whether you require resource for a specific project, additional support within your in-house marketing team, or would like to dive deeper into your marketing strategy, my flexible approach is tailored to your business to achieve the best possible results.

BRAND MESSAGING

STRATEGIC PLANNING & FRAMEWORKS

INSIGHTS & MARKET RESEARCH



Life Insights 2025 are collected and summerised from the latest life trends analysis report by Accenture.
Source: Accenture Life Trends Survey July 2024
*YouGov Global Profiles, Time period: 12 months ended 15 May 2024 (n 332,530),
Base: Global Adults

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Thank you

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