

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?**

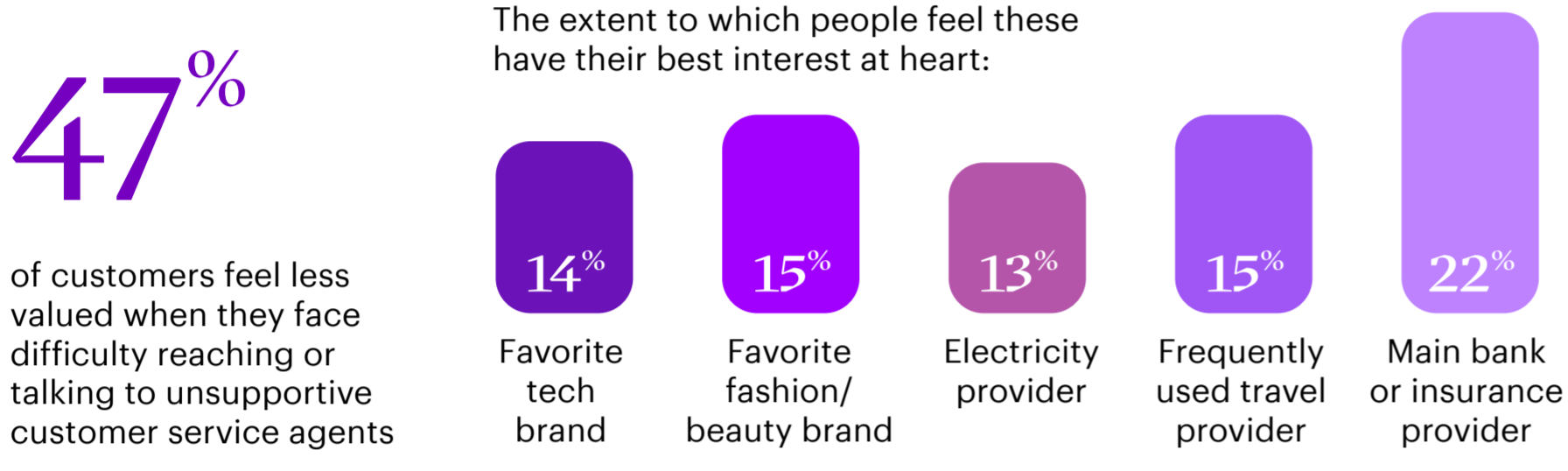
Five trends that will give businesses a way to navigate change in the next 12 months and beyond.



Trend 1

Where's the love?

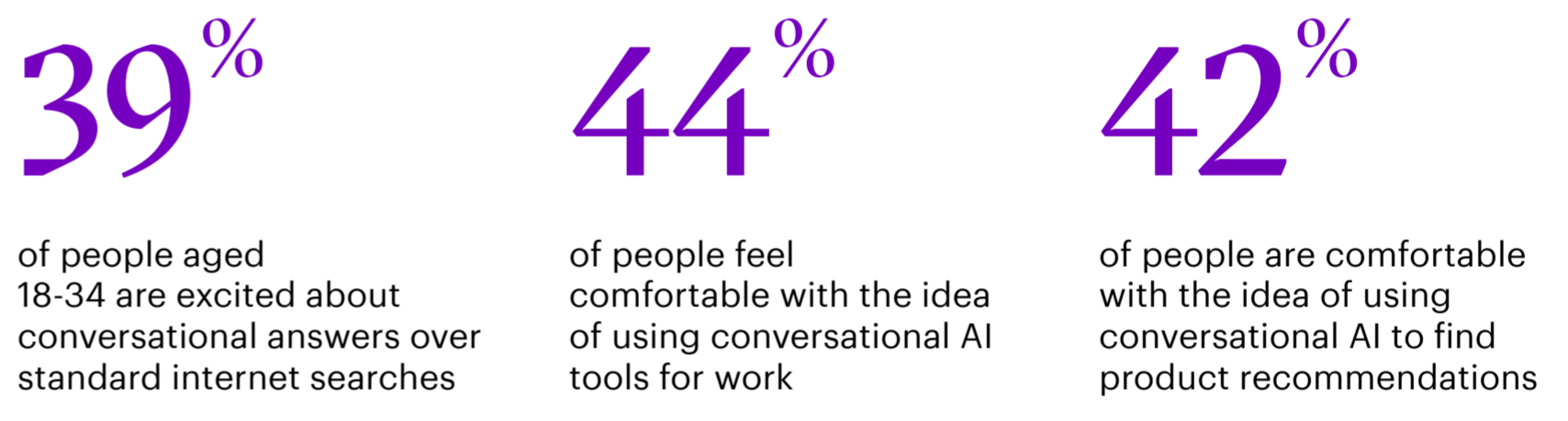
Necessary cuts across enterprises have shunted customer obsession down the priority list—and customers are noticing.



