

# The World in 2050

Some ideas

What can we already predict today?

What could be major trends?

What could be fundamentally different?

# Consumers?



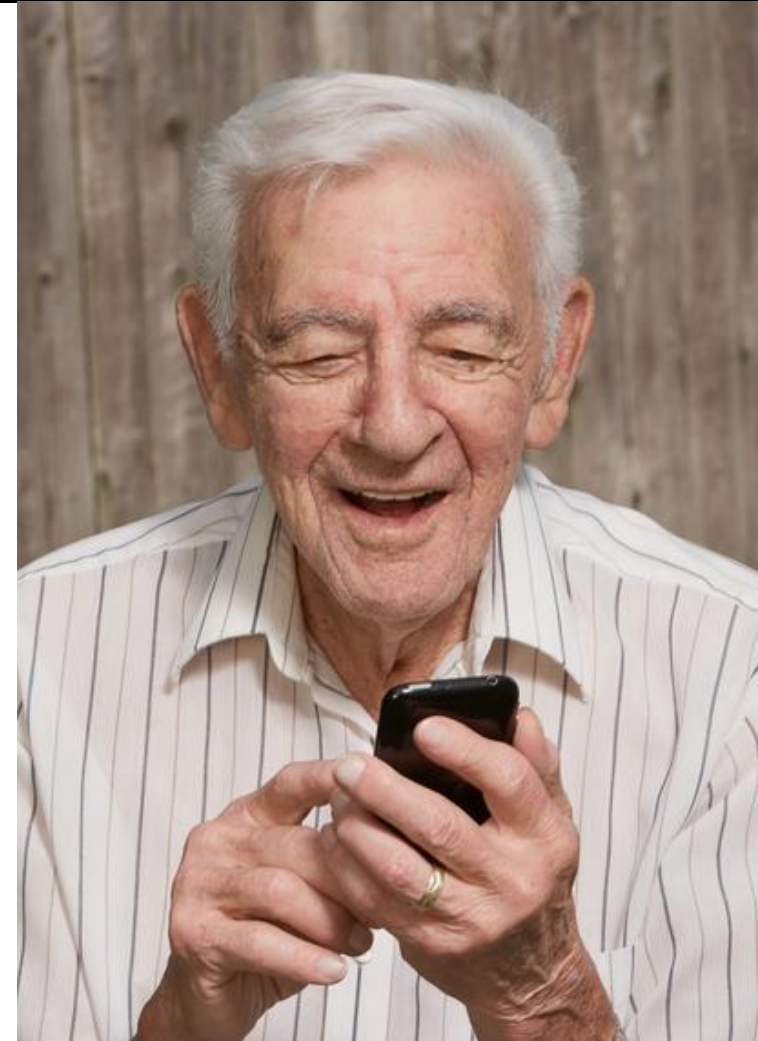
By 2050 the world population will be 9 – 10 billion

# Consumers?

## Age Breakdown of World Population, 1950-2050

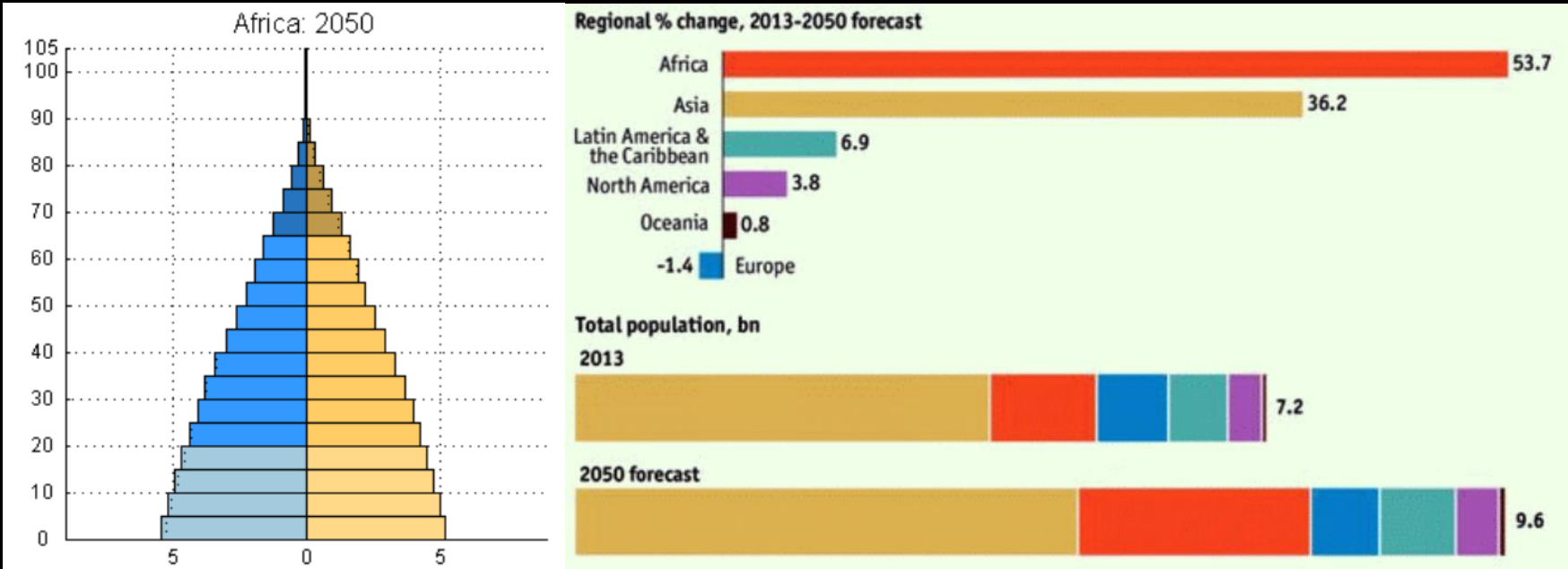
	% 0-14 ↓	% ages 15 to 59 ↓	% ages 60 and older ↓
1950	35%	58%	8
1970	38	55	8
1990	33	58	9
2010	27	62	11
2030	23	61	17
2050	20	58	22

Sources: United Nations, World Population Prospects, the 2010 Revision; The Future of World Religions: Population Growth Projections, 2010-2050. Figures may not add to 100% due to rounding.



