

FOR IMMEDIATE RELEASE

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Dentsu Unveils “Dentsu Future Mandala China Ver.” a Medium-Term Future Prediction Tool

— Predicting the trends likely to emerge by 2030 and supporting Chinese businesses formulate future-oriented business strategies—

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo; hereinafter “Dentsu”) today announced the launch of “Dentsu Future Mandala China Ver.” Based on the medium-term future prediction tool Dentsu Future Mandala**1 that Dentsu has deployed in the Japanese market, the China version of Dentsu Future Mandala has been reconfigured and tailored to reflect social challenges and consumer sentiment unique to the Chinese market.



Dentsu Future Mandala provides a comprehensive classification of 72 trending themes across four categories: "Population & Households," "Society & Economy," "Science & Technology," and "Cities & Nature," summarizing the changes these trends will bring about in the future and the perspectives that will become more important. By using these themes as a starting point to define corporate challenges, companies can clarify the actions they need to take over the medium to long term, even in highly uncertain times.

Dentsu Future Mandala China Ver. released today is a tool jointly developed by Dentsu and Dentsu Creative China. By combining analysis of China's unique market environment with perspectives on social issues that are attracting global attention, it provides insights that look five years ahead to the Chinese market in 2030. Based on Chinese consumer data and social trends, Dentsu Future Mandala incorporates multifaceted analysis and outlooks regarding future prospects and business opportunities in the Chinese market. This enables local clients, as well as overseas clients newly entering the Chinese

market or seeking further business expansion in China, to utilize this tool to drive new business and service development with a future-oriented perspective.

Going forward, Dentsu and Dentsu Creative China will provide differentiated value unique to dentsu*² through consulting services and seminars that use this tool, thereby contributing to client business growth in China.

Examples of trending themes in the Chinese market

◆ Population & Households: Creating a second "demographic bonus"

As the population ages and birthrates decline in China, there is a need to create new drivers of economic growth, by enhancing the working-age human capital through education and other means, as well as optimizing the human capital of the elderly population through measures such as raising the retirement age and stimulating economic activity through consumer behavior.

◆ Society & Economy: Balancing a "virtuous cycle" in the Chinese domestic market with expanded presence in overseas markets

Over the next five years, the Chinese economy will enter a cyclical stable growth trajectory, whereby domestic and overseas markets grow in a collaborative way. In China, domestic consumption will be revitalized, centered on IT and digital services, while overseas market expansion will continue to make progress.

◆ Science & Technology: Evolution of the relationship between humanity and advanced technology

While advances in AI and the penetration of AR/VR technologies into daily life will inevitably continue, there will also be a countervailing focus on the appeal of reality. Close attention should be paid to the evolving relationship between humanity and advanced technology in the Chinese market.

◆ Cities & Nature: From uneven regional development to equal growth

China is transitioning from development centered on major metropolitan areas in coastal regions to a phase where all regions grow together, with the reduction of regional disparities becoming a new driver for economic growth.

Since 2024, dentsu has been fully promoting the global expansion of its Business Transformation (BX) services, which support clients' transformation and growth*³. Based on over a decade of experience and knowledge nurtured and built in Japan, this unique growth-oriented consulting service excels in the three core areas: business transformation, corporate transformation, and sustainability strategy. Seeking to address the various challenges being faced by our clients, dentsu will continue to advance strongly the global expansion of BX to deliver optimal solutions, combining its strengths in creativity, execution, and data and technology with a marketing-oriented perspective.

*1 "Release of 'Dentsu Future Mandala 2025': Predicting 2035 Trends to Inform Future-Oriented Management Strategies" (Press release February 19, 2025; Japanese only).



<https://www.dentsu.co.jp/news/release/2025/0219-010848.html>

*2 The collective term for Dentsu Group Inc., a holding company, and its 720 consolidated subsidiaries in Japan and overseas.

*3 “Dentsu Expands Business Transformation (BX) Services Globally to Support Client Transformation” (June 18, 2024).

<https://www.group.dentsu.com/en/news/release/001227.html>

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