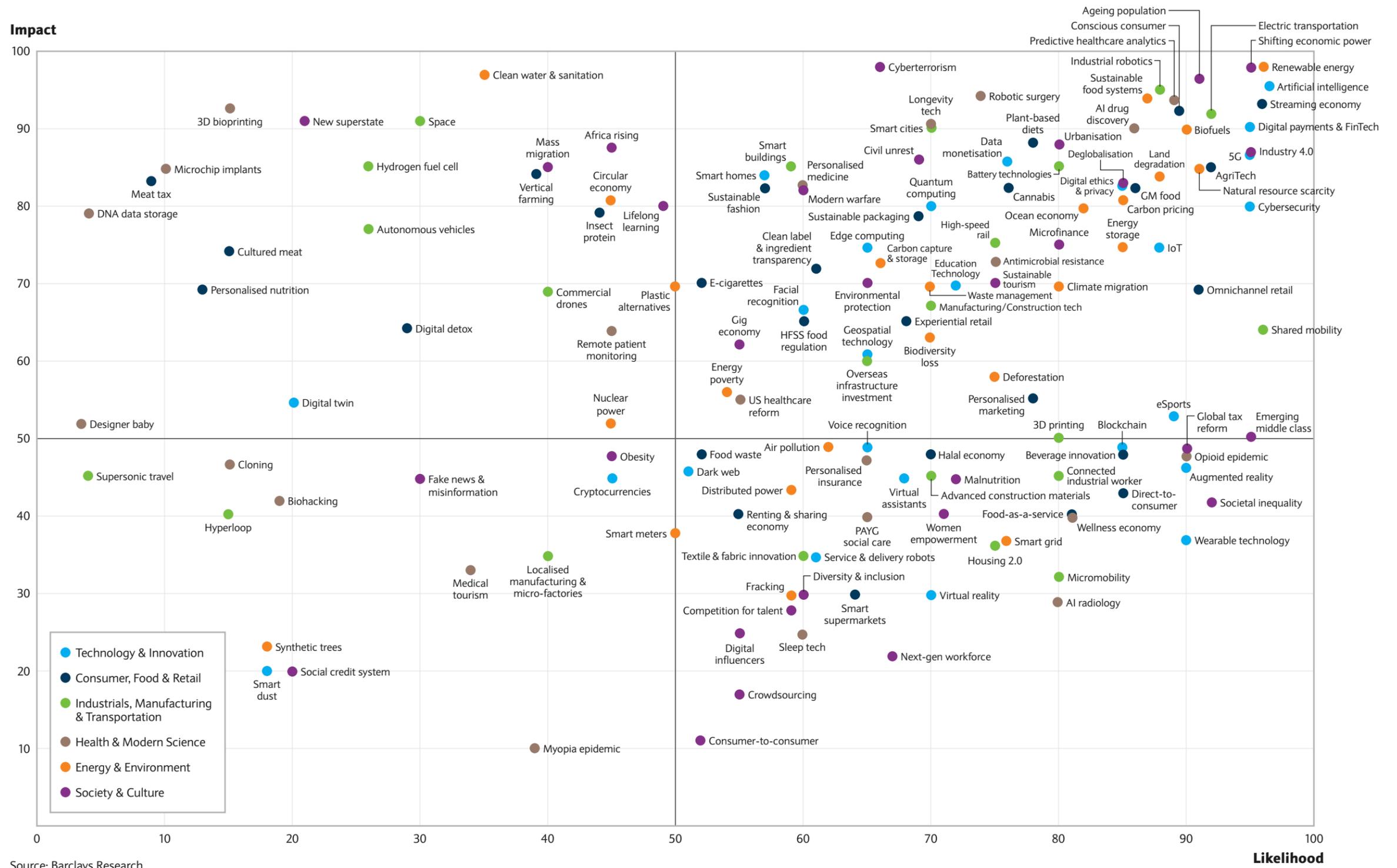


2030 Thematic Roadmap: 150 Trends

Barclays' Sustainable & Thematic Investing Research analysts developed a 2030 thematic roadmap outlining 150 trends across six thematic paradigms that are likely to dominate the investment discussion over the next decade.