22% aged over 60 compared to 11% in 2010

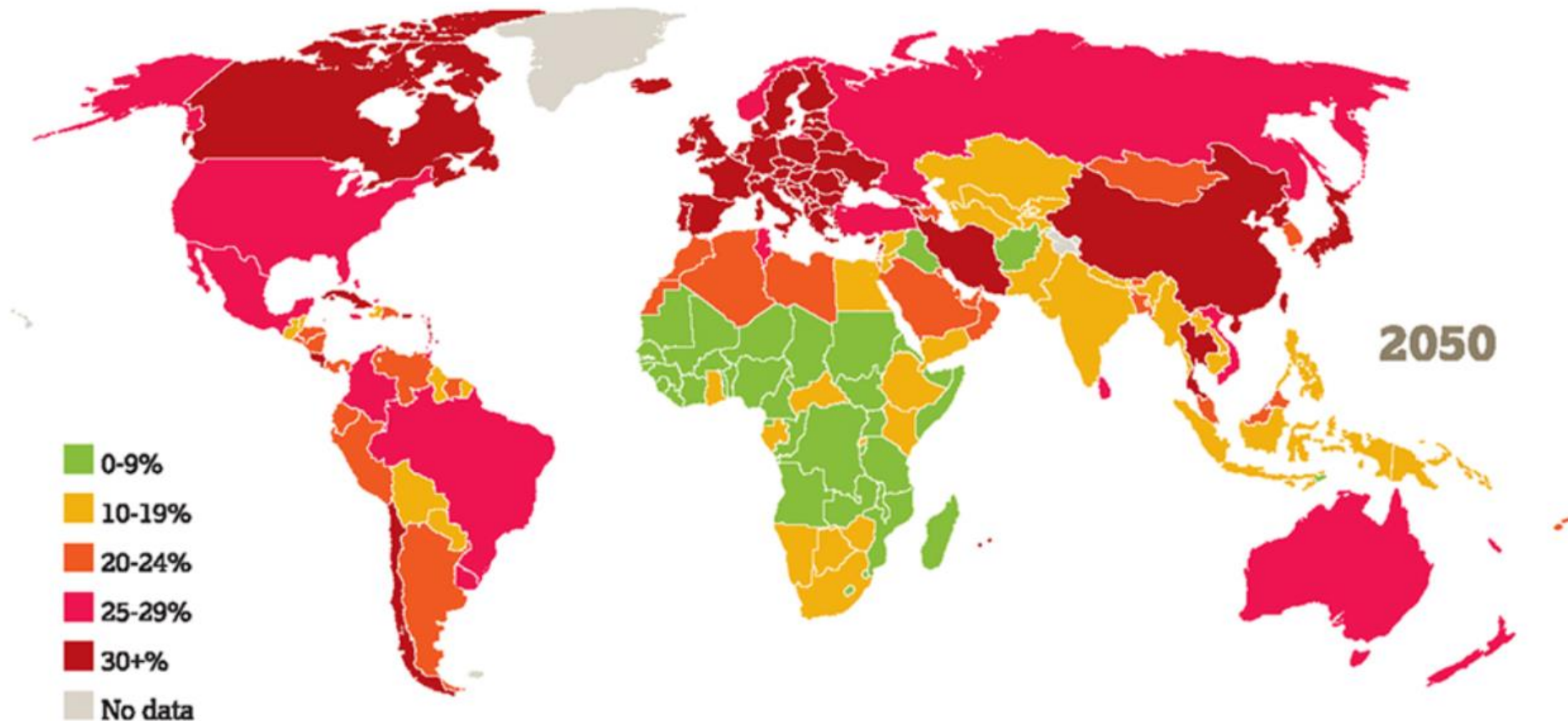
# Consumers?



African population will still be young and growing

# Consumers?

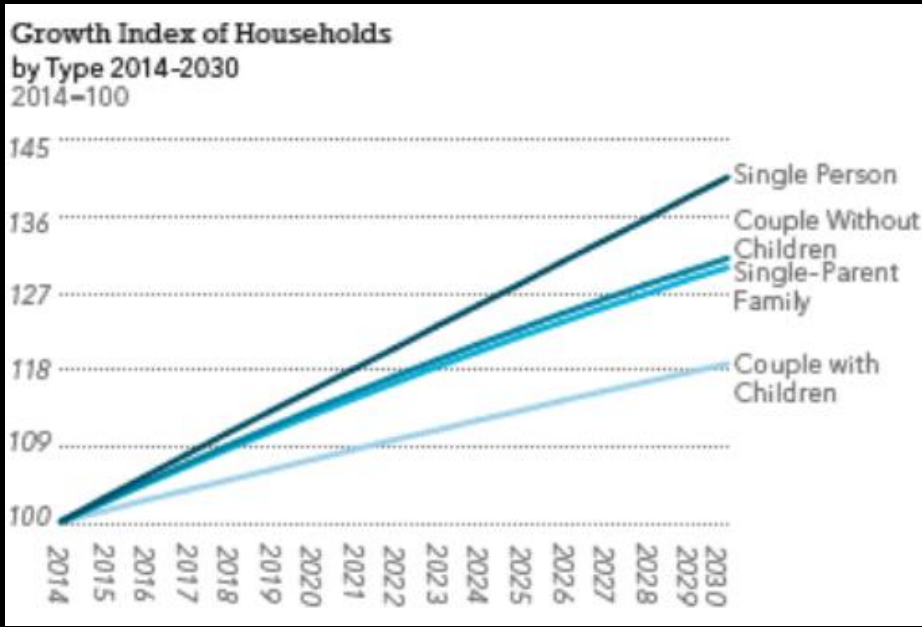
The proportion of population aged 60 or over in 2050



Source: UNDESA Population division, World population prospects: the 2015 revision, DVD Edition, 2015.

African population will still be young and growing

# Consumers?



Single households on the rise!

