

MOTHERS OF REINVENTION

CONSUMER VISION

A Compass to Help Brands
Get Future Ready



INNOVATING TO IMPACT

dentsu



INTRODUCTION

DISCLAIMER

The information in this paper, including all forward-looking statements and projections, is based on current data, historical performance, and the results of a proprietary survey conducted by Dentsu as part of its global Consumer Navigator intelligence platform, deploying a study through Toluna, an industry-leading online research panel (this proprietary survey will be referred in this white paper as *Dentsu Consumer Navigator, Global Survey*, December 2025). This survey interviewed 10,000 consumers across Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, New Zealand, Philippines, Portugal, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, United Kingdom, United States, and Vietnam. Controls were set to mirror, as much as possible, the nationally representative make up of each of these countries based on the latest census data available.

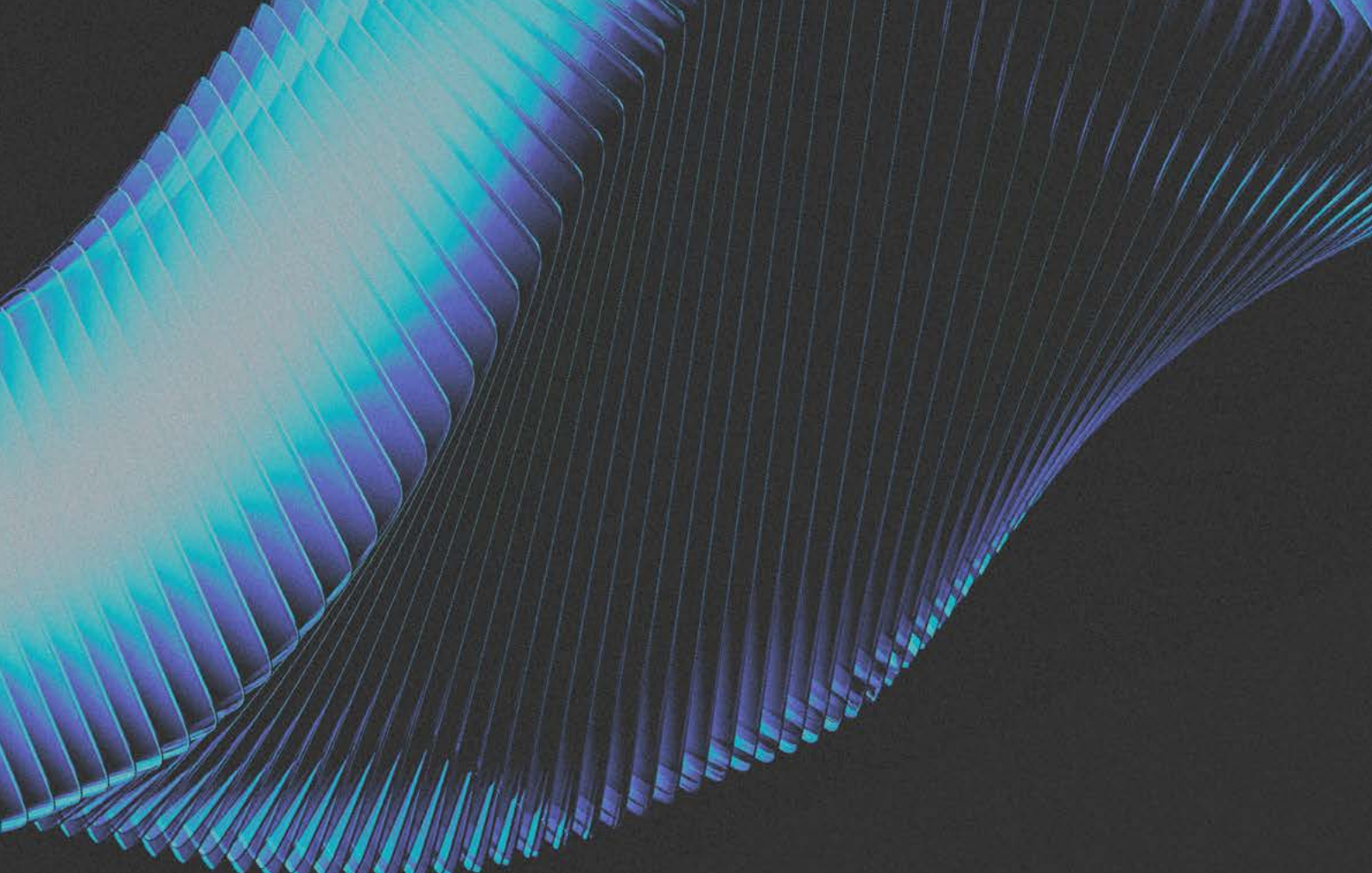
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Past and current performance are not guarantees of future results, and the information presented may become inaccurate over time.

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INTRODUCTION

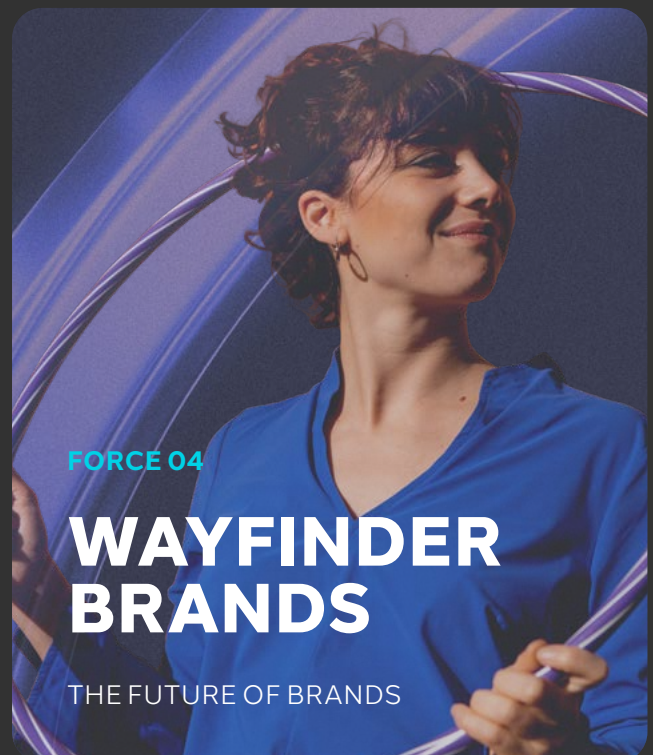
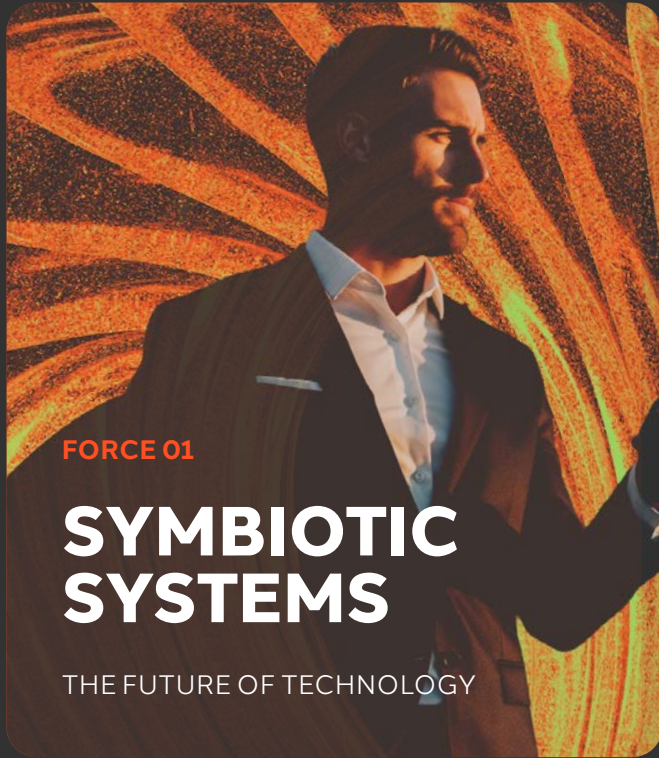
EXECUTIVE SUMMARY

Thinking ahead is no longer a nice-to-have. It's a business imperative. 56% of Chief Marketing Officers interviewed in dentsu's recent *CMO Navigator* study said that 5 years from now most of their companies' revenues will come from products, services, or businesses that don't yet exist.¹

Based on insights from 30,000 consumers and 20 experts, Consumer Vision is dentsu's provocative study that looks at the big shifts informing the future of technology, culture, consumers, and brands to help clients start preparing now for what's to come so they can gain competitive advantage and future-proof their business.

¹ 2026 Global CMO Navigator – Media Edition: Rethinking Marketing in the Age of AI (dentsu)

FOUR FORCES SHAPE THE FUTURE



FORCE 01

SYMBIOTIC
SYSTEMS

THE FUTURE OF TECHNOLOGY

Our research shows that the proliferation of personal, individualized, consumer-side agents will create a new paradigm in which humans will co-create reality with technology.

In this new context, consumers will *live* across multiple platforms and apps at the same time, thanks to their agents and proxies. This will create an age of Parallel Presence - a new context for brands to adapt to (as they are expected by 77% of global consumers to develop products and services catered to these proxies²), while they will at the same time need to decode the mosaic these signals form to ultimately engage the humans who will sit behind the agents.

Furthermore, consumers told us they expect the outputs generated by AI to be far less generic than they are today, when most Large Language Models (LLMs) are pointed primarily at public databases. Consumers want outputs that are unique to their preferences and experiences and are open to sharing contextual data with their individual agents

in exchange for this level of specificity. This new threshold of shareability will need to come hand-in-hand with a redefinition of both trust and the inflection points where consumers and brands will either exchange it or take it back.

7 in 10 global consumers believe AI will help humans unlock their potential, creating a new mindset around how AI will transform our lives³ by moving away from the notion of *human* or *AI* and towards *human x AI*. How can technology not simply take over some of our tasks, but rather become a force multiplier that we leverage across everything we do?

² Dentsu Consumer Navigator, Global Survey, December 2025

³ Dentsu Consumer Navigator, Global Survey, December 2025

FORCE 02

INGENUITY AWAKENED

THE FUTURE OF CULTURE

The progressive democratization of this AI-informed toolset for co-creation will inform a new context in which culture responds to the multiplication of content by putting a higher premium on what's truly original.

The increasing lifespan of human beings and the upending of conventional life stages that will be set in motion by advancements in healthcare will be the backdrop against which we pursue creative endeavors to an unprecedented degree.

88% of global consumers in our study agree that, soon enough, technology will become much better at teaching them new skills in unique ways that work better for their personality⁴. This will allow them to have a much more fluid approach to their careers, as they understand one of the implications of AI adoption is that employers will be less inclined to value employees on the basis of the time they put in and, instead, more likely to do so on the basis of the uniqueness of what they deliver.

Ultimately, these tensions will come to fruition in a new paradigm where originality becomes a moral mandate: 9 in 10 global consumers say that as AI makes it easier for everyone to create truly original ideas and artistry will become more important than ever before⁵. Brands will be measured on the truly original human creators they partner with and on their willingness to acknowledge, protect, and reward these creators' original works.

