



# UNIQA Worldview Megatrends Update

As of: Feb 2026

# Megatrends: The drivers of change

Megatrends are **changes that have both a long-term and lasting impact on the entire world**. They are interwoven and have a significant influence on all areas of society – on our lives, our industry, and our markets. Megatrends are drivers of change and shape the world around us.

The global upheavals caused by megatrends do not only bring challenges. They also create **opportunities** for those who are prepared to recognize potential and actively exploit it.

Megatrends form the **foundation of our group strategy**. They show us the areas in which we need to proactively develop in order to remain relevant in the lives of our customers in the long term.



# Megatrends that influence us\*



## Digitalisation & AI

Digitalisation is rapidly and fundamentally changing the way we live, work and do business. Human-machine collaboration through AI will define our future.



## Economic shifts in power

After a volatile phase in the wake of the COVID pandemic and the war in Ukraine, inflation and interest rates are stabilising. The economic balance continues to shift towards Asia, driven by increasing innovative strength in countries such as China and India. At the same time, globalisation is coming under pressure from new tariffs and trade conflicts.



## Geopolitical tensions

Tensions and wars have increased in many regions of the world and have an impact on our lives - for example on the economy, labour market and supply chains. At the same time, the Western bloc is drifting further apart due to the geopolitics of the Trump administration, resulting in a changed security architecture and a rearmament of Europe.



## Climate change

Climate change is real and its effects are clearly noticeable. There is no Planet B. Our greatest challenge is to take action now to dam a climate crisis.



## Health

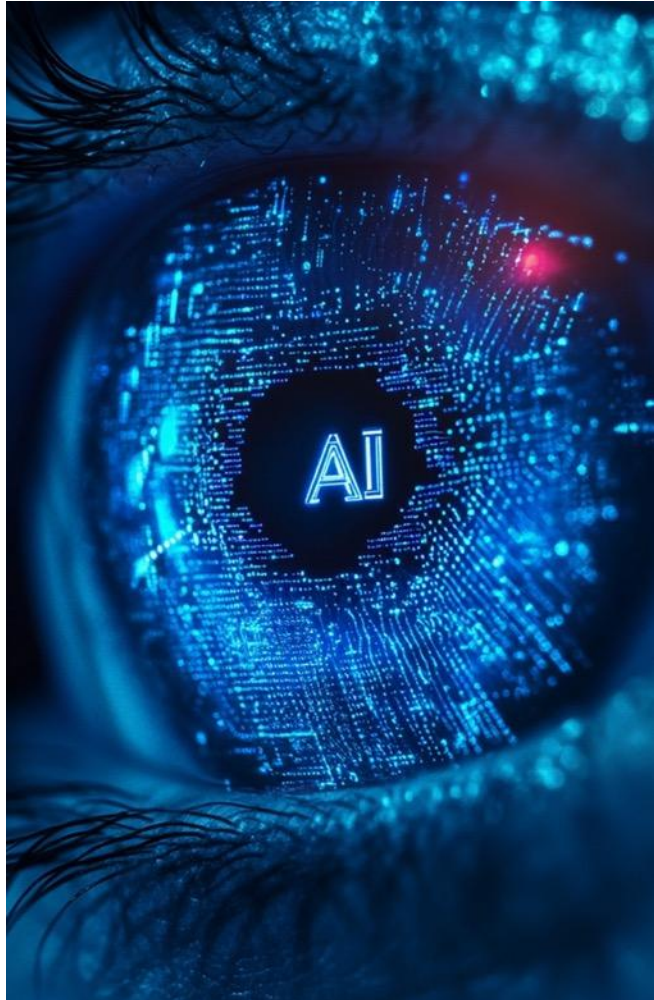
Current developments are having a significant impact on the healthcare sector, including demographic change, changing patient behaviour, new care models and e-health technologies.



## Social change

Cultural polarisation, the increasing danger of business-damaging controversies and 'shitstorms' as well as increasing urbanisation are dominating our social interactions.