# Consumers?

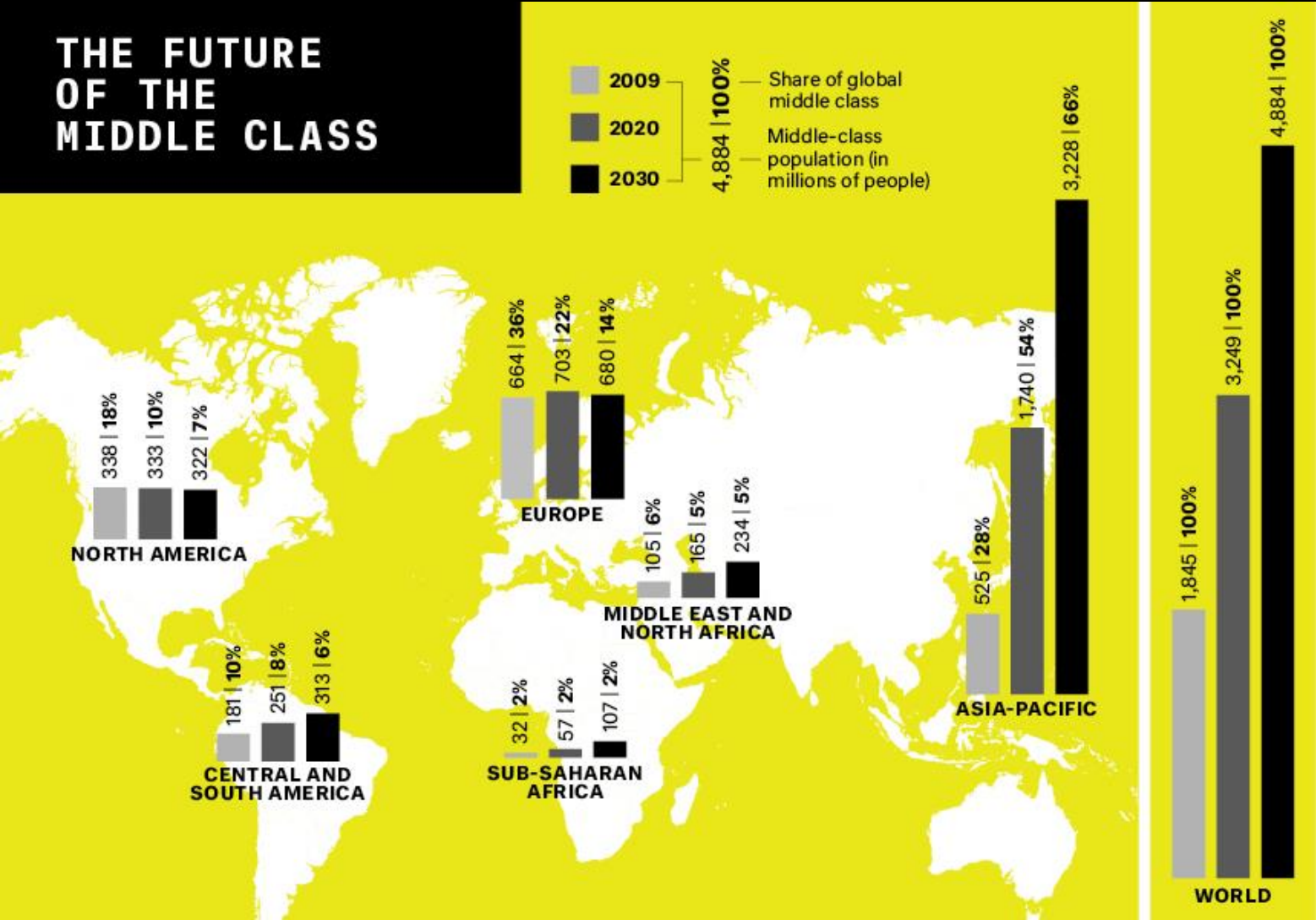


... especially in Asia!



