

The background is a vibrant, abstract composition. It features a large, light blue diamond shape on the left side. Scattered across the dark blue and purple background are numerous translucent, multi-colored geometric shapes, primarily triangles and pyramids, in shades of cyan, magenta, and yellow. These shapes have a 3D effect with highlights and shadows. The overall aesthetic is modern and futuristic.

KANTAR

MARKETING TRENDS

2025

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Simiso Ncube

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BRANDS

GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE PEOPLE

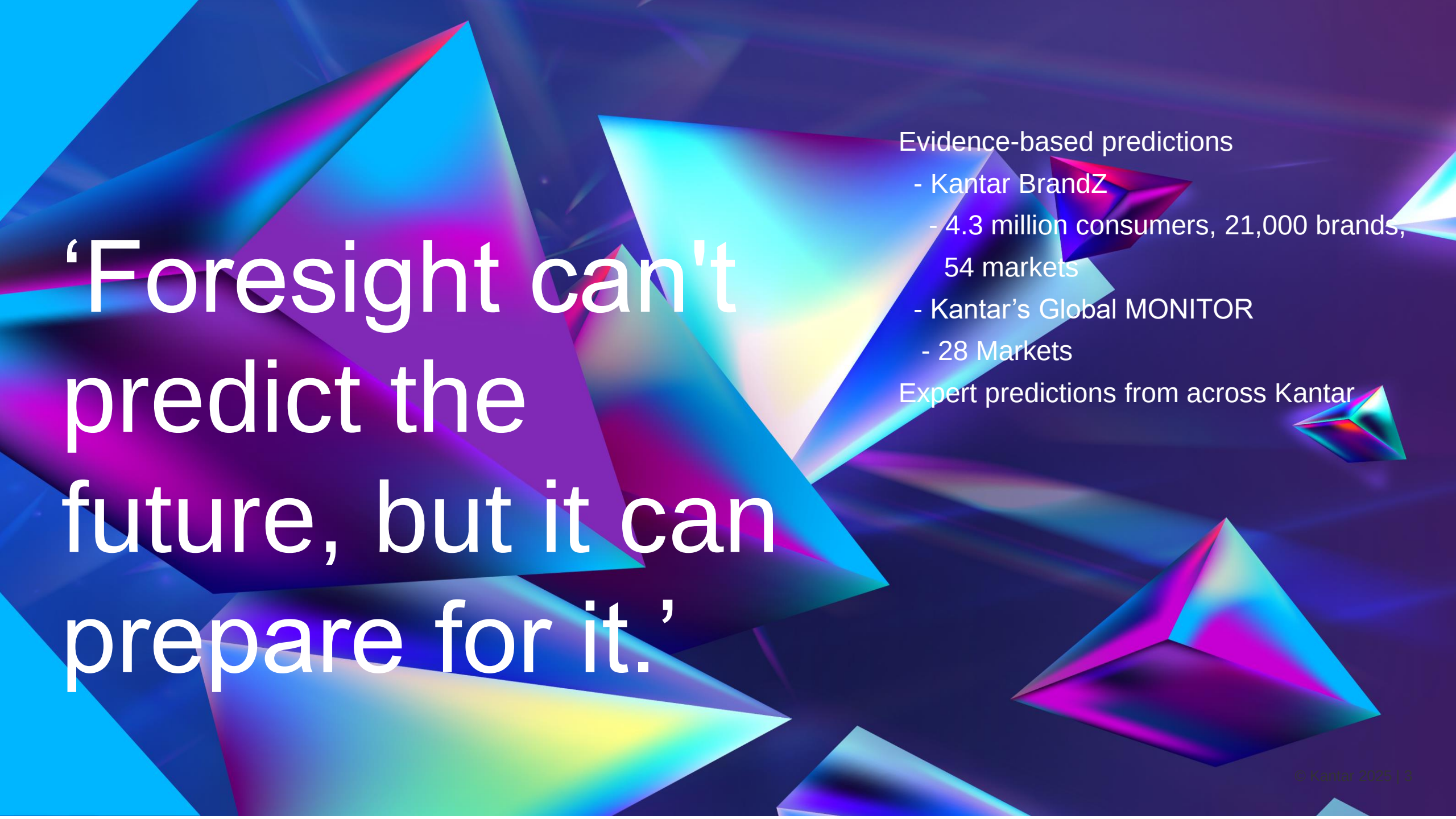
BE MORE PRESENT

FIND NEW SPACE

BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND MOST MEANINGFUL DATA

KANTAR



‘Foresight can't
predict the
future, but it can
prepare for it.’

Evidence-based predictions

- Kantar BrandZ
- 4.3 million consumers, 21,000 brands, 54 markets
- Kantar's Global MONITOR
- 28 Markets

Expert predictions from across Kantar

1 THE VOYAGE TO TOTAL VIDEO



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2 SOCIAL MEDIA NEEDS TO UP ITS GAME

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3 SAFETY FIRST: GENERATIVE AI HAS TO REASSURE MARKETERS



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4 SUSTAINABILITY AND MARKETING MUST MERGE



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5 BRANDS TAP INTO CREATOR COMMUNITIES



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6 WOKE AND DEFINITELY NOT BROKE: THE INCLUSION IMPERATIVE



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7 THE PUZZLE OF SLOWING POPULATION GROWTH



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8 STRETCHING THE LIMITS OF INNOVATION

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9 RETAIL MEDIA NETWORKS ARE EVOLVING



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10 LIVESTREAMING: ALIVE AND KICKING



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