Trend 2

The great interface shift

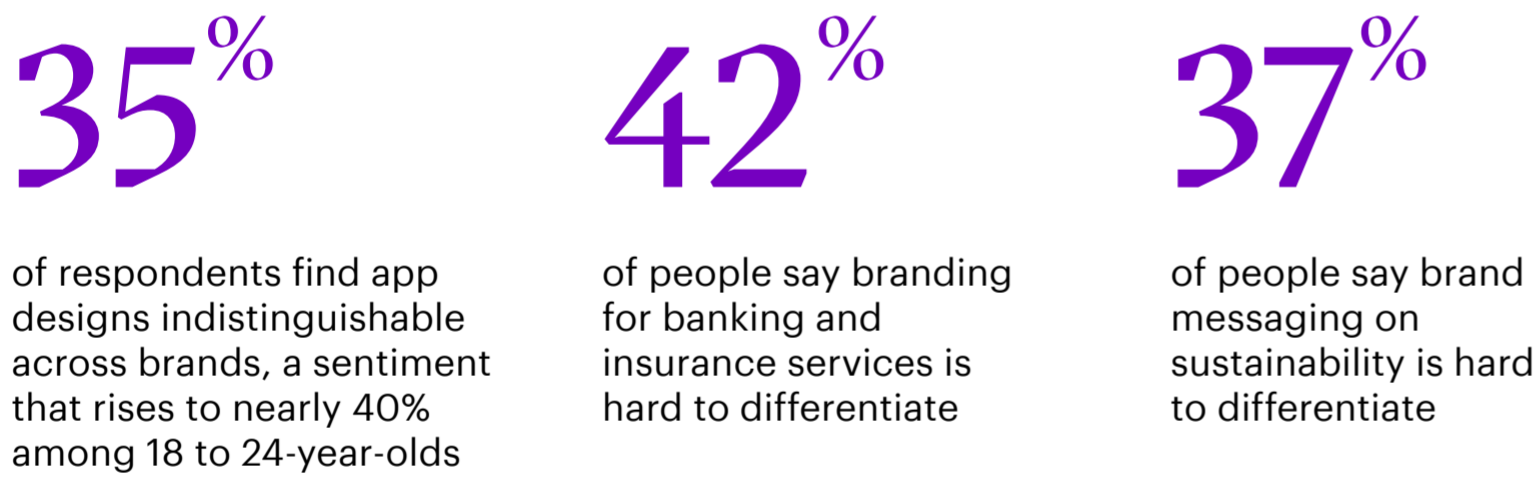
Generative AI is upgrading people's experience of the internet from transactional to personal, enabling them to feel more digitally understood and relevant than ever.



Trend 3

Meh-diocrity

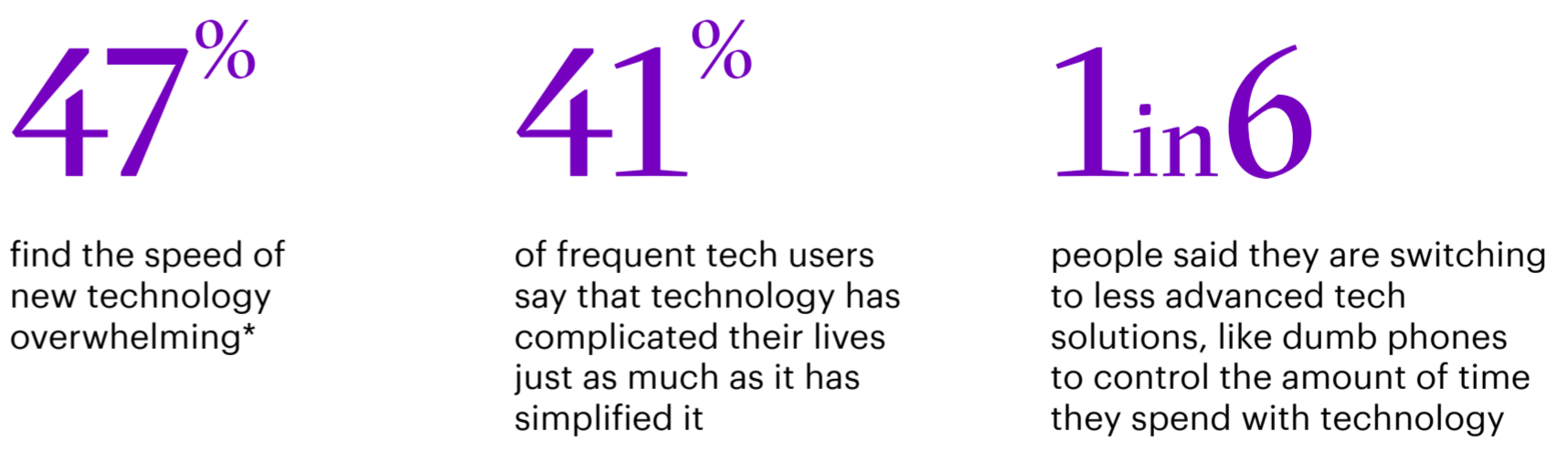
Creativity was once about the audience, but has become dependent on playing the tech system. Is this what creative stagnation feels like?



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?



Trend 5

Decade of deconstruction

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