# Consumers?

## THE FUTURE OF THE MIDDLE CLASS



Shifts in the global middle class

# Consumers?

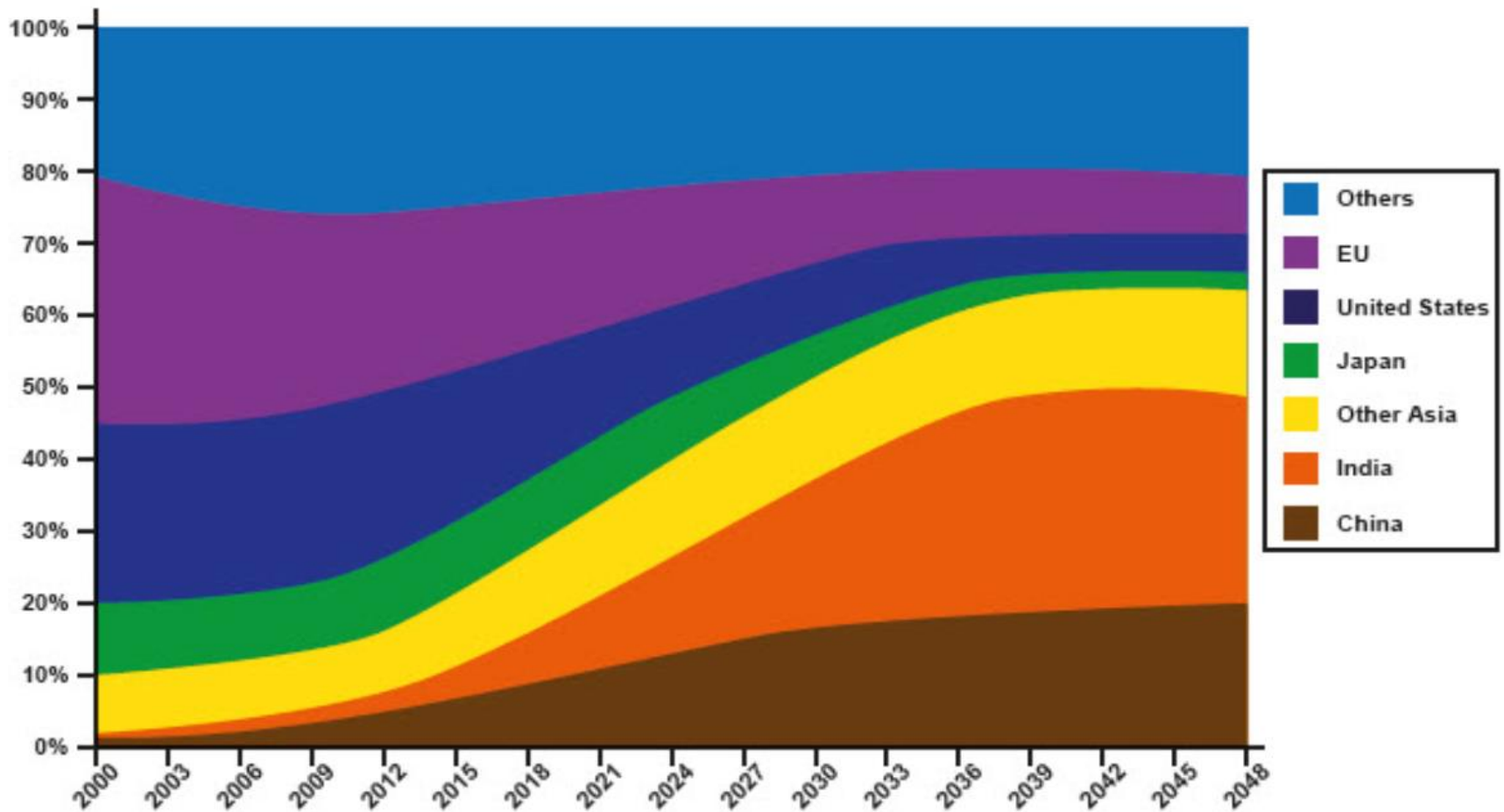


Figure 3: Regional shares of global middle class consumption, 2000-2050. Source: OECD <sup>25</sup>

Shifts in the global middle class

# Economic situation?

**130%** Cumulate GDP growth between 2016 and 2050

**20%** China's projected share of world GDP by 2050

**2nd** India's global GDP ranking at PPPs by 2050

**9%** EU27's share of global GDP at PPPs by 2050  
(excluding UK)

# Economic situation?

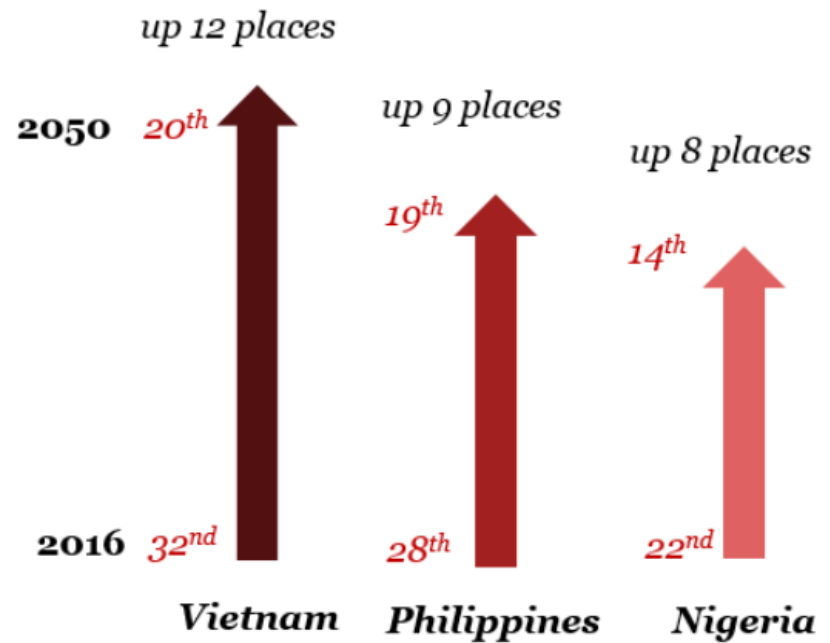
**Emerging markets will dominate the world's top 10 economies in 2050 (GDP at PPPs)**

	2016	2050	
China	1	1	China
US	2	2	India
India	3	3	US
Japan	4	4	Indonesia
Germany	5	5	Brazil
Russia	6	6	Russia
Brazil	7	7	Mexico
Indonesia	8	8	Japan
UK	9	9	Germany
France	10	10	UK

E7 economies  G7 economies

Sources: IMF for 2016 estimates, PwC analysis for projections to 2050

**Vietnam, the Philippines and Nigeria could make the greatest moves up the rankings**



Average annual GDP growth rate, 2016-2050

**5.1%**      **4.3%**      **4.2%**

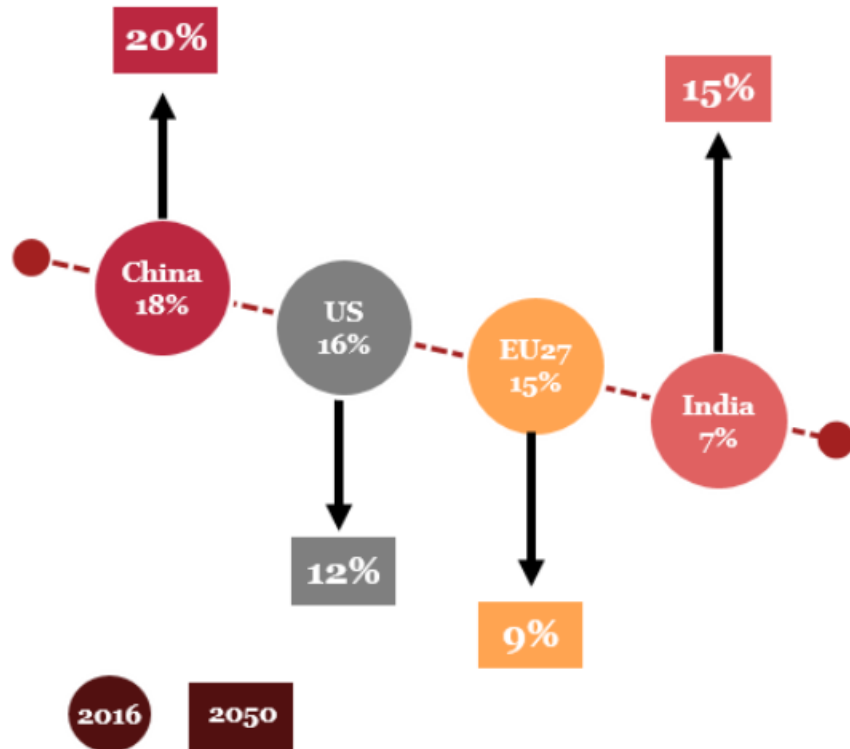
Sources: IMF for 2016 estimates, PwC analysis for projections to 2050

Shifts in the ranking of economies

# Economic situation?

## The US and Europe will steadily lose ground to China and India

Share of world GDP (PPPs) from 2016 to 2050...