⁴ Dentsu Consumer Navigator, Global Survey, December 2025

⁵ Dentsu Consumer Navigator, Global Survey, December 2025

FORCE 03

INFINITE
REINVENTION

THE FUTURE OF CONSUMERS



The AI-led toolset that will allow consumers to learn skills faster, the healthcare innovations that will upend conventional life stages, and the premium culture will increasingly place on true originality will create a new consumer mindset: overarching goals will be set to fulfill our desire to reinvent ourselves. The truly meaningful brand interactions will be the ones that respond to this deeper agenda.

This pursuit of reinvention will be informed by how the compression of time-to-productivity set in motion by emerging AI capabilities will lead consumers to rethink daily routines and the time at their hands to engage with both culture and brands. Tentpole moments, like major sports events or the theatrical release of entertainment IP, that are coming to dominate the global conversation, like anime, will be more important than ever as they will be seen by consumers as an opportunity to be on the same *cultural time-zone* with each other, as opposed to being chambered in an individualized timeline by the algorithm.

Both a new relationship with time and an AI toolset that will allow them to acquire new skillset significantly more rapidly than today will lead consumers to engage in a constant exercise of self-prototyping, where they will test new lifestyles and look for brand support as their quests unfurl.

In order to manage their pursuit of reinvention, consumers will start operating as CEOs that sit at the top of a board of directors, the AI agents that operate on their behalf across various platforms, environments, and dedicated brand spaces. Essentially, Consumer CEOs will be more preoccupied with setting overarching objectives that reflect their ambitions (*decision design*), as opposed to curating every single interaction with brands (*decision making*). 7 in 10 global consumers in our research told us they would like to be able to manage all of their AI agents in a single interface⁶ and the company that is able to achieve this may emerge as the Amazon for this new paradigm of commerce.

⁶ Dentsu Consumer Navigator, Global Survey, December 2025

FORCE 04

WAYFINDER
BRANDS

THE FUTURE OF BRANDS

The best brands will be able to respond to consumers' desire for reinvention by guiding them towards expanded and evolving goals, designing paths to personal growth, and acting as mentors while in the process of serving their needs. Businesses that will simply limit themselves to responding to demand will fade in the algorithmic shuffle, as basic interactions and purchases will increasingly get fulfilled in an automated fashion. The brands that customers will deem memorable will be the ones that are able to decode the broader, hidden aspirations behind an interaction and provide, in return, messages and experiences that inspire consumers to unlock their potential.

In this new context, customer journeys will become requalified into a catalyst experience: it will no longer be only about serving the need the customer expressed (*means to an end*), but also about provoking new behaviors that enable customers to gaze into their next horizon (*means to new beginnings*).

To provide this level of mentorship, brands will need to command customer attention by delivering messages that elicit visceral emotions, as opposed to solely catering to what they need by flattening how they show up in the algorithmic sea of sameness.

Lastly, in order to be recognized as mentors who can help customers find their way in a path of reinvention, brands will need to continuously prove their integrity in storytelling, values, product provenance, and content authenticity. An overwhelming majority of consumers (9 in 10) in our study said that, as algorithms grow more individualized, it will be more important for brands to be consistent with their values and actions.⁷

⁷ Dentsu Consumer Navigator, Global Survey, December 2025

ABOUT THIS STUDY

At dentsu, we are driven to innovate. Through innovation, we ensure the impact our clients need to drive growth in their business, while also generating a positive effect on the industry, society, and the world. To help accomplishing this, we created the dentsu Consumer Vision research platform, that looks into the future of technology, culture, consumers, and brands to provide marketers with a view into the upcoming shifts that will reshape the business landscape.

While looking at the future, this platform provides a compass that our clients can use now to start preparing for what's ahead. It identifies the existing market signals that will increasingly shape the business context, it outlines the challenges that will emerge as a result, and it suggests some of the ways in which brands can get ahead and become future ready.

This report, titled *Mothers of Reinvention*, is the third edition of Consumer Vision, following in the footsteps of *The Age of Inclusive Intelligence* (published in 2021)⁸ and *The Era of the Insight-to-Foresight Pivot* (published in 2024)⁹. Some of the predictions outlined in both of these studies became a reality sooner than we expected, which is a testament to the soundness of our approach.

For instance, in *The Age of Inclusive Intelligence*, we speculated that before 2030 we may see the first brain computer chip implant and in January 2024, Neuralink announced human trials to that effect had already begun.¹⁰ In *The Era of the Insight-to-Foresight Pivot*, we spoke about customized reality – the notion that consumers would increasingly want to see technology overlay information on the physical world that surrounds them – and in just a couple of years since the publication of that report, the global smart glass revenue has reached \$2.46 billion.¹¹ In the same report, we predicted that the progressive trend of non-Western culture becoming mainstream as a result of big demographic shifts would reach its tipping point. In 2025, *K-Pop Demon Hunters*, a Korean-inspired animation musical, became the most watched Netflix film ever¹² and *Demon Slayer: Infinity Castle*, a feature length



anime produced in Japan, topped *Superman 2025* and *The Fantastic Four: Next Steps*, the tentpole DC and Marvel global box office releases for the year.¹³

As we embarked on the research for this edition, something became immediately apparent: even though only a couple of years have passed since the last time we interviewed global consumers for this research platform, the vantage point informing their perspective had radically changed in the meantime.

At the end of 2023, when we deployed the survey that informed *The Era of the Insight-to-Foresight Pivot*, most consumers had heard of Generative AI, but only a few had been exposed to its consumer-facing applications. Their attitudes towards it and their point of view on five to ten years into a future where it is increasingly available across several aspects of their lives were *imagined*. At the end of 2025, when we interviewed them for this report, most of them had some level of exposure to these tools. Some interviewees have embraced them, some have rejected them, or rejected some aspect of what they do. Now, consumer perspective on an AI-enabled future is *informed*. This shift has shaped a perspective on the future of technology, culture, commerce, and brands that is contiguous to what we had previously mapped out but also represents a substantial evolution of it.

⁸ [The Age of Inclusive Intelligence \(dentsu\)](#)

⁹ [The Era of the Insight-to-Foresight Pivot \(dentsu\)](#)

¹⁰ [Elon Musk's Neuralink Implants Brain Chip in First Human \(Reuters\)](#)

¹¹ [Smart Glasses Market – 2026-2033 \(Grand View Research\)](#)

¹² [KPop Demon Hunters Reaches a Golden Milestone: Most Popular Netflix Film Ever \(Netflix\)](#)

¹³ [2025 Worldwide Box Office \(Box Office Mojo\)](#)



In strategic collaboration with Foresight Factory, the global consumer predictions specialists, we leveraged their proprietary Foresight Ecosystem™ - combining AI-powered analytics with human expertise - to analyze shifts in consumers and the broader operational landscape. This approach draws on a global dataset of over 46,000 consumers across 25+ markets alongside commercial activity tracking. We also conducted interviews with 20+ experts and futurists over the past two years to understand the disruptions and innovations most likely to shape the future.

Leveraging the framework applied across previous editions, we identified four forces that will reshape technology, culture, consumers, and brands now and into the next decade. We then explored three trends within each force to highlight fundamentally new ways brands and marketers need to engage consumers to differentiate, grow, and thrive. To further validate these findings, we leveraged dentsu's global Consumer Navigator platform and deployed additional research through Toluna.¹⁴

A macro-tension permeates our findings: while consumers appreciate technology's new ways of doing more (creating more content, meeting more use cases, automating across more platforms) and doing it faster (reducing the time it takes to get the job done, compressing the time needed to learn new skills), they at the same time place a lower premium on volume and, instead, are much more interested in value and differentiation.

Empowered with the tools needed to independently pursue a wide range of professional and creative endeavors, they see brands meeting their needs as table stakes, a commodity that will become almost invisible to them as AI agents increasingly carry out functional interactions on their behalf. They expect that this incredible toolset could turn their deepest aspiration into reality and strongly believe that the brands that empower them in some capacity to find their way throughout this journey of personal reinvention will be the only ones that are worth remembering.

So, without further ado, let's dive into the forces and trends that will help the world's leading brands become future ready by embracing their new role as *Mothers of Reinvention*.



¹⁴ This proprietary study will be referred in footnotes, throughout the paper, as: Dentsu Consumer Navigator, Global Survey, December 2025

FEATURED EXPERTS



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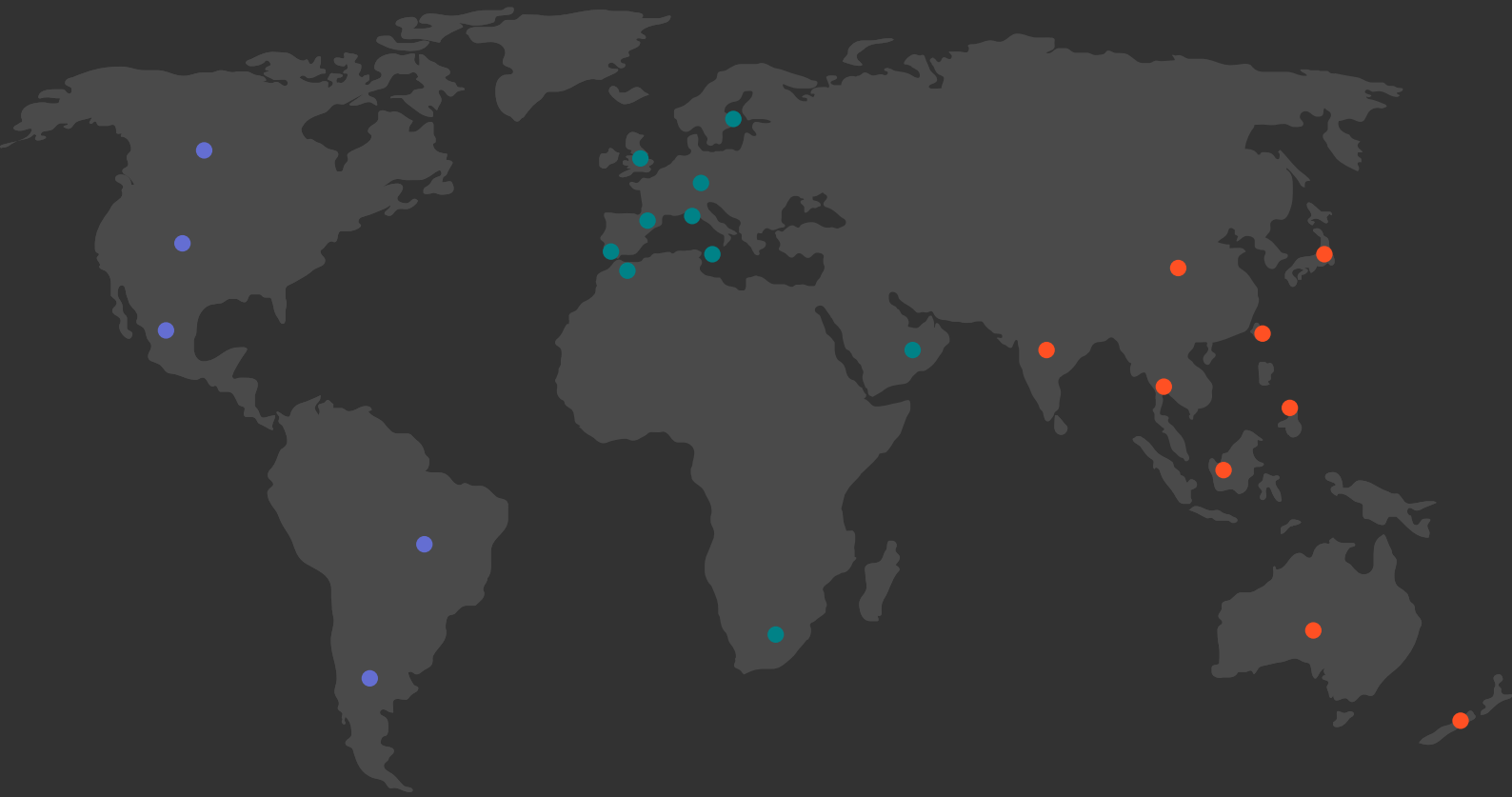
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SURVEYED MARKETS

AMERICAS

Canada
United States
Mexico
Brazil
Argentina

EMEA

United Kingdom
Sweden
Germany
Switzerland
France
Portugal
Spain
Italy
Saudi Arabia
South Africa

APAC & JAPAN

China
Taiwan
Japan
India
Thailand
Indonesia
Vietnam
Philippines
Australia
New Zealand

FORCE 01

SYMBIOTIC SYSTEMS

Technology dissolves the barrier between mind and machine, creating a new paradigm where humans cocreate with AI.

