



THE TOP TRENDS OF 2023



A TREND REPORT

THE
LIFE
COXX



CONTENTS

- TECHNOLOGY
- RETAIL
- NATURAL WORLD
- ECONOMY
- DIPLOMACY
- SOCIOCULTURAL

INTRODUCTION - 2023 IN BRIEF

2022 was a year of political turmoil marked by Russia's invasion of Ukraine and protests in Iran and China. Two countries with atrocious human rights records, China and Qatar, hosted major sporting events, the Winter Olympics and the Fifa World Cup respectively, amidst major controversy. Locally, South African women's soccer team Banyana Banyana won the Women's Africa Cup of Nations, stirring up conversations about the gender pay gap. It was also a year of strides in the field of science - the first successful transplant of a pig's heart into a human and NASA's DART mission successfully crashing into the Dimorphos asteroid in the first planetary defence test. KwaZulu-Natal had its worst floods in history and, around the world, the effects of global warming, through floods, heat waves, droughts and landslides were felt. Covid-19 has continued to spread but the majority of countries have now dropped restrictions, China being the exception. The world's population reached 8 billion and the US FDA gave safety approval for lab-grown meat and chicken. The consequences of Elon Musk's purchase of Twitter have yet to play out, but its effect on freedom of speech could be profound.

This report delves into the most pertinent trends of 2023. It covers all sectors according to our T.R.E.N.D.S methodology.

Our six trend pillars are:

1. Technology
2. Retail & Marketing
3. Economy
4. Natural World
5. Diplomacy
6. Sociocultural



TECHNOLOGY

Made in space

Space factories are factories that can manufacture materials impossible to produce on Earth. For decades now, astronauts and scientists have been conducting experiments in space which have demonstrated that a number of materials are of significantly higher quality when produced in microgravity. Because of the high costs, space-based manufacturing is likely to be reserved for incredibly valuable materials. Space tech startup [Space Forge](#) raised funding to the tune of \$10.2 million to build and deploy satellites for manufacturing materials in space. Inside [the small, reusable craft](#), automated robotic systems will manufacture and test alloys, pharmaceuticals, and electronic components that either cannot be made on Earth or that can be made more effectively in space. [Axiom Space](#), a privately-funded space station manufacturer and orbital services provider, is hoping to make a significant difference in this field. Axiom is currently building the world's first commercial space station to serve as a home to human-tended microgravity research, product development and [in-space manufacturing](#), as well as critical space-environment materials testing. [Made in Space](#) sent the first ceramic manufacturing facility to the International Space Station. The goal? Demonstrate the ability to make turbine components with “higher strength and lower residual stress, due to a reduction in defects caused by gravity”. If successful, this effort will dramatically increase the commercial value of the ISS.

In an era where foresight, problem solving and left field thinking have become the new business currency, the Flux Trends bespoke immersion experience is designed to simultaneously shift your thinking and challenge your perceptions of the innovation process by - literally - introducing you to the future.

To **experience trends differently**, find out more about this exciting journey of exploration by clicking on [Flux immersion tour](#).

Flux Trends has a range of other interventions to help you meet the future with confidence. To see what's on offer, click on [Flux product offerings](#).

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