Sources: IMF for 2016 estimates, PwC analysis for projections to 2050

## Global economic power will shift to the E7 economies

In...

1995 E7 were half the size of G7

By...

2015 E7 were around the same size as G7

And in just 25 years...

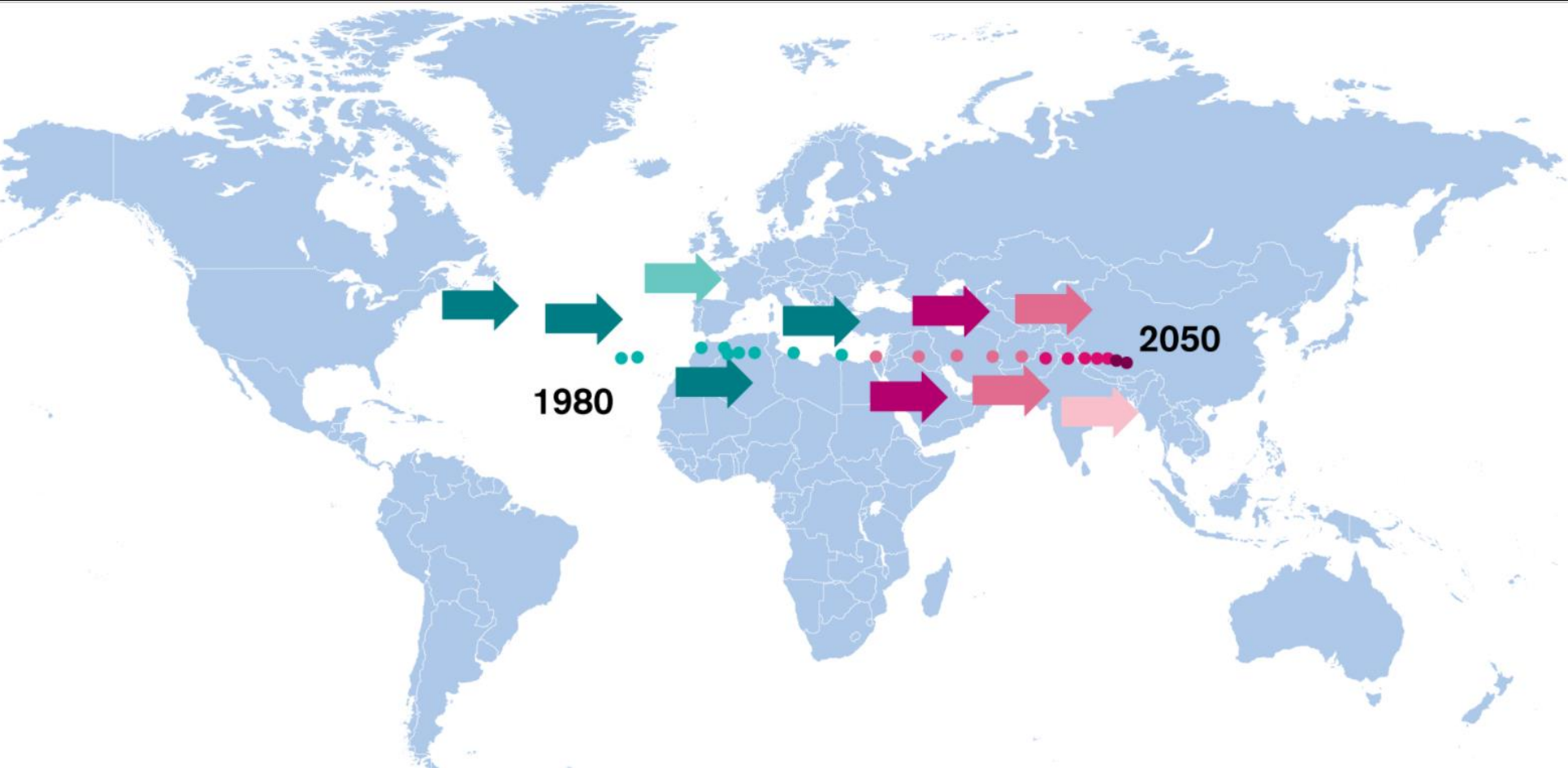
2040 E7 could be double the size of G7

G7: US, UK, France, Germany, Japan, Canada and Italy  
E7: China, India, Indonesia, Brazil, Russia, Mexico and Turkey