Three key trends will shape this landscape:

TREND 01

THE PARALLEL PRESENCE

AI agents move beyond prompts to partnership as precise digital proxies allow consumers' personas to inhabit multiple spaces at once.

TREND 02

SUBJECTIVE SCRIPTS

Deeper data sets become essential to feed the algorithm of the individual and hack the ecosystems around them.

TREND 03

HYBRID CONSCIOUSNESS

Technology cements singularity of human and machine. AI becomes a second, real-time brain that allows humans to acquire new skillsets at exponential pace.



PARADIGM SHIFTS IN TECHNOLOGY:

LEGACY

The digital revolution that enabled connectivity, allowing businesses, brands and consumers to access instant inspiration, is a shift that today already feels like a distant memory.

WIDESPREAD

Humans utilizing technology to enhance their physical experiences (fitness trackers, Augmented Reality) as well as their virtual ones (remote work, Web 3.0, Virtual Reality) is now a commonplace reality.

EMERGING

An increasing share of consumers has started delegating admin tasks to AI in both their personal and work lives.

NEXT

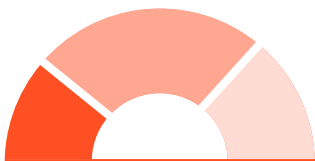
As AI-based technology matures into independent thinking and feeling systems, humans start to use it to co-create reality.

THE PARALLEL PRESENCE

AI adoption across an increasing number of everyday use-cases will continue to grow. But while a couple of years ago consumers' understanding of the opportunities AI would open up for them was largely imagined, now it is informed and based on existing experience and exposure. At the same time, consumers are also starting to realize which aspects of AI delegation they are comfortable with, and which they lean towards rejecting altogether.

The notion of leveraging AI to enhance, intensify and accelerate the way in which they interact in online environments is one that consumers welcome. Consumers will be able to digitally divide their identity, capabilities, and attention to serve a broader suite of life goals simultaneously, creating effortless outputs mapped to their personal identities and goals.

This will create a new relationship between audiences and media, characterized by the move from divided attention to omnipresent awareness. While today most consumers interact with a couple screens at a time or perhaps experience some audio content while also carrying out a screen-based task, the rise of personal, consumer-side AI agents who operate on our behalf is going to allow us to interact across a much larger number of multiple platforms at once. And we will expect those platforms and brands to cater to these agents to improve their ability to act effectively to serve our objectives.



NEARLY 4 IN 5

77% of global consumers agree (50%) or strongly agree (27%) that five years from now, they expect **brands will develop products and services that are catered to the behaviors their AI agents display** in the platforms they use.¹⁵

EFFORTLESS OUTPUTS VIA AI PROXIES

Now enriched with agentic capabilities, the digital avatar market will continue to grow. It is predicted to reach **USD \$652.3 Billion by 2032, registering a massive CAGR of 47.6%** between 2025 and 2032.¹⁶

Digital proxies will become prevalent beyond the gaming and social spaces where they are primarily used today and actually mature into a critical capability that people use to interact with each other and to interact with businesses. A capability that, for instance, consumers will use to compete in the job market.

We have seen an early example of this in the Avatar round of the **Miss England Pageant**, where contestants created AI-generated digital twins using tech from **MirrorMe**. The winner, Jessica Pliskin, 23, created "Jessa," an AI twin capable of giving presentations in 150 languages.¹⁷

IDENTITY-INFORMED AI EXPERTS

The business adoption of AI agents will elevate consumer expectation for automated customer service. We will see a transition from chatbots that answers questions about a brand's product and services, or about a store's or dealership's business hours, to refined and unique digital proxies that serve consumers' desire for deeper interactions and expert perspectives.



NEARLY 8 IN 10

77% of global consumers agree (43%) or strongly agree (24%) that **five years from now they expect to interact with AI clones of world-class experts** to learn about specialty topics.¹⁸

¹⁵ Dentsu Consumer Navigator, Global Survey, December 2025

¹⁶ [Digital Avatar Market Size, Share & Segmentation \(SNS Insider\)](#)

¹⁷ [Is Miss England's AI round dangerous or progressive? \(BBC\)](#)

¹⁸ Dentsu Consumer Navigator, Global Survey, December 2025

As 'how to' oriented tutorials and answers engines become table stakes, the ability to deliver this level of agent-led expertise will be a mark of differentiation for brands.

We are seeing early examples of this use-case today: for example, inspired by Dr Karl Kruszelnicki's X conversations with users, an AI version of Australian scientist **Dr. Karl** was created to scale his ability to convince skeptics of climate change realities.¹⁹ Meanwhile, **Ask Hank™** is a digital advisory tool for financial and personal decision making. This platform created by Dr. Hank J. Svec is infused with his four decades of professional expertise.²⁰

SERVING THE MOSAIC MINDSET

The proliferation of digital proxies and platform-specific personas will increase exponentially. Already today, the app **Copresence** enables people to create production-ready 3D avatars which can then occupy within minutes multiple virtual spaces at once on a smartphone.²¹

All these proxies deployed across digital environments and media platforms will ultimately be part of a mosaic that the consumer controls, and which the best brands will be able to piece little by little both serving the needs expressed by a specific agent and decoding the broader consumer agenda that sits behind them.

This will respond to a growing consumer tendency to value brands not only for functional convenience, but for their ability to support the consumer's pursuit of their deeper aspirations. 4 in 5 global consumers agree that they **pay attention to brands that help them reach their overarching goals**, as opposed to brands that just serve present needs.²²



¹⁹ [Can an AI Chatbot of Dr Karl Change Climate Sceptics' Minds? He's Willing to Give It a Try \(The Guardian\)](#)

²⁰ [Ask Hank™ My Cloned Brain in an App Launches Today to Help Canadians and Americans Make Smarter Money and Life Decisions \(Newswire\)](#)

²¹ <https://www.copresence.tech/>

²² Dentsu Consumer Navigator, Global Survey, December 2025

SUBJECTIVE SCRIPTS

The relationships consumers foresee having with their personal, individualized agents are much deeper than those they have today with the most-used AI platforms. And they expect this new generation of consumer-side agents to produce much better outcomes. In December 2025, Merriam Webster announced **slop** as its Word of the Year,²³ while Macquarie Dictionary more explicitly named **AI slop** its winner in this category.²⁴

This denotes that, while more turn to AI on a regular basis, there is a widespread rejection for generic, sub-par automated content. This tension will only increase as these tools are used more frequently.



4 IN 5

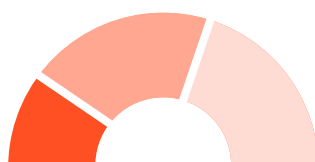
80% of global consumers say they want the **AI tools they use to create things that are different from what everyone else is creating.**²⁵

Essentially, consumers expect AI tools to evolve from the all-purpose advice generators they are today to intimate life partners that can provide them with bespoke blueprints that are unique to them based on their context, informed by their objectives, and reflective of their aspirations.

TAPPING INTO INNERVERSE

Technology will serve as a portal to the notion of Parallel Presence, but only if provided new, more intimate data sets.

Today, AI models provide generic answers and generic outputs because they are mostly indexing information from public databases. Consumers' desire for differentiated outputs will be met by personal tools that combine generative capabilities with rich, private data that each consumer will share with their individual agents. And, in exchange for the right benefit, consumers are open to this level of partnership.



3 IN 5

For example, 61% global consumers strongly agree (23%) or agree (38%) they are **open to sharing their data with their personal AI** assistant if it means it will provide them **better career, health, and counseling** advice.²⁶

The technology capable to deliver these types of benefit, if fed the right depth of information, is starting to become available in consumer-side applications: **Ceragem's Neurowellness** enhancer is the first medically approved device for home treatment of depression, showing a remarkable 63% remission rate of symptoms for users.²⁷

DECODING DEEPER INTUITION CENTERS

As deeper data streams come online, our inner and outer selves converge, powering a personalized subjective algorithm that guides every choice, ambition, and transformation. Already, 3 in 5 global consumers are interested in a health service that analyzes their DNA to give them personalized health advice.²⁸

²³ [2025 Word of the Year: Slop \(Merriam-Webster\)](#)

²⁴ [Macquarie Dictionary Announces 'AI Slop' as Its Word of the Year, Beating Out Ozempic Face \(The Guardian\)](#)

²⁵ Dentsu Consumer Navigator, Global Survey, December 2025

²⁶ Dentsu Consumer Navigator, Global Survey, December 2025

²⁷ [Neuro Wellness Enhancer \(CES Tech\)](#)

²⁸ Foresight Factory, 2024 March

New areas such as the mind-gut axis and biomarkers of mental wellness are being uncovered. The first **biological indicator of chronic stress** has been identified by researchers at **John Hopkins University**.²⁹ As we more deeply understand how entire health systems interconnect, such findings will fundamentally alter behaviors and carve out new opportunities for branded support.

CREATING PERSONALIZED PLAYBOOKS

As the answers and outputs produced by consumer-side agents become less generic and more unique and personalized, the bar for what brands should deliver (especially through media) and for when and how they should deliver it will be substantially higher.



OVER 3 IN 4

77% of global respondents agree that, as AI tools get more precise, consumers will have **less tolerance for generic and repetitive messages from brands**.³⁰

Unique, nuanced, contextual brand messages will be powered by a new generation of AI-enabled wearables that consumers will use to empower their personal AI-agents not only with the data they collect from online platform interactions, but also with information related to the activities they carry out in the physical world.

Unveiled at CES 2026, **Bee** is a wearable AI that observes an individual's patterns across life and work, creates summaries of the situations they have been in, and offers contextualized advice on how to follow up on priorities. For example, a discussion about grabbing dinner with a client would result in a list of available bookings to restaurants that not only meet the tone of the meeting, but dietary preferences as well.³¹

From a brand standpoint, imagine a near future where Dynamic Creative Optimization (DCO), the real-time adjustment of digital advertising behaviors and appearances based on user data, is not only based on how consumers are behaving online (e.g., the websites they visit, how they scroll on social media), but also on rich data revealing how they prefer to spend their days.