Each of these trends has the possibility to fundamentally disrupt specific areas of society by 2030. While some of these trends are relatively speculative, others build on risks that have already begun to crystallise. These are not predictions, but they provide food for thought and a starting point for debate.

Given the growing relevance of ESG and Thematic Investing, clients of Barclays Investment Bank can access the accompanying report entitled "2030 Thematic Roadmap: 150 Trends" on Barclays Live for more information on the roadmap methodology, analyst views and theme catalysts.



2030 Thematic Roadmap: COVID-19 Effects

Trends relating to healthcare, supply chains, industrial automation, education and public safety are expected to accelerate.

Barclays Investment Bank clients can access the accompanying research report entitled “2030 Thematic Roadmap: COVID-19 Lens”.

Technology & Innovation

IoT
5G
eSports
Artificial intelligence
Digital ethics & privacy
Education technology
Cybersecurity
Digital payments & FinTech
Edge computing
Data monetisation
Smart homes
Facial recognition
Service & delivery robots
Wearable technology

Geospatial technology
 Quantum computing
 Blockchain
 Voice recognition
 Augmented reality
 Virtual assistants
 Dark web
 Virtual reality
 Digital twin
 Cryptocurrencies
 Smart dust

Consumer, Food & Retail

Omnichannel retail
Conscious consumer
AgriTech
Sustainable fashion
Streaming economy
Clean label & ingredient transparency
GM food
Food-as-a-service
Direct-to-consumer
Smart supermarkets
Personalised nutrition

Beverage innovation
 Food waste
 HFSS food regulation
 Sustainable packaging
 Plant-based diets
 Personalised marketing
 Cannabis
 E-cigarettes
 Halal economy
 Cultured meat
 Vertical farming
 Insect protein
 Meat tax

Experiential retail
Renting & sharing economy
Digital detox

Industrials, Manufacturing & Transportation

Smart cities
Industrial robotics
Smart buildings
Manufacturing/ Construction tech
Advanced construction materials
Localised manufacturing & micro-factories
Micromobility

Electric transportation
 Battery technologies
 3D printing
 Textile & fabric innovation
 Connected industrial worker
 Housing 2.0
 Space
 Autonomous vehicles
 Commercial drones
 Hydrogen fuel cell

Overseas infrastructure investment
High-speed rail
Shared mobility
Hyperloop
Supersonic travel

Health & Modern Science

Longevity tech
AI drug discovery
Antimicrobial resistance
US healthcare reform
Robotic surgery
Personalised medicine
Predictive healthcare analytics
AI radiology
Personalised insurance
PAYG social care
Wellness economy
Remote patient monitoring

Opioid epidemic
 Sleep tech
 3D bioprinting
 Microchip implants
 DNA data storage
 Designer baby
 Biohacking
 Myopia epidemic
 Cloning

Medical tourism

Energy & Environment

Carbon capture & storage
Carbon pricing
Renewable energy
Biofuels
Sustainable food systems
Circular economy

Climate migration
 Energy poverty
 Land degradation
 Biodiversity loss
 Natural resource scarcity
 Deforestation
 Energy storage
 Ocean economy
 Waste management
 Fracking
 Smart grid
 Distributed power
 Air pollution
 Smart meters
 Plastic alternatives
 Nuclear power
 Clean water & sanitation
 Synthetic trees

Society & Culture

Ageing population
Gig economy
Industry 4.0
Deglobalisation
Sustainable tourism
Shifting economic power
Societal inequality
Next-gen workforce
Consumer-to-Consumer
Global tax reform
Lifelong learning
Fake news & misinformation
Social credit system

Civil unrest
 Cyberterrorism
 Environmental protection
 Modern warfare
 Urbanisation
 Microfinance
 Emerging middle class
 Women's empowerment
 Competition for talent
 Crowdsourcing
 Malnutrition
 Diversity & inclusion
 Africa rising
 Mass migration
 New superstate
 Obesity

Digital influencers

COVID acceleration



Steady state



COVID deceleration



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