Sources: IMF for historical GDP, PwC analysis for projections to 2050

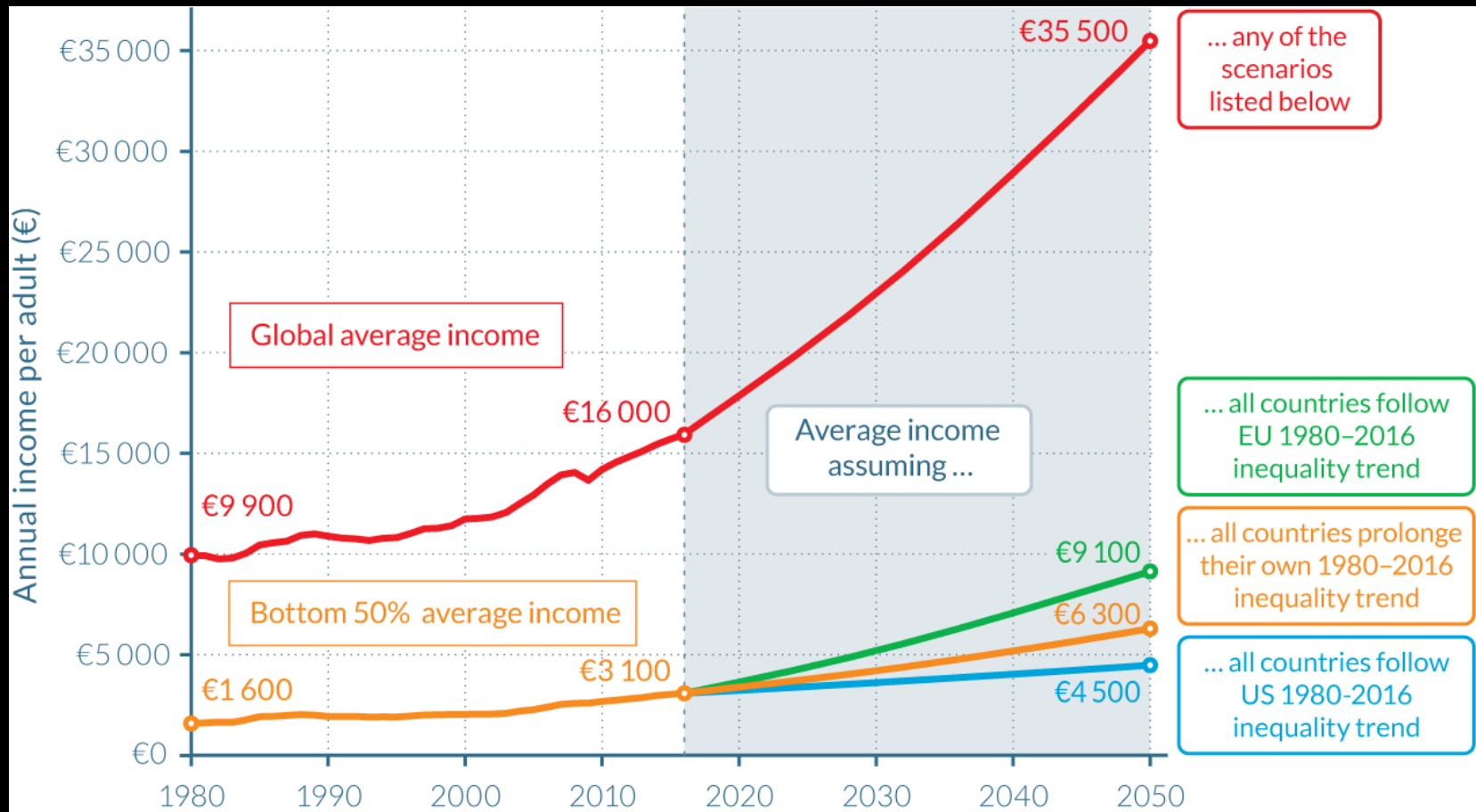
Shifts in the ranking of economies

# Economic situation?



Global economic centre of gravity moving from east to west

# Economic situation?

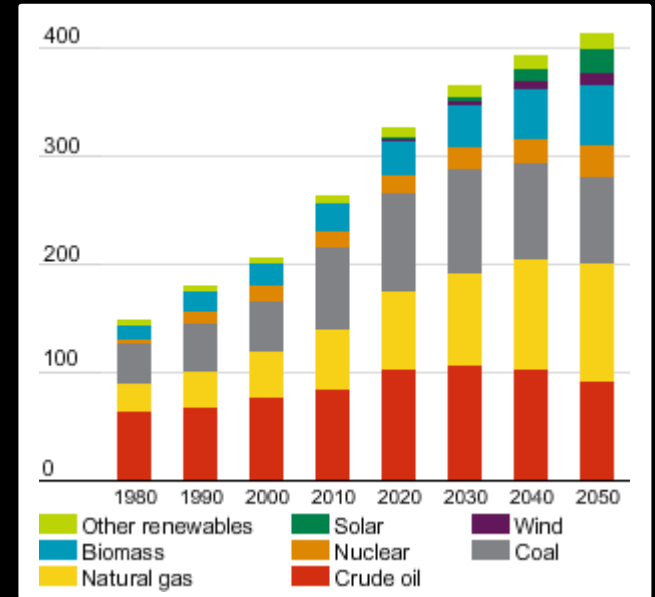
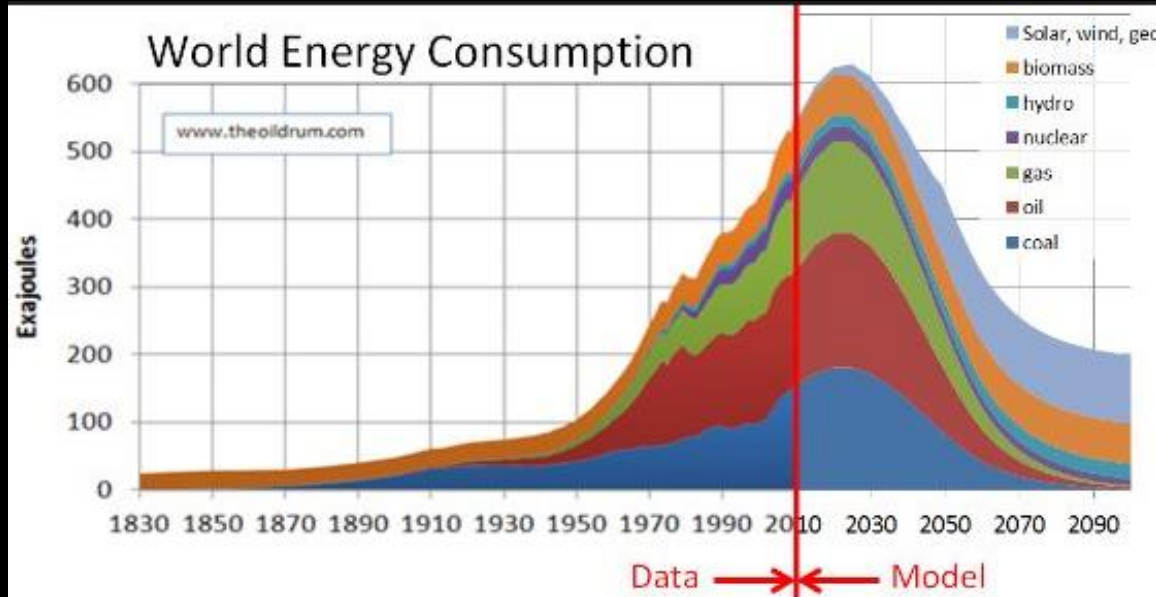


Source: WID.world (2017). See [wir2018.wid.world/methodology.html](http://wir2018.wid.world/methodology.html) for data series and notes.