These new capabilities will also create a new paradigm for the level of consent brands need to secure from consumers in order to use this level of information to personalize their messages and offers.



KELSEY FARISH

AI & Media Lawyer

TRUST WILL NEED TO BE REDEFINED

“

“THE ASSUMPTIONS WE HAVE ABOUT HOW THE WORLD WORKS AND HOW PEOPLE COMMUNICATE ARE BEING ERODED BY TECHNOLOGY. WE NEED TO BUILD GUARDRAILS FROM SCRATCH. THERE NEEDS TO BE A COMPLETE REWORK OF WHAT THE BASELINE OF TRUST IS.”

²⁹ [AI Finds a Hidden Stress Signal Inside Routine CT Scans \(Science Daily\)](#)

³⁰ Dentsu Consumer Navigator, Global Survey, December 2025

³¹ [CES 2026: Key Announcements from Amazon \(Amazon News\)](#)

HYBRID CONSCIOUSNESS

Ultimately, the continuously cemented partnership between consumers and their individual, personalized AI agents will inform a new context where technology becomes a second brain that multiplies our ability to get things done, acquire new skills, and overcome our challenges.

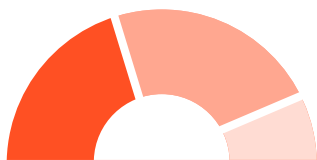
Multiplies (vs. replaces) being the operative word. In this new context, we will shift from the current standard where we are delegating to technology – essentially determining each time if a task should be performed by *humans or by AI* on our behalf, or if portions of a task should be performed by *AI in addition to what humans do* – to a new construct where the depth of our partnership with AI agents is so profound that our ability to do and learn faster is substantially accelerated – *a human x AI paradigm*.

Informed by their current exposure to AI tools and its application in use-cases like real-time translation, consumers can clearly envision a near future where the interplay between technology and our brains fundamentally improves the human experience.



7 IN 10

73% of global consumers agree **AI will help humans overcome conditions like memory loss, speech impediments, and dyslexia** in the future.³⁴



4 IN 5

85% of global consumers strongly agree (40%) or agree (45%) that in the future **technology will substantially reduce the time it takes to learn how to do new things**.³²

TECH-ASSISTED THOUGHT

As neuro-optimization tools scale, humans will be able to offload burnout and upgrade brain efficiency. The **University of Oulu's FUS LiFu device**, dubbed the **Brain Cleaner**, is expected to be a breakthrough in the treatment of memory disorders.³³ These tools will also track deeper data waves of brain function, setting the stage for the hybrid consciousness future.



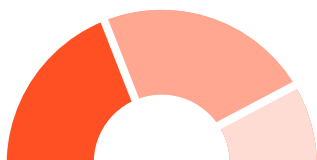
³² Dentsu Consumer Navigator, Global Survey, December 2025

³³ 'Brain Cleaner' Accelerates Brain Disease Research (University of Oulu)

³⁴ Dentsu Consumer Navigator, Global Survey, December 2025

ANTICIPATED PHYSICALITY

This level of partnership with technology is also expected to improve how we navigate our physical world, by an overwhelming share of respondents in our global study.



NEARLY 9 IN 10

88% of global consumers agree (46%) or strongly agree (42%) that technology will be embedded in **devices that help humans deal with physical challenges**.³⁵

Predictive tools will be embedded in devices that allow consumers to move more seamlessly throughout their world. An early application of this is **WIM KIDS**, a walking-assist wearable robot designed for growing children, that was showcased at CES 2026. The product features an adjustable modular leg frame system that can be replaced in three stages to accommodate children's growth from ages 4 to 15, and an AI-based personalized algorithm that provides users with natural walking assistance without restricting their movement, while also improving their stability and comfort.³⁶

AWAKENING INFINITE POTENTIAL

Ultimately, this new consumer mindset surrounding AI – the notion that it will become a multiplier of the human skillset, as opposed to a replacement of it – informs an optimistic view, especially among younger generations, surrounding the future of technology and the notion that AI slop will be soon enough sidelined to make room for progress.



7 IN 10

70% of global consumers agree (42%) or strongly agree (28%) **AI will help humans unlock their full potential**.³⁷

In the new hybrid consciousness that will emerge, humans and tech will enhance one another's ability to reach new thresholds. **NAQI Neural Earbuds** use human facial micro-gestures to guide technological systems, including flying and landing a 747 airplane.³⁸

To get ready to thrive in the age of tech-assisted ecosystems, marketers need to design adaptable pathways that evolve with each user. Brands must develop tools that read context, reduce friction, and tailor guidance.

³⁵ Dentsu Consumer Navigator, Global Survey, December 2025

³⁶ [WIM Kids \(CES Tech\)](#)

³⁷ Dentsu Consumer Navigator, Global Survey, December 2025

³⁸ <https://www.naqilogix.com/>

HOW TO ACT

Ultimately, in order to get future-ready for the new paradigm of *human x AI* partnership consumers are gearing up for now that they have a better, informed understanding of the role this technology can and should play in their lives, marketers need to start redesigning brand experiences for a world where technology thinks *with us*, as opposed to simply do *instead of us*.

TREND 01

THE PARALLEL PRESENCE

Marketers need to start thinking about communication with different proxies across different ecosystems. Build an infrastructure that allows them to communicate with the proxy but also across proxies. In order to achieve this, businesses need to build scaled, intelligent multi-platform systems and agents that allow them to deliver benefits that interplay across consumer personas and across multiple environments, not just the present profile.

TREND 02

SUBJECTIVE SCRIPTS

To prepare to deliver differentiated and effective messages for the next generation of consumer-side AI agents, marketers need to identify the unique value exchanges their brand can offer to gain the trust required to produce less generic outputs. Ultimately, this will be a critical step in the path to offering personal managing solutions with branded support, building even further trust to gather deeper dimensions of the consumer.

TREND 03

HYBRID CONSCIOUSNESS

The brands that will stand apart in this new paradigm will be the ones that invest early in platforms that allow them to build messages and content that leverage what consumers think to form something new, instead of just talking at them. They will leverage identity-infused data to generate insights that allow them to personalize at scale, while protecting consumer privacy.

DENTSU.CONNECT

Dentsu.Connect is an integrated end-to-end platform that helps brands predict the next best impact. It delivers consistent audience intelligence across markets to keep brands relevant at every consumer touchpoint. This open platform is designed to integrate global and local applications and maximize brands' tech investments. It's built to enable AI orchestrated, client-agency-partner team efficiency, and channel optimization across entire campaign lifecycles.

[LEARN MORE >](#)

FORCE 02

INGENUITY AWAKENED

As the tech toolset we use to co-create with AI becomes democratized, culture will increasingly place a greater premium on originality and human artistry that stands out in the sea of sameness.

Three key trends will shape this landscape:

TREND 01

LIFE CYCLE OBSOLESCENCE

Conventional life stages and generational understandings are upended as health and longevity expand, allowing consumers to revisit and reinvent what comes next.

TREND 02

RESILIENCE RESKILLING

As more everyday tasks are managed with AI, consumers will need to upskill to maintain distinction.

TREND 03

ORIGINALITY AS MORAL MANDATE

As culture becomes increasingly generated, remixed, and replicated by machines, the act of creating something truly original transforms from a creative pursuit into table stakes for progress.



PARADIGM SHIFTS IN CULTURE:

LEGACY

The digitization of life and mainstream culture with the realization of constant globalized connection is now a completed process that sits in our past.

WIDESPREAD

The digitization of culture turned into relational currency as it provides a foundation for human interactions worldwide, on social media and on interactive platforms.

EMERGING

Society is starting to reckon with significant limitations posed by forces out of individual control, re-examining the assumptions that previously perpetuated culture and business.

NEXT

As individual human efforts and outputs are increasingly automated, society will begin to enshrine true originality and resilience.

LIFE CYCLE OBSOLESCENCE

As technology, and more specifically AI, becomes a partner that we leverage to cocreate reality, we will start experiencing and thinking about culture in a different way – either as a result of this increased partnership or, in some cases, as a reaction, an opposition to it. The time we will have at our disposal to pursue creative endeavors, the skills that will suddenly be in our reach, and the broader availability of tools that will soon become a reality will all be factors that contribute to putting originality on a higher pedestal than the one it stands on today.

Our ability to rethink life stages and how we interweave productivity and creativity within them will be a major factor in this shift. Conventional life stages and generational understandings will be upended by the health innovation we discussed in the previous chapter and longevity will expand, allowing consumers to revisit and reinvent what comes next.



OVER 4 IN 5

84% of global male consumers and 80% global female consumers **agree** that advancements in technology and healthcare will **continue increasing the lifespan of humans**.³⁹

Sustained financial pressure, fragmenting social norms, and shifting biological realities will erode the authority of preset life timelines. Across generations, people will increasingly be able to move *from adhering to timed trajectories to being able to script self-authored paths*.

DESTINIES DIVERGE

Instead of progressing through standardized education-to-career pipelines, people are already starting to build skills, income, and influence on their own terms and at their own pace. Destinies are diverging as younger consumers skip to the earning stage of their lives faster than any generation before them.



1 IN 2

51% of consumers ages 16-24 **have or would like to set up their own business**.⁴⁰

This is not only translating in creative endeavors pursued through social platforms, but now it is also starting to impact other aspects of the business world. Greenlight, a fintech services platform for kids and parents, reports that the number of minors making investment trades (with parental supervision) has risen by 77% in the last 2 years.⁴¹

³⁹ Dentsu Consumer Navigator, Global Survey, December 2025

⁴⁰ Foresight Factory, 2025 January

⁴¹ Kids Poured \$70 Million Into the Market in 2025. What They're Buying (USA Today)

THE PERPETUAL PIVOT

This new attitude towards life stages, combined with the expectation of a longer lifespan and the notion that AI will compress the time it takes to learn new skills, is informing a much more dynamic and flexible mindset when it comes to careers and personal reinvention.



ALMOST 4 IN 5

79% of global consumers strongly agree (34%) that as AI makes it easier to acquire new skills, they **will be able to pursue more careers and creative endeavors in their lifetime.**⁴²

Some businesses are already leaning into this emerging expectation that our lives will turn into a perpetual pivot. **Ananta Quest** is a midlife reinvention platform in India focused on helping individuals aged 50–65 “prepare, reinvent and thrive, not withdraw” at that stage in their lives.⁴³

⁴² Dentsu Consumer Navigator, Global Survey, December 2025

⁴³ <https://anantaquest.com/>



PHILIP GRAVES
Consumer Psychologist

FREED CAPACITY SPARKS INFINITE EXPANSION

“

"WE AS A SPECIES ARE EXTREMELY RESOURCEFUL AND RESOURCE ACQUISITIVE. SO, AS WE FREE UP BY OUTSOURCING, CONSUMERS WILL MOVE TO THE MARGINS, THEY WILL MOVE TOWARD THE MORE."

TIMELESS BIOLOGY

This upending of life stages is backed by major advancements in healthcare that are poised to subvert biological constraints that, up until recently, seemed inescapable. Research by the **University of Columbia** finds that rapamycin doses could slow ovarian aging by up to 20%, extending fertility and delaying menopause while improving health markers.⁴⁴

Access to these tools has the potential to split consumers even further, and we see an overwhelming majority of global consumers agree that as technology and healthcare continue to advance and improve the human condition, it will be critical that businesses take action to ensure the inequality gap does not widen.



