

KANTAR

INSIGHTS-INTELLIGENCE
2030

From Insights to Intelligence 2030:
A new playbook for
people-centric growth

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ONE PLANET. ONE HEALTH  Carlsberg
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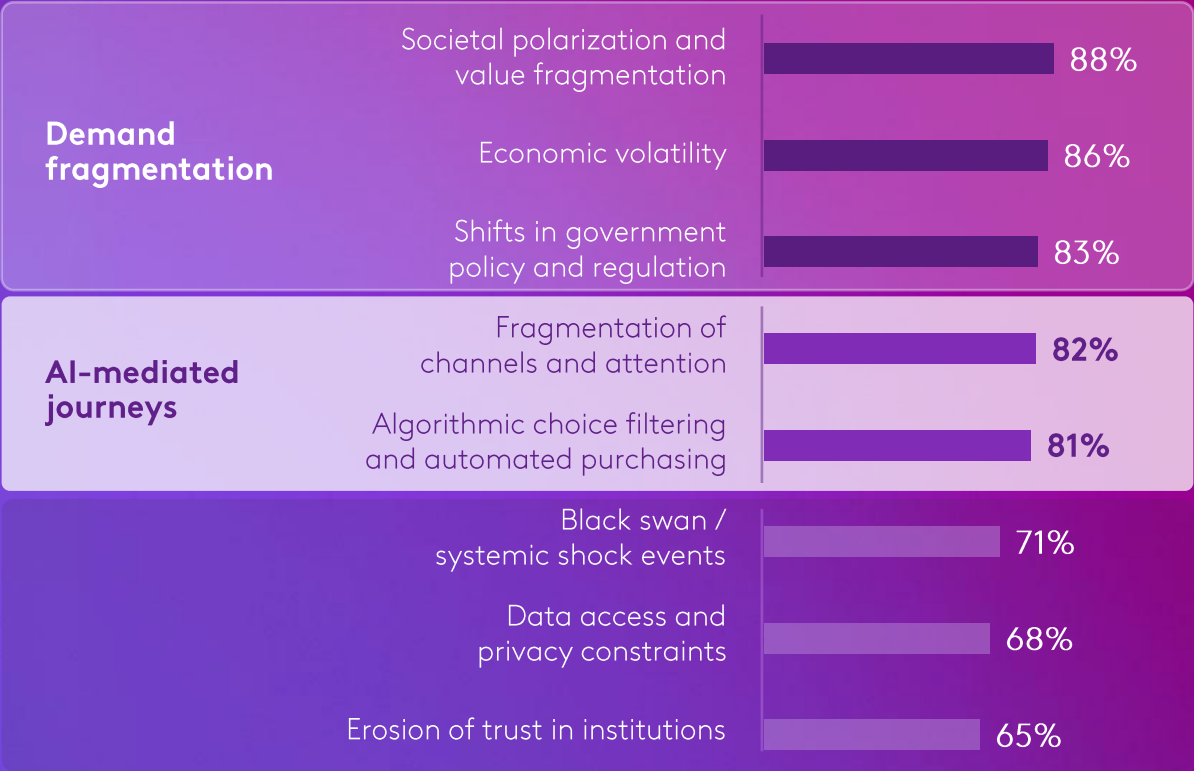
The Challenge

By 2030 a fragmented, unpredictable demand landscape and AI mediated journeys will have rewired the truth of people-centric growth

Data is fully abundant. Decisions are made continuously, often before humans are consciously involved.

The challenge is, how should organizations prepare for this future?

What are the capability, structure and skill implications for today?



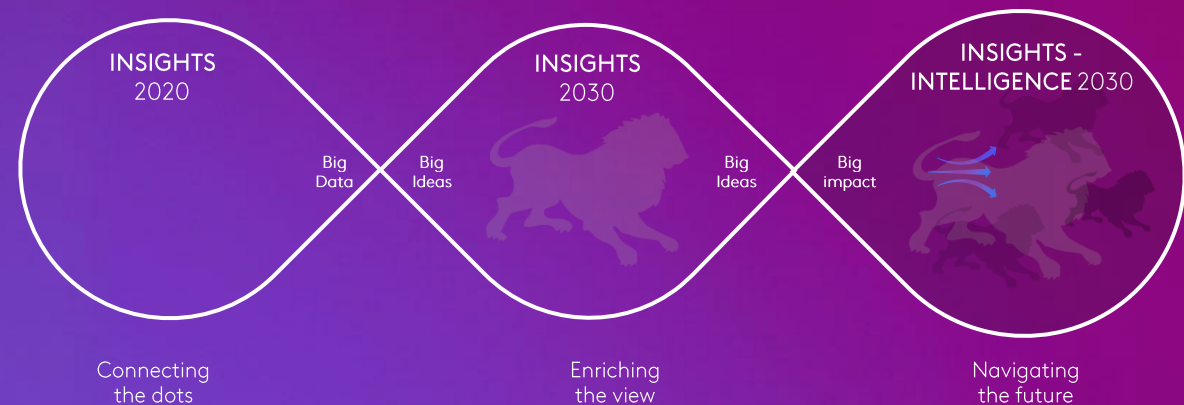
% of business leaders who believe that the above-listed **forces will bring moderate, significant or major disruption** to the ways of doing marketing and brand building

The Shift

Insights to Intelligence 2030 reframes the role of organisations in a world shaped by accelerated decision cycles.