By 2050, the global average income will reach €35 500, compared to €16 000 in 2016. If all countries follow Europe's inequality trajectory between 1980 and 2016, the average income of the Bottom 50% of the world population will be €9 100 by 2050. Income estimates are calculated using Purchasing Power Parity (PPP) euros. For comparison, €1 = \$1.3 = ¥4.4 at PPP. PPP accounts for differences in the cost of living between countries. Values account for inflation.

Inequality will rise

# Energy?



Incredibly different energy scenarios



# Energy?

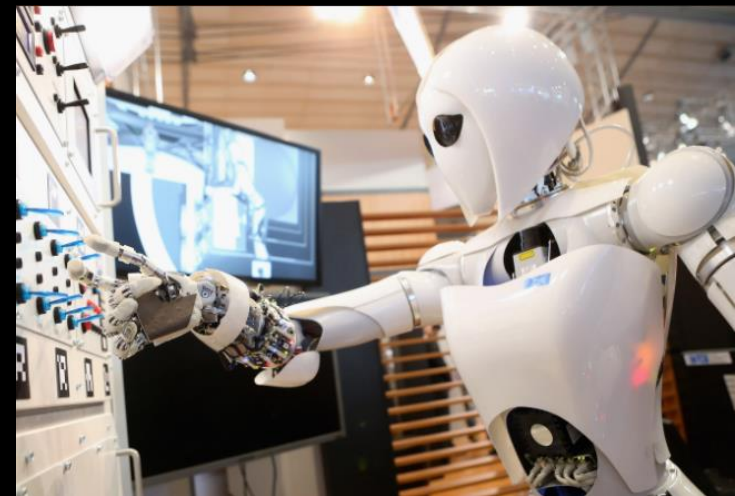
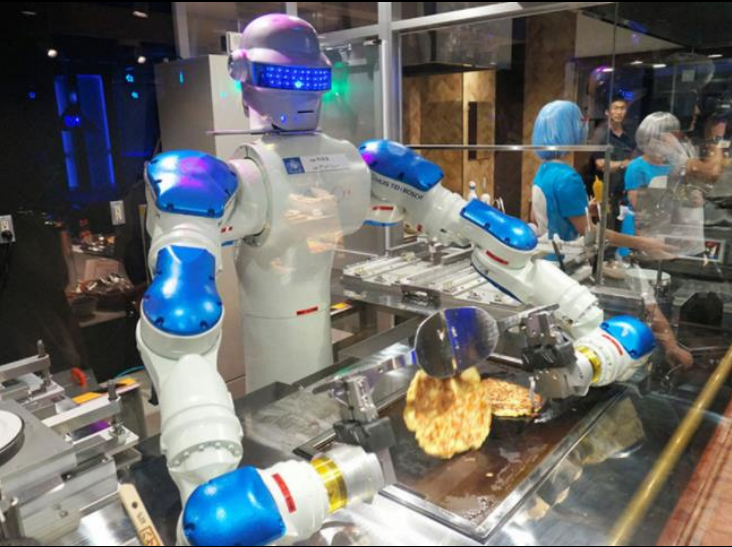
Short video on future fuels:

<https://www.youtube.com/watch?v=XeEYaX82jSE>

(12:00 – 13:49)

What could new types of fuels look like?

# Labour market?



Up to 50% of jobs could be replaced by robots

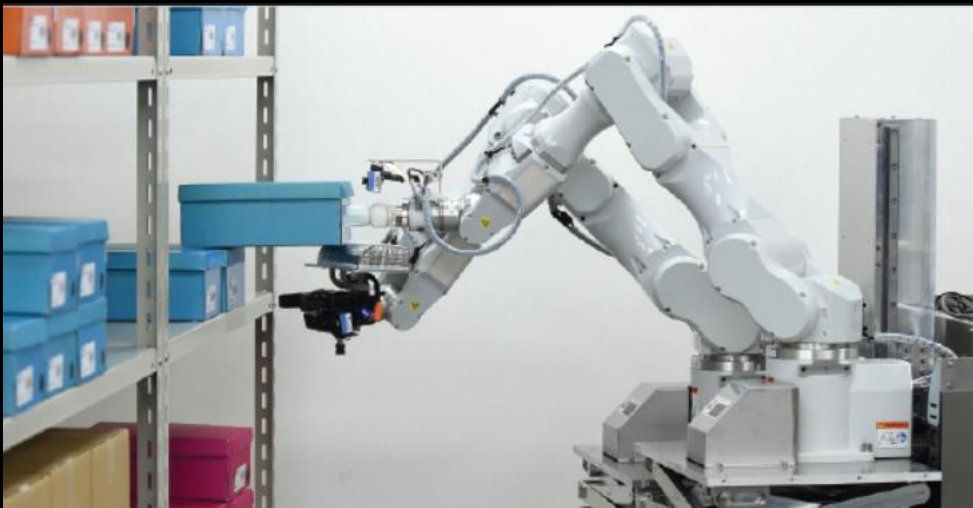
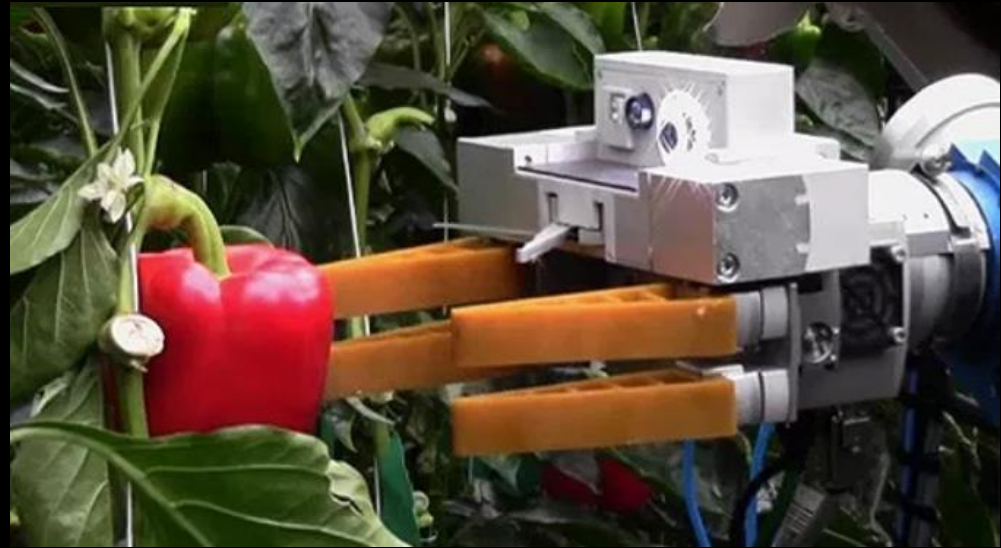
# Labour market?