9 IN 10

90% of global consumers agree (42%) or strongly agree (48%) **as healthcare advances**, it will be critical that **businesses work to ensure new benefits are accessible to all societal groups**.⁴⁵



⁴⁴ [Ground-breaking Clinical Trial Explores Delaying Menopause \(University of Columbia\)](#)

⁴⁵ Dentsu Consumer Navigator, Global Survey, December 2025

RESILIENCE RESKILLING

As more everyday tasks are managed with AI, consumers will need to upskill to maintain distinction. This upskilling will not necessarily occur in opposition to AI, but rather in partnership with it, as consumers will leverage its ability to make learning more personalized and less cumbersome.



ALMOST 9 IN 10

88% of global consumers agree (46%) or strongly agree (42%) that **soon, technology will be better at teaching them skills in a way that works better for them personally.**⁴⁶

Essentially, the expectation is that AI will allow us to graduate from the current construct where technology assists us throughout our learning efforts to a new one where it adapts to our unique ways of processing information, absorbing it, and putting it into practice, thus exponentially increasing the probability that we will be successful, and that we will be much faster in doing so.

NEW SKILLS TO NAVIGATE REALITY

One of the new critical skills we will need to acquire, ironically, will be the ability to recognize when AI is being used and how it is impacting the content, products, and services we consume.



OVER 3 IN 5

64% of global consumers are **interested in a service that alerted them when a communication they received was generated by AI.**⁴⁷

As reliance on AI-enabled tools increases, critical thinking, digital literacy and healthy tech relationships will become essential resilience traits. Society will need preparedness against virtual threats as a new, advanced digital wilderness emerges. Scouting America has already started teaching deepfake detection, algorithmic bias and cybersecurity as core survival skill badges.⁴⁸



⁴⁶ Dentsu Consumer Navigator, Global Survey, December 2025

⁴⁷ Foresight Factory, 2025 April

⁴⁸ [Scouts Can Now Earn Badges in AI and Cybersecurity \(WNEP\)](#)

ALWAYS-ON ADAPTATION

Fundamentally, as they are more exposed to AI in their everyday lives, consumers will further understand how critical acquiring new skills will become in the job marketplace and will, in turn, become more fluid in how they think about the ways in which they deliver value to businesses and to one another.



4 IN 5

82% of Gen Z and 84% of Millennial respondents in our global study **strongly agree that as AI gets better at delivering professional outputs, they will need to acquire new skills to deliver value.**⁴⁹

Already, companies like **Amazon Web Services (AWS)** are developing tools like the **Skill Builder B2B suite** that will help consumers cultivate soft skills like navigating objections, explaining concepts, and enhancing our overall communication and teamwork skills. Complete reliance on AI will not prepare us for one of the most important things we will need as we increasingly pursue more creative endeavours thanks to the time it will free up for us: coping with failure.

RESILIENT BY DESIGN

This expectation of fluidity will not only be something that we develop in relation to human workers, but also an expectation we will have of future products.



1 IN 3

34% of global consumers **strongly agree a wider range of products to be customizable and configurable to reflect their unique preferences in the future**, rising to 1 in 2 in China.⁵⁰

Anticipating this shift in how consumers will think about value, some brands are investing early in this direction and developing products that offer endless reconfiguration. **Toyota's IMV Origin** is a deliberately unfinished vehicle designed for rural communities to modify as their future mobility and production needs evolve.⁵¹



⁴⁹ Dentsu Consumer Navigator, Global Survey, December 2025

⁵⁰ Dentsu Consumer Navigator, Global Survey, December 2025

⁵¹ [The Toyota IMV Origin Is a Tiny Work Truck That Comes Partially Unassembled \(Road Track\)](#)

ORIGINALITY AS MORAL MANDATE

As culture becomes increasingly generated, remixed, and replicated by machines, culture will place an even greater premium on the act of creating something truly original compared to today.

An overwhelming majority of consumers believe that as access to a toolset that accelerates and automates content production becomes democratized, the risk of being inundated by a sea of sameness is tangible and will only be kept at bay to the extent society allows truly original artists to thrive.



9 IN 10

88% of global consumers agree that as AI makes it easier for anyone to create, **truly original ideals and artistry will become more important than ever.**⁵²

The goal, whether achieved through raw human craft or AI-augmented creativity, will be to disrupt the pattern. Originality will become a workplace imperative too, with originality differentiating us from colleagues and competitors alike. Whereas today cultural value is often assigned to ideas and texts that popular taste converges towards – a *best of* attitude that informs the mainstream – this new premium on originality will put *one-of-a-kind* artifacts on the pedestal.

ORIGINALITY AS CULTURAL VALUE

This sentiment towards originality and human artistry is, of course, influenced by the negative reactions towards AI slop that have emerged in the last year, as content generated leveraging this technology has started permeating the mainstream.



1 IN 2

54% of global consumers agree that **too much of what they see on social media is created by AI.**⁵³

This is encouraging some businesses to seek differentiation by championing human ingenuity, AI businesses included. Anthropic created a Zero Slop Zone café which champions slow, human thinking in a physical workspace, positioning AI assistance as a tool that helps people think better, not faster.⁵⁴

⁵² Dentsu Consumer Navigator, Global Survey, December 2025

⁵³ Foresight Factory, 2025 April

⁵⁴ [Anthropic's Anti-AI Slop Pop-Up Draws Thousands in NYC \(ADWEEK\)](#)

INCENTIVIZED INDIVIDUALISM

The new premium placed in culture on originality and human artistry will have a profound effect on the way in which consumers measure businesses and think about brands.



OVER 9 IN 10

92% of global consumers **strongly** agree that as AI is increasingly used to replicate and remix content, **brands should develop systems to compensating human creators for their original ideas.**⁵⁵

Some tech leaders are responding to this sentiment by making the notion of embedded authorship a point of distinction. **Adobe's** recent update allows creators to embed invisible attribution data into their works, as well as codes asking AI not to train on the work itself even if it is screenshotted.⁵⁶

THINKING OUTSIDE THE ALGORITHM

In order to live up to this cultural expectation of succeeding as true originals, we will carve some dedicated times where we fully disconnect from our AI agents or from technology altogether.



4 IN 5

80% of global consumers **strongly** believe **the best ideas come when humans switch off or distance themselves from technology.**⁵⁷

Leaders will be measured by their capacity to generate ideas that AI cannot yet model and by their willingness to support others who are able to ideate at that level: To protect its population from neurotechnology, Chile became the first country in the world to enshrine **freedom of thought** in its constitution.⁵⁸



⁵⁵ Dentsu Consumer Navigator, Global Survey, December 2025

⁵⁶ [Adobe's New App Helps Credit Creators and Fight AI Fakery \(The Verge\)](#)

⁵⁷ Dentsu Consumer Navigator, Global Survey, December 2025

⁵⁸ [Chile: Pioneering the Protection of Neurorights \(UNESCO\)](#)

HOW TO ACT

Ultimately, in order to differentiate in the sea of sameness and offer reassurance to consumers who are worried about AI slop overtaking culture, brands will need to make a concerted effort to elevate that which is truly original, even if unconventional, helping consumers tune into their most innate senses.

TREND 01

LIFE CYCLE OBSOLESCENCE

As the lines between traditional life cycles increasingly blur, marketers will need to replace traditional segmentation with ambition, energy, skills, and reinvention states. Think less in terms of needs that have been traditionally associated with different age cohorts and, instead, market to mindsets and aspirations that consumers in different times of their lives will converge towards.

TREND 02

RESILIENCE RESKILLING

As consumers start thinking more fluidly about their skillsets, aided by AI as an accelerant in their hyper-personalized learning path, brands seeking differentiation will need to design their products and services as masterclasses. Rewilding human skills, with offerings that go beyond tactical how to guides and transcend into one-of-a-kind expert mentoring will become a point of distinction for businesses that consumers are willing to reward.

TREND 03

ORIGINALITY AS MORAL MANDATE

When connecting with culture, the brands that will stand apart will be the ones that are able to find and put on a pedestal the creators of the next mainstream, rather than settle on piggybacking on the existing mainstream. Nurturing true originality in society – supporting and elevating the artists at its epicenter – and leading the cultural conversation on why originality matters will be critical.

NEXTGEN SOCIAL

Unifying media, creative, production, and creator strategy into one powerful, holistic solution for clients, dentsu NextGen social bridges historically siloed disciplines to meet the evolving needs of the algorithmic, community-driven social era. The solution helps brands partner authentically with the creators who are seen by audiences as not merely responding to culture but originating its most vibrant trends.

[CONTACT US TO LEARN MORE >](#)

FORCE 03

INFINITE REINVENTION

Aided by their personal AI agents and striving for true originality, consumers will evolve from individuals to complex ecosystems, seeking routes to creative reinvention.

Three key trends will shape this landscape:

TREND 01

TIME REWIRED

Freed from rigid schedules and embracing a more fluid labor-leisure balance, consumers will invent new routines and moments that resonate with them.

TREND 02

SELF-PROTOTYPING

Consumers will constantly test new lifestyles, behaviors, and even values, supported by AI rehearsal tools and advancements in healthcare and wellness.

TREND 03

THE CONSUMER CEO

Consumers will perfect delegation to trusted AI partners, outsourcing purchases while setting overarching goals, values and budgets.



PARADIGM SHIFTS IN CONSUMERISM:

LEGACY

The digitization of commerce empowering consumers to predicate their purchasing power based on need and choice is now a shift that's been fully completed.

WIDESPREAD

With an embarrassment of choices at their disposal, consumers have become more selective and often align their spend to their personal values.

EMERGING

Navigating a world that is being hyper-optimized by AI, consumers have started to lean into their emotion when they interact directly with brands and purchase according to their mood states.

NEXT

As AI tools compress the time it takes to learn and do things and culture places a premium on originality, consumers will increasingly purchase to pursue their desire to reinvent themselves.

TIME REWIRED

The deepening of our partnership with AI will compress time to productivity and this will have a profound impact on consumerism.

Commerce used to be somewhat oriented by the very rigid labor-leisure balance that dictated most consumers' lives. The uptake in remote and smart working that was set in motion by the pandemic lockdowns in the early 2020s has made us more fluid in terms of how we approach our daily routines, and this process will intensify as we lean more on AI as an accelerant in almost every aspect of our lives.

The entire concept of time = value will shift as automation makes tasks faster than ever, reframing how we think about human effort.



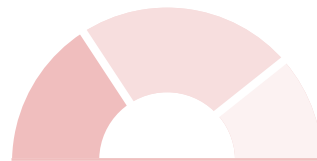
OVER 4 IN 5

85% of global consumers **strongly** agree that as technology reduces how much time it takes to get things done, **their daily routines will significantly change.** ⁵⁹

As with all major technological frontiers, human productivity will not likely wane but will rather be channeled elsewhere.

AUTONOMOUS RHYTHMS

While, traditionally, time committed to productivity was seen by most consumers as an essential lever to increase their purchasing power, mindsets are starting to evolve.