Success is increasingly driven by how organisations orchestrate human judgement and AI intelligence together, not by insight production alone.

Based on 70+ senior leader interviews, 4,000+ decision makers globally and deep sector calibration, **the evidence is clear: to lead in a fragmented demand world, organisations must redesign how decisions are made — treating insight, data and AI as dynamic inputs to human judgement — shaping direction, not just understanding.**



From

'Planning for change' with long-term strategies and activations

Understanding behaviours and choice drivers of people and markets

Full-service insights function guiding all decisions

Strong AI application across individual use cases

To

'Planning within change' and anticipating volatile futures to drive long-term growth

Understanding how people, markets and AI shape demand

Automated insights pipelines with tiered involvement, focused on priority decisions

Defined processes where humans and AI work together, with handoffs and guardrails

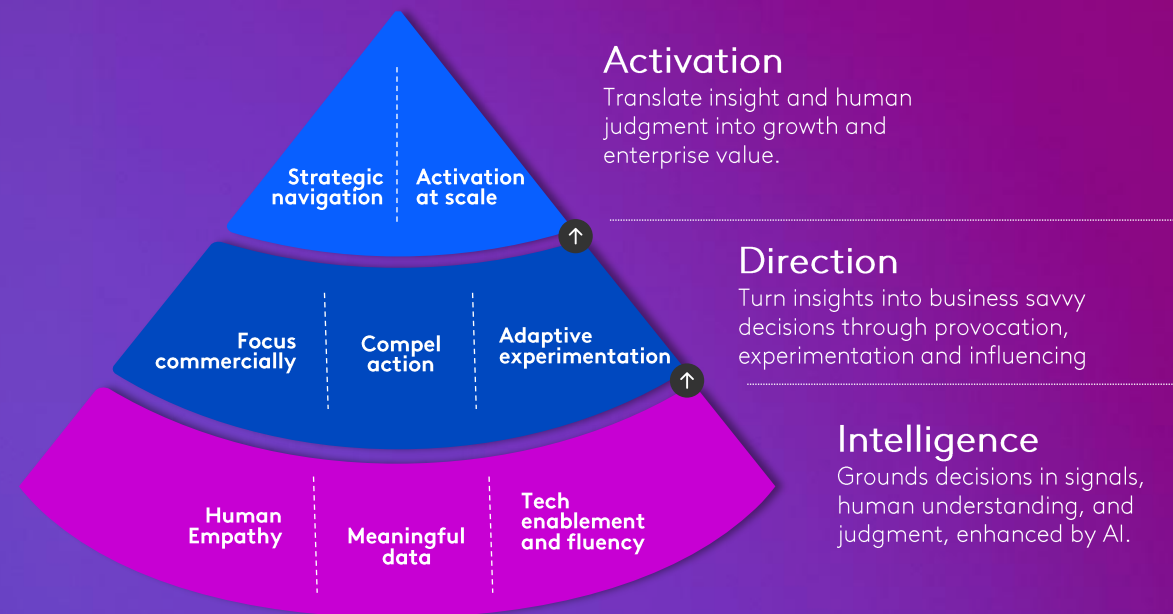
The Answer

Insights to Intelligence 2030 sets out a practical playbook for building people centric growth in the intelligence era. It introduces a new operating system built around three layers:

- **Intelligence** – grounding decisions in human empathy, decision ready data and tech fluency
- **Direction** – turning insight into action through commercial focus, provocation and experimentation
- **Activation** – embedding insight at scale into workflows, platforms and people

These are operationalised through 8 future readiness drivers, illustrated by real world examples from organisations already leading the shift.

Future-readiness drivers



A NEW PLAYBOOK FOR PEOPLE-CENTRIC GROWTH

The Opportunity

The future of growth is not about knowing more or doing more research.

It is about architecting how organisations think, decide and act — faster, smarter and more human, in a fragmented demand world.

Insights to Intelligence 2030 is the playbook for leaders ready to move from understanding the world to shaping what happens next.

Contact us for access to the full playbook, diagnose how you stack up versus leading organisations in cultivating a symbiotic human-AI intelligence ecosystem, and explore your priority actions to be future ready.