Martin Smith, Professor of Robotics, Middlesex University:

The jobs we will see machines taking over first

1. Train driver
2. Taxi driver as well as goods vehicle driver
3. Hospital and office porters
4. Astronauts
5. Floor cleaners
6. Teachers and lecturers
7. Lab technicians and scientists
8. Pharmacists
9. Security guards
10. Airline pilots

# Labour market?



Up to 50% of jobs could be replaced by robots

# Where will we live?



Displacement due to extreme weather

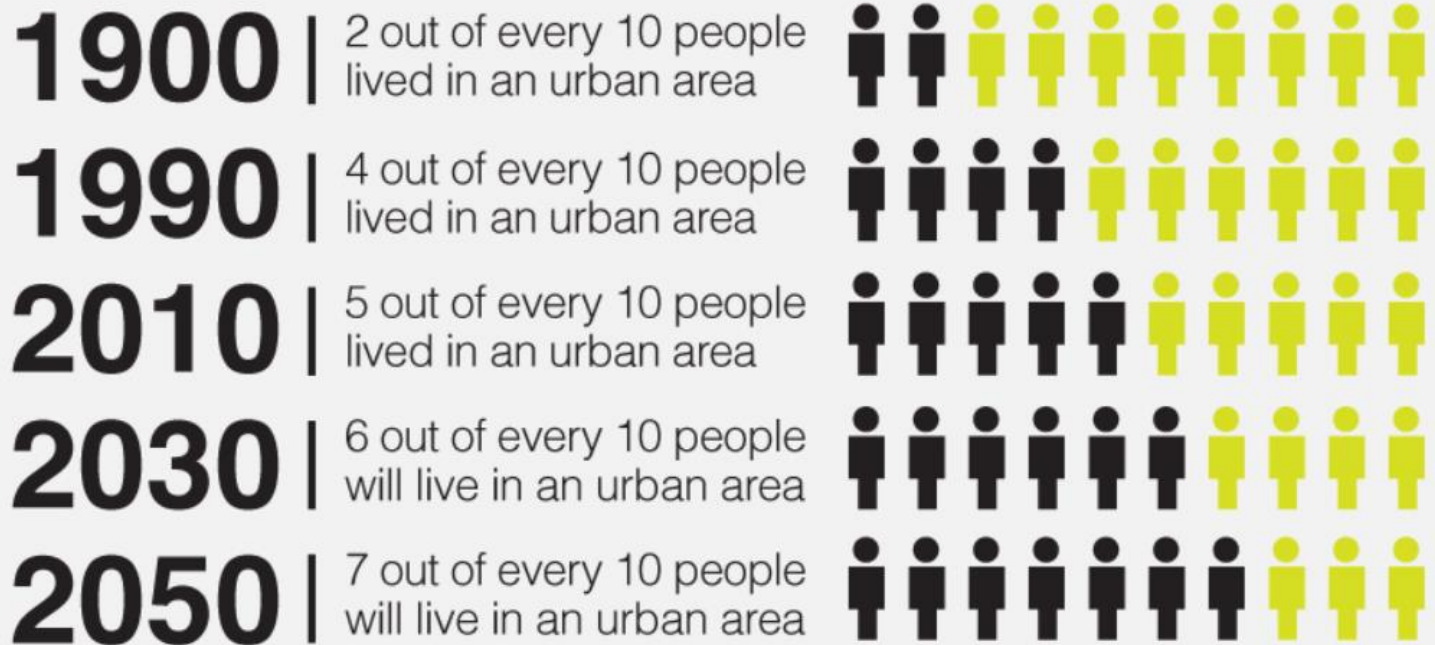
# Where will we live?



Displacement due to war, violence and persecution

# Where will we live?

## Urbanization



Defined by UN HABITAT as a city with a population of more than 10 million

More than 70% of the world's population will live in cities

# Where will we live?



Cities will become more densely populated



# How will we live?



Home, a high tech hub for entertainment, communication, and more

# How will we live?



Smart glass, tables and surfaces that interact with you

# Technology?

Refrigerators will be seamlessly integrated with online supermarkets, so a new tub of peanut butter will be on its way to your door before you even finish the last one.

We'll start incorporating nanotechnology into our bodies. For example, a device in your head might eliminate the need for a computer screen by projecting images directly into your field of vision from within.

Advances in holographic and nanotechnology will make teleconferencing much more realistic. As a consequence, telecommuting will become far more common.



# Preferences?



A longing for nature?

# Preferences?



Will urban forests be on the rise?

# Health



What could healthcare look like?

# And the trees?



What a tree can do

<https://www.youtube.com/watch?v=rUElPYaxgqs>

THANK YOU  
for your attention!



# Labour market?

Short video on robots:

<https://www.youtube.com/watch?v=OYh53pV98Cc>

(39:40 – 45:55)

Up to 50% of jobs could be replaced by robots

# Health

Short video on the future of health care:

[https://www.youtube.com/watch?time\\_continue=160&v=rOfgNnvd4Yc](https://www.youtube.com/watch?time_continue=160&v=rOfgNnvd4Yc)

(0:32 – 2:40)

What could healthcare look like?