ALMOST 4 IN 5

78% of global consumers have (36%) or are interested (42%) in **negotiating flexible working to improve work-life balance.** ⁶⁰

In turn, society will progressively desynchronize as individuals realign to fluid schedules that allow them to integrate work, rest and self-discovery into a more personalized rhythm. 3 in 4 global consumers say they'd like to return to a slower pace of life, thus informing a redistribution in time and attention that brands and advertisers will need to take into account. ⁶¹

⁵⁹ Dentsu Consumer Navigator, Global Survey, December 2025

⁶⁰ Foresight Factory, 2024 March

⁶¹ Dentsu Consumer Navigator, Global Survey, December 2025

THE AI-TIME DIVIDEND

AI will be a huge contributor to this redefinition of pace that will ultimately put reinvention higher on our scale of priorities.



OVER 4 IN 5

82% of global consumers agree that as AI speeds up productivity, **companies will value employees based less on hours spent and more on the uniqueness of the work.**⁶²

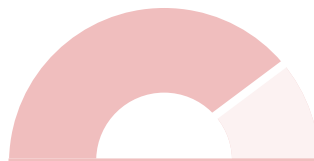
Productivity and convenience gains from AI will also redefine the concept of effort and time for employers and institutions. A London School of Economics and Political Science study shows that AI is helping professionals save up to 7.5 hours per work week.⁶³

This will shift the future of work and value for many, and some global businesses and governments are considering instating a four-day work week.

BRANDS AS CHRONO-CURATORS

Consumers will turn to brands to help us both manage time differently and think about time differently. Some brands are already experimenting in this regard. : Swedish fragrance brand **Koyia** invites consumers to reclaim moments by converting time spent in nature into currency that can be spent for products.⁶⁴

As daily routines evolve, consumers will not only look for brands to help them manage their time more fluidly and independently, but they will also look for brands' support to make their collective timelines converge.



OVER 3 IN 4

77% of global consumers **strongly** agree that they expect **brands' offers and promotions to not only reflect their own needs but also reflect big moments in culture** and communities they belong to.⁶⁵

As daily life becomes more individualized, mono moments for shared social togetherness become essential. Algorithms are making media more chambered, but consumers will be more receptive to brands at times when we are all on the same cultural time-zone.

⁶² Dentsu Consumer Navigator, Global Survey, December 2025

⁶³ [AI Boosts Productivity by the Equivalent of One Workday Per Week, New Report Finds \(London School of Economics and Political Science\)](#)

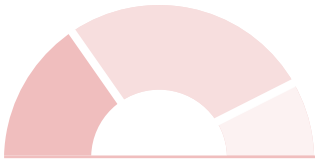
⁶⁴ [The Swedish Perfume That You Pay for with Your Time in Nature \(Rohit Bhargava\)](#)

⁶⁵ Dentsu Consumer Navigator, Global Survey, December 2025

SELF-PROTOTYPING

Supported by AI-rehearsal tool, by the compressed time it will take them to acquire new skillsets, and by advancements in healthcare and wellness, consumers will constantly test new lifestyles and behaviors.

This will inform a move in consumerism from buying based on what I need to buying based on *who I want to become*.



4 IN 5

81% of global consumers agree (47%) or strongly agree (34%) that **the most significant purchases are the ones that help unlock potential and change their lifestyles.**⁶²

This desire for reinvention will not only inform which product categories consumers will purchase from (e.g., buying offerings that allow them to change their appearance or their surroundings), but also inform the nature of the brand experiences that they value the most (e.g., placing more value on interactions that give them a spark to pursue, or even discover, their unspoken aspirations).



WILL STORR
Business Storytelling
Teacher and Author

BRANDS CATERING TO THE AVERAGE SIDE OF THE CONSUMER WILL DWINDLE

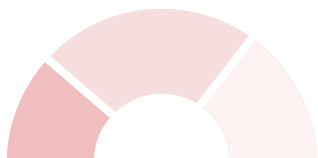
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“BRANDS HAVE BECOME BLANDER AND BLANDER. THERE’S GOT TO BE A MOVEMENT TOWARDS PERSONALITY, EDGINESS AND RISK. BRANDS CAN NO LONGER SPEAK TO THE AVERAGE OR THE MEAN.”

⁶² Dentsu Consumer Navigator, Global Survey, December 2025

REINVENTION AS REFLEX

Consumers will soon have tangible means to reinvent themselves in ways that today seem unimaginable. We are already seeing an example of this becoming more widely accepted with the use of GLP-1 appetite suppressants for weight loss.



OVER 2 IN 3

63% of global consumers strongly agree (28%) or agree (41%) they **are interested in leveraging new treatments to changing their fitness and physical appearance.**⁶⁷

This self-prototyping attitude will not only be supported by advancements in healthcare but also by ones in consumer product technology. For instance, the **Gauss MT90 3D** printer – unveiled at CES 2026 – brings advanced printing into the home, enabling users to create custom clothing, accessories, and homewares on demand.⁶⁸ Once it is widely available to consumers, this next generation of 3D printing technology which allows to print metal while removing dust, explosion risks, and high-temperature processes has the potential to make their wildest fantasies for reinvention attainable (for instance, imagine a Lord of the Rings fan being able to produce movie studio-level cosplay at home).

FUTURE-SELF SIMULATORS

Consumers' pursuit of reinvention will not be an exercise in chasing naivety. AI will give them the means to acquire the skills required and also the opportunity to test the waters and experiment new identities.



OVER 7 IN 10

73% of global consumers are **strongly** interested in using AI to simulate what a career change or new hobby could look like before they make a commitment in real life.⁶⁹

Emerging tools – from future personas to AI social networks – will enable consumers to visualize, rehearse and soft launch self-prototypes, boosting confidence in life pivots. Already today, **FutureYou**, a system developed by MIT, allows users to engage in a chat with an AI-generated version of their future-self based on their current goals, values, and life context.⁷⁰

⁶⁷ Dentsu Consumer Navigator, Global Survey, December 2025

⁶⁸ [Gauss MT90 : Next-Generation Compact Metal Paste 3D Printing Solution \(CES Tech\)](#)

⁶⁹ Dentsu Consumer Navigator, Global Survey, December 2025

⁷⁰ [Future You: An Interactive Digital Twin System for Self-Reflection and Personal Growth \(MIT\)](#)

THE LOREAISSANCE

Consumers will be heavily involved in how they curate and communicate their pursuit of personal reinvention. As they feel the increasing reliance on AI is informing content sameness, they will make a concerted effort to highlight how they personally stand out in the crowd.



NEARLY 2 IN 3

63% global consumers agree they **need to be different in the way they express themselves** from others.⁷¹

Today, consumers curate their online personas on social platforms. As perpetual pivots become the norm, they will start curating the lore of their path to reinvention and look for brands and tools that help them to do so. **REMENTO** is an app that prompts users to record meaningful personal stories, refines them with AI, and publishes them as a hardcover book.⁷² Designed for legacy building, whether preserving family anecdotes or capturing memories ahead of cognitive decline, it also resonates with younger creators looking to formalize the lore behind their public personas.

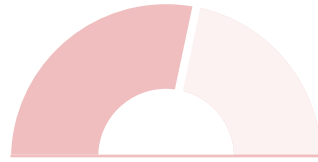


⁷¹ Foresight Factory, 2025 April

⁷² <https://www.remento.co/>

THE CONSUMER CEO

Consumers will rely on their AI agents as trusted partners who support them in the pursuit of reinventing themselves. A large share of purchases will be outsourced to trusted AI partners while consumers set overarching goals and budgets, acting as CEOs that oversee a company and lead a board of directors who operate on their behalf. Essentially, consumers will move *from being actively involved in decision making for each purchase to decision design*, setting the broader agenda that needs to be executed.



OVER 1 IN 2

56% of global consumers are **interested in a service that automatically bought and delivered their basic household supplies** for them.⁷⁴



7 IN 10

70% of global consumers agree (42%) or strongly agree (28%) that in the future **they want to manage all of their AI agents through a single interface**.⁷³

The company that is able to empower Consumer CEOs to easily, seamlessly, and flexibly control the personal AI partners that interact with brands and other consumers on their behalf might emerge as the Amazon for this new era of commerce.

EMBEDDED AGENTIC COMMERCE

We are already seeing early signs of this today, with growing openness on behalf of consumers towards auto-purchases, self-replenishment services, and using vehicles, appliances, and devices that can reorder supplies or schedule upgrades and maintenance services.

On the business side, we are starting to see the two-way commercial agent interactions needed to make the notion of the Consumer CEO become a reality start to emerge: at CES 2026, **Cerence AI** unveiled the **ownership companion agent**, a proactive service and maintenance assistant that helps drivers understand vehicle health, handle upcoming service needs, and discover underused features, unlocking greater adoption for advanced tech in the vehicle. It also introduced the **dealer assist agent**, supporting dealerships with intelligent automation for sales and service workflows.⁷⁵ These agents are meant to operate as a network that optimizes the car ecosystem from both sides of the equation.

⁷³ Dentsu Consumer Navigator, Global Survey, December 2025

⁷⁴ Foresight Factory, 2024 March

⁷⁵ [Cerence AI Set to Showcase Agentic AI and LLM-Powered Innovations at CES 2026 \(Cerence AI\)](#)

DIRECT-TO-CONSUMER DASHBOARDS

AI's role in consumers' lives will get elevated, because of these new applications that the technology will see emerge, as well as because of the desire of reinvention that will drive the future of consumerism.



3 IN 4

75% of global consumers **strongly** agree that **AI will evolve from tools to get tasks done to advisors that guide their lifestyles**, rising to 80% among Gen Z and Millennials.⁷⁶

This will be a natural evolution of the move in commerce we already see today, where rather than using traditional search engines and retail marketplaces to look for something they need or want (e.g., specific food items), consumers turn to AI tools to ask what to need or want (e.g., asking an AI model to build a shopping list for a party with a certain number of guests and specific dietary requirements).

In prototype stages, **ProPerSim** is an AI agent interface being designed to deliver proactive future recommendations and preferences, anticipating user needs rather than simply responding to them.⁷⁷

INSTINCT AS EXECUTIVE OVERRIDE

While the role of AI agent in our lives will get elevated, within the construct of acting as Consumer CEOs we will also have the expectation that we can intervene to take over the reins at any moment we deem it appropriate or necessary.



3 IN 4

73% global respondents in our study agreed that as automation scales, **it will be critical that brands and platforms allow them to override what AI agents are doing** on their behalf.⁷⁸

In general, as so much of commerce becomes over optimized, occasional breaks from the algorithmic race will be welcomed and the brands that engineer said breaks will be seen in a positive light: **Heineken** is aiming to disrupt digital routines with the launch of the #SocialOffSocials campaign, creating opportunities for IRL togetherness.⁷⁹

⁷⁶ Dentsu Consumer Navigator, Global Survey, December 2025

⁷⁷ ProPerSim: Developing Proactive and Personalized AI Assistants through User-Assistant Simulation (Cornell University)

⁷⁸ Dentsu Consumer Navigator, Global Survey, December 2025

⁷⁹ Heineken Aims to Bring Back Joy of True 'IRL' Togetherness as Global Screen Time Continues to Soar (The Heineken Company)

HOW TO ACT

Ultimately, in order to be recognized as something more than a commodity in a future where so many purchases will be automated, brands need to start building now the infrastructure necessary to serve the individual and their software while also enabling the discovery of their future selves.

TREND 01

TIME RECLAIMED

As daily routines are increasingly upended, marketers will need to reframe offerings that have been conceived as a response to conventional need states and, instead, rethink them and rebuild them into open, adaptive, always-possible offerings that are triggered by actions or moods. And they will need to lean into the cultural IP that allows consumers to connect time and time again.

TREND 02

SELF-PROTOTYPING

Brands will need to reorient content platforms and customer experiences to cultivate divergence, not personalization, helping consumers understand not who they already are, but how to become someone they've never been before. Brands will need to design interactions that are not simply fulfilling the present need but also offer an opportunity for inspiration and self-discovery in the process.

TREND 03

THE CONSUMER CEO

As consumers move from decision making to decision design, brands will need to offer mission dashboards for individuals, allowing consumers to set personal KPIs and then step into a more strategic role. Brands will need to orchestrate rich, loyalty-led customer journeys that encourage identity resolution through value exchange-oriented interactions.

DENTSU ENTERTAINMENT

Founded with the mission to develop, finance, produce and market entertainment that creates cultural connections, tells powerful stories, and attracts audiences and platforms alike, Dentsu Entertainment produces content that drives the cultural conversation, utilizes innovative commercial models and creates value from entertainment for our brand clients and partners.

[LEARN MORE >](#)

FORCE 04

WAYFINDER BRANDS

Brands guide consumers to expanded and evolving goals, designing paths to personal growth.

Three key trends will shape this landscape:

TREND 01

CATALYST CUSTOMER JOURNEYS

Consumers set goals, then turn to trusted brands to guide them, at times going beyond mentoring to provoke new behaviors.

TREND 02

BRANDTRUMS

To stand out among algorithmic sameness, brands will need to demand consumer attention by communicating with more emotional extremes, responding to and challenging the moods and emotions of their audiences.

TREND 03

PROOF-OF-PRESENCE

Brands will need to continuously prove their integrity – in provenance, storytelling, content authenticity, customer testimony – to stand out in a world flooded with synthetic noise.

PARADIGM SHIFTS IN BRAND EXCELLENCE:

LEGACY

Brands being responsive to the terms of engagement set by consumers who became empowered by purchasing choice and access as a result of the digital revolution is now a shift that feels like a distant memory.

WIDESPREAD

The most successful brands reclaimed control from consumers by being expansive with new terms of engagement through the establishment of titan brand ecosystems that have now become globally available.

EMERGING

The most sophisticated brands start to proactively engage consumers through intuitive interactions harnessing the power of AI.

NEXT

As consumers seek to reinvent themselves, brands need to pave a path and help consumers find their way towards expanded skills and goals to transcend becoming a commodity.

CATALYST CUSTOMER JOURNEYS

As seen in the Consumer CEO section, consumers will move from always being actively involved in decision making to decision design that reflects their overarching reinvention aspirations. As they set new goals, they will turn to brands to inspire them and guide them, creating an aperture to establish meaningful relationships.

Brands that are perceived to be simply responding to a need will soon be cataloged as commodities that AI agents can interact with independently (and potentially swap for cheaper alternatives), while brands that inspire new behaviors will be trusted by the consumer to inform how their overarching agenda is evolving.



ALMOST 9 IN 10

87% of global consumers agree that brands that not only deliver products and services but **inspire them and help them grow will become the most memorable**.⁸⁰

In other words, in order to stand apart, brands will need to orchestrate customer journeys that are not simply means to an end (e.g., capturing a transaction), but also means to new beginnings (e.g., spark inspiration and compel deeper, transformative interactions).



OMAR LIZARDO
Cultural Sociologist

BRANDS WILL NEED TO THINK IN TERMS OF HUMAN VS. CUSTOMER JOURNEYS

“

“TO BE RELEVANT, BRANDS WILL NEED TO BE ENABLERS OF THE CONSTANT PROCESS OF IMPROVEMENT THAT PEOPLE ARE ON, NOT JUST AN IMMEDIATE SOLUTION.”

⁸⁰ Dentsu Consumer Navigator, Global Survey, December 2025

PROGRESS GUARDIANS

This reliance on brands for guidance will originate from the fact that, often, consumers will struggle to identify and articulate their trajectory in their path to reinvention.



NEARLY 1 IN 2

48% of global consumers feel they've **become less able to concentrate thanks to the internet and mobile phones**.⁸¹

In this context, offering experiences that offer moments of reflection might help brands build more meaningful and memorable experiences. An example of this is Travelodge's wrapping rooms campaign, where the hospitality brand helped consumers tune out distractions by making guest rooms stocked with gift wrapping essentials available to guests looking to slow down and savor the task of wrapping Christmas presents.⁸²

INSPIRATION THROUGH ACTIVATION SUPPORT

Alternatively, brands will be able to elevate their stature by offering moments of inspiration that help consumers articulate their aspirations and turn them into clear trajectories.



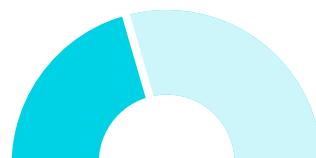
NEARLY 2 IN 3

63% of global consumers **strongly** agree they sometimes **struggle articulating what their life goals are**, rising to 76% among Gen Zers.⁸³

Brands can build distinction by acting as enticing curators of the self to aid customers in their pursuit of reinvention, guiding them to envision and explore new potential pathways. For example, Copilot Money turns financial intention into action through real-time dashboards that track spending, subscriptions, and savings goals for multiple modes of life. The product continuously translates abstract goals into clear, next-step behaviors.⁸⁴

PROGRESS, NOT PRESSURE

Empowered by their AI partners and motivated by the greater premium culture will place on originality, consumers will be motivated to lean on brands that they perceive to be agents of progress against their objectives, even more so than they are today.



ALMOST HALF

44% of global consumers **agree they like it when they have something to strive to achieve**.⁸⁵

⁸¹ Dentsu Consumer Navigator, Global Survey, December 2025

⁸² [Travelodge Launches Wrapping Rooms to Keep Festive Surprises Secret \(Travelodge\)](#)

⁸³ Dentsu Consumer Navigator, Global Survey, December 2025

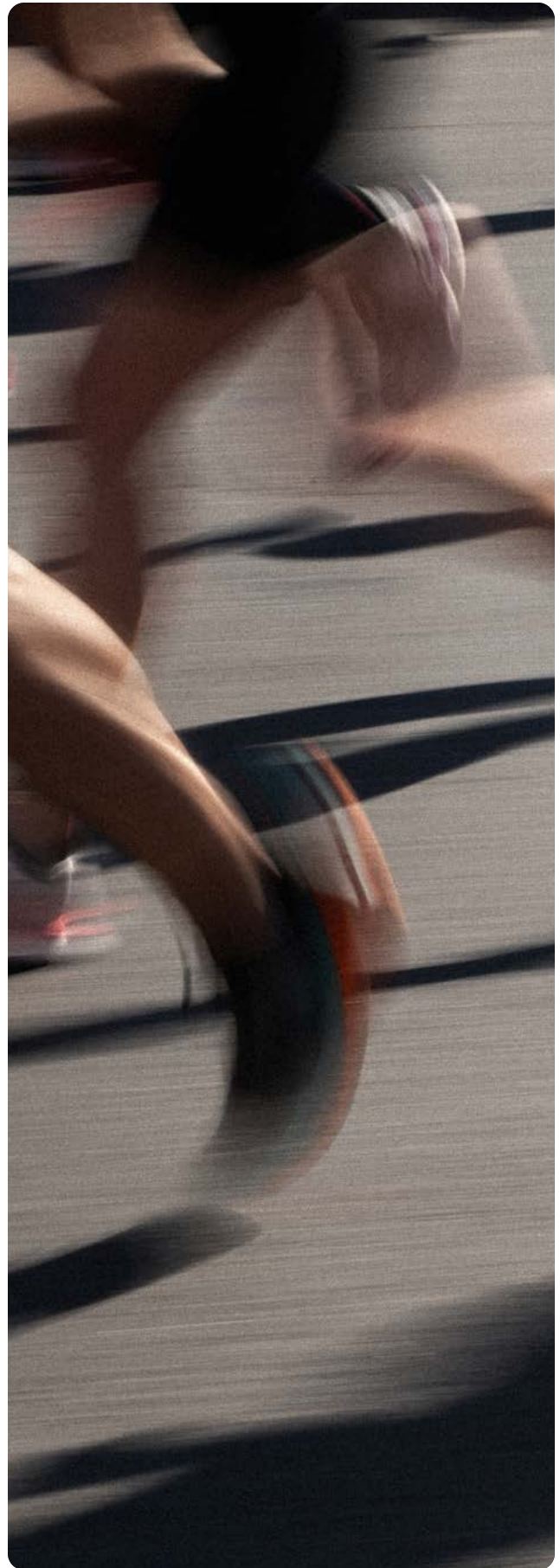
⁸⁴ <https://www.copilot.money/>

⁸⁵ Foresight Factory, 2025 April

TREND 01

However, it will be important for brands to find the balance between progress and pressure, understanding when to pause to prevent retreat, fatigue, or disengagement.

Brands that rush closure will lose relevance, while brands that enable rehearsal will earn trust. In its **Soft Wins** campaign, sportswear brand On partnered with Sesame Street's Elmo to reframe running around consistency, community, and self-kindness rather than intensity and competition, gently coaching consumers toward a new, healthier mindset about movement.⁸⁶



⁸⁶ [On Launches Soft Wins with Sesame Street's Elmo to Inspire Runners to Not Be So Hard on Themselves \(On\)](#)

BRANDTRUMS

Caught in a stream of messages that are catered to what they already know and already like by algorithmic sameness, consumers will need to be provoked to realize their unspoken aspirations.



OVER 1 IN 3

36% of global consumers say they **want to be more open to new challenges**.⁸⁷

In the decade ahead, brands will learn to read contextual, cultural, and behavioral cues to spark emotion before demand is articulated. Future-forward brands will need to challenge and nudge consumers at more emotional extremes, urging them to act.



THE ANTICIPATION APEX

This will be enabled by a new generation of platforms that will meet consumers' expectations for technology using contextual cues to understand how they feel much better than most tech tools do today.



3 IN 4

75% of global consumers agree they expect that in the future **the technology they use in their personal life will be much better at providing answers that consider what's happening in their lives and how they feel**.⁸⁸

Brands will master mirroring individual preferences, proactively providing emotional and functional solutions. **InMarket's Predictive Moments** platform enables brands to reach consumers before their search even begins by analyzing past engagement, intent signals, and contextual cues, activating communications just prior to need recognition.⁸⁹

⁸⁷ Foresight Factory, 2024 March

⁸⁸ Dentsu Consumer Navigator, Global Survey, December 2025

⁸⁹ <https://inmarket.com/predictive-moments-launch/>

RESONANCE BEATS RELEVANCE

As over-reliance on AI will likely create a sea of sameness that consumers feel numbed by, communicating through emotion will become more important than ever before for brands.



4 IN 5

84% of global consumers strongly agree (33%) or agree (51%) that they are **more likely to remember brands who elicit visceral emotions**.⁹⁰

For both B2C and B2B businesses, communicating through emotions can help make their brands be noticed and remembered, making a lasting impression that impacts customers' memory structures.

Expressive extremes will emerge as premium brand assets, not as performance, but as proof of humanity. To cut down on food waste, the **Famina Sweets** line from **FamilyMart** uses kawaii icons to express brand emotions and connect with consumers on a deeper level.⁹¹

CHALLENGING WITH CARE

The deep relationships consumers will develop with their personal AI agents will raise the bar for brands which will need to develop more distinctive messages and experiences.



3 IN 4

78% of global consumers say that, as AI tools get better at providing precise answers and outputs, **they will have less tolerance for generic and repetitive messages from brands**.⁹²

At times, leading brands will move beyond responsiveness to emotional ignition, using contrast, tension, and provocation to not just be seen, but felt as well. Interestingly, creating moments of friction will be a solution marketers might resort to in order to ensure consumers are noticing their brands. **Patagonia** challenges consumers to buy less with **Worn Wear**, a program offering repair services, nudging consumers away from a replacement mindset.⁹³



⁹⁰ Dentsu Consumer Navigator, Global Survey, December 2025

⁹¹ FamilyMart's Teary-eyed Sticker: Emotion-driven Innovation to Cut Food Waste (The Consumer Goods Forum)

⁹² Dentsu Consumer Navigator, Global Survey, December 2025

⁹³ From Simplistic to Systemic Sustainability in the Textile and Fashion Industry (Springer Nature)

PROOF-OF-PRESENCE

For consumers, recognizing a brand as a mentor, a 'Wayfinder' that can help them in their journey of reinvention, will depend on perceiving its legitimacy and its position of authority.

As algorithms become more precise and generative AI exponentially multiplies the volume of hyper-personalized content that consumers are exposed to and potentially get chambered by, it will be more important than ever for brands to stay true to themselves.



9 IN 10

91% of of global respondents in our study agree that as algorithms grow more individualized, **it will be more important for brands to be consistent with their values and actions.**⁹⁴

Furthermore, skepticism around AI-generated content will lead consumers to question the credibility of brands' value claims. In turn, brands will need to build an infrastructure so these *claims* can be backed by *traceable facts*.

BRANDS BUILT TO BE BELIEVED

The provenance of products and services, and the conditions that informed their design, production, scaling, and distribution will be under greater scrutiny.



NEARLY 1 IN 3

30% of global consumers agree **there needs to be a better way of evaluating the quality of products and services they buy.**⁹⁵

Smart labels using **blockchain-backed NFC** (Near Field Communication), **QR** (Quick Response code), and **RFID** (Radio Frequency Identification) technologies will enable brands to build structural credibility into their identities and allow consumers to instantly and independently verify chain data including origin, handling conditions, and authenticity.⁹⁶



⁹⁴ Dentsu Consumer Navigator, Global Survey, December 2025

⁹⁵ Foresight Factory, 2025 April

⁹⁶ [The Future of Smart Labeling: NFC & Blockchain \(Torq Packaging\)](#)

USER-GENERATED CONFIRMATION

As consumers seek to validate brand claims via trusted sources and look to get a break from AI-generated content in the mainstream there will be even more demand for user-generated content.



NEARLY 9 IN 10

87% of global consumers agree that **as AI is used more, they will seek content made by human creators** for its authenticity.⁹⁷

There will also be more demand for brands to provide ways to certify when the content they use, or the ideas they take to market, are conceived or written by a human. In fact, consumers will often measure brands against this expectation of rigor. Publishing startup **Books by People** has launched its Organic Literature Certification which verifies that books were creatively conceived and written by a human with limited AI use.⁹⁸

FACILITATED FACT DISCOVERY

58% of global consumers already find it hard to know what information to trust online today and the increased adoption of AI will enhance their distrust.⁹⁹

In this climate, marketers will need to challenge themselves to discard industry tropes, restrain from over hyping, and be balanced vs. sensationalizing in their messaging. To debunk beauty industry hype, accessible skincare brand The Ordinary launched a Periodic Fable initiative, where consumers can discern science fact from marketing fiction themselves.¹⁰⁰



⁹⁷ Dentsu Consumer Navigator, Global Survey, December 2025

⁹⁸ <https://booksbypeople.org/>

⁹⁹ Foresight Factory, 2024 March

¹⁰⁰ [The Periodic Fable \(The Ordinary\)](#)

HOW TO ACT

In a future where consumerism is led by our desire to reinvent ourselves, which is supported by consumers' personal AI partners acting as an accelerant, and inspired by the greater premium placed by culture on originality, the most successful brands will act as 'Wayfinders' that guide their customers towards expanded and evolving goals, designing paths to personal growth and acting as mentors in the process of serving their needs.

On the other hand, businesses that are simply responding to demand will fade in the algorithmic shuffle, as basic interactions and purchases get fulfilled in an automated fashion.

TREND 01

CATALYST CUSTOMER JOURNEYS

To inspire and support consumers in their reinvention trajectories, marketers will need to create brand experiences that are not simply means to an end but rather transform consumers' perspectives through structured challenge, proven expertise, and unique discovery.

TREND 02

BRANDTRUMS

As consumers get increasingly numbed by algorithmic sameness and feel the need to face new challenges and work against clear objectives, marketers need to provoke participation by building systems that sense, shape, and intensify emotions with purpose.

TREND 03

PROOF-OF-PRESENCE

In a synthetic world where the proliferation of AI-generated content and the rise of hyper-personalization weaken consumer trust, brand values can no longer rely solely on claims but need to rest on traceable facts. The content supply chain needs to be injected with scaled, but at the same time consistent, workflows that propagate brand governance and brand identity standards across all teams, regions, and channels with the least amount of waste.

ADOBE GEN STUDIO DENTSU +

The culmination of a decade-long relationship, Adobe GenStudio dentsu+ combines Adobe's new, leading Content Supply Chain solution suite, GenStudio, with the power of dentsu's proprietary integrated services, technology and audience intelligence. Underpinned by dentsu's Merkury, the industry's leading data and identity platform, the offering gives marketers the power to efficiently reach and engage audiences in a highly scaled and personalized manner, driving more in-the-moment experiences and bringing consumers even closer to the brand.

[LEARN MORE >](#)

TREND OVERVIEW

FORCE 01

SYMBIOTIC SYSTEMS

THE FUTURE OF TECHNOLOGY

- Parallel Presence
- Subjective Scripts
- Hybrid Consciousness

FORCE 02

INGENUITY AWAKENED

THE FUTURE OF CULTURE

- Life Cycle Obsolescence
- Resilience Reskilling
- Originality as Moral Mandate

FORCE 03

INFINITE REINVENTION

THE FUTURE OF CONSUMERS

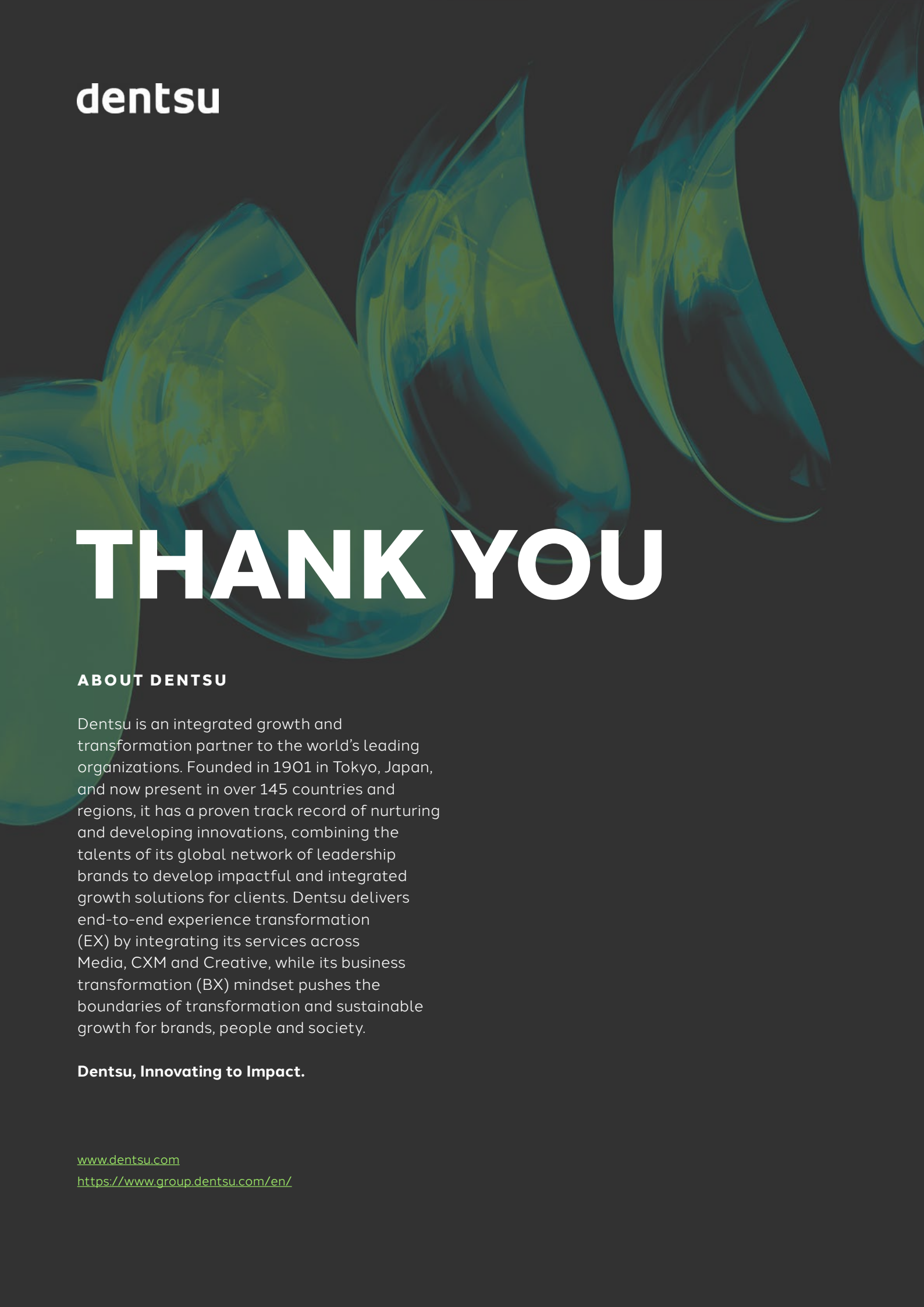
- Time Rewired
- Self-prototyping
- The Consumer CEO

FORCE 04

WAYFINDER BRANDS

THE FUTURE OF BRANDS

- Catalyst Customer Journeys
- Brandtrums
- Proof-of-Presence



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THANK YOU

ABOUT DENTSU

Dentsu is an integrated growth and transformation partner to the world's leading organizations. Founded in 1901 in Tokyo, Japan, and now present in over 145 countries and regions, it has a proven track record of nurturing and developing innovations, combining the talents of its global network of leadership brands to develop impactful and integrated growth solutions for clients. Dentsu delivers end-to-end experience transformation (EX) by integrating its services across Media, CXM and Creative, while its business transformation (BX) mindset pushes the boundaries of transformation and sustainable growth for brands, people and society.

Dentsu, Innovating to Impact.

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