# Digitalisation & AI



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## Revolution in the world of work and business

- Artificial intelligence is changing the world of work and the economy
- Up to 40% of activities can be automated and optimized, creating new job profiles
- 76% of insurers already use Gen-AI in one or more business areas
- At the same time, customer expectations regarding speed and personalization are rising
- In the consumer and leisure sector, the expansion of omnichannel offerings is becoming more important
- At the same time, AI is increasing relevant tech risks, including cybercrime and insurance fraud
- Further (indirect) risks arise from increasingly effective disinformation (e.g., deepfakes), including potentially heightened cultural polarization (see Russia/Ukraine, migration and economic policy)

## Opportunities

- If we understand our customers' needs well and promote the potential of our employees, we can be successful as a pioneer in a dynamic world.
- Faster and simpler processes through automation

# Economic shifts in power



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## Challenging macroeconomic environment

- Inflation is stabilizing again, but at a higher level than before the COVID-19 pandemic and the war in Ukraine
- Long-term increase in insurance benefits due to delayed cost increases resulting from index-driven tariff adjustments
- Interest rates are also stabilizing, but a return to zero or low interest rates is not expected
- Funding remains expensive, while the contribution to earnings from investments is increasing
- In the eurozone, slightly positive but overall weak economic growth is expected in the coming years (1.4% GDP by 2028) – the outlook for the CEE region is somewhat more positive
- Despite liquidity reserves, wealth accumulation (e.g., through real estate prices) is becoming more difficult for the middle class
- The global economic balance of power continues to shift toward Asia

## Opportunities

- Sustainably higher interest rate environment, which is particularly important for long-term pension provision
- There is a need for flexible investment products that support wealth accumulation

# Geopolitical tensions



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## Increasing tensions are affecting our lives

### Within Europe

- Increasing instability of existing political alliances, driven in part by the Trump administration (Greenland, tariffs)
- Military security remains a major challenge for Europe (e.g., due to the potential withdrawal of the US from the existing security architecture, further escalation by Russia)
- Increasing social polarization

### Russia/Ukraine

- Russian war of aggression against Ukraine poses a threat to business there and causes ongoing refugee flows
- Less money for social services, education, and infrastructure
- Risk of blackouts, cyberattacks, and sabotage

**Middle East:** Possible resurgence of IS and Al-Qaeda; Middle East conflict, instability in Iran

**China:** Supply chain risk for rare earths (90% of which are processed in China worldwide), medicines, consumer goods, etc.

**USA:** Ongoing political tensions and polarization (migration policy, tariffs, military intervention in Venezuela)

## Opportunities

- Increased demand for security at the personal and state level

# Climate change



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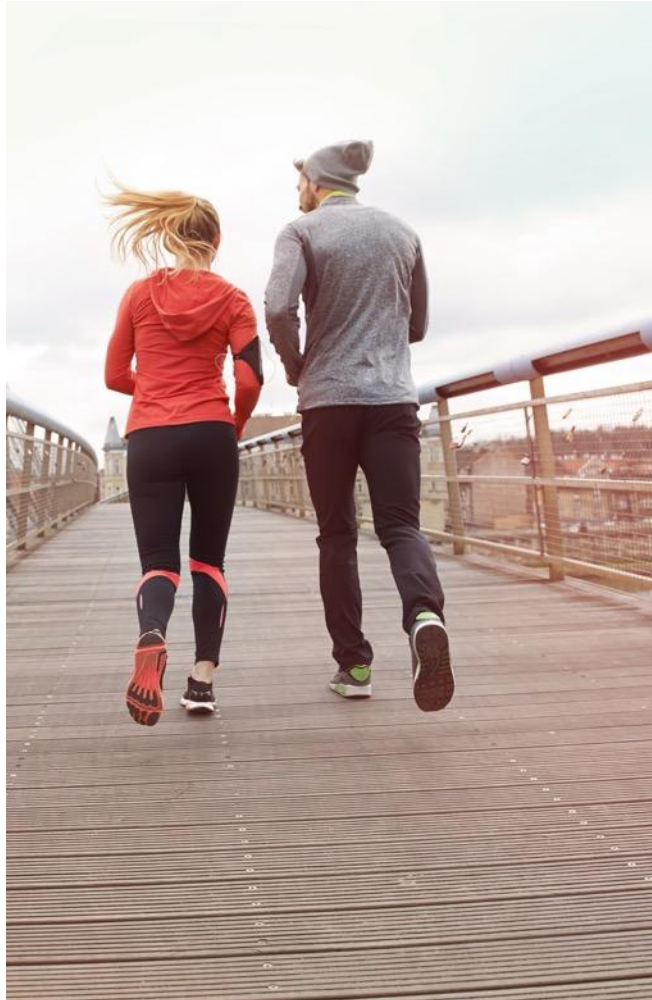
## Noticeable climate change

- A global temperature increase of 1.5°C is expected by 2100. The rising demand for cooling increases the use of resources, especially electricity and water
- Global water demand is estimated to increase by 20 to 30% by 2050
- Natural disasters and extreme weather events are on the rise
- Devastating effects in Austria and Eastern Europe: droughts, forest fires, less snow, flooding, which particularly affects agriculture, forestry, and ski resorts economically
- The European Commission wants to achieve climate neutrality for the continent by 2050 with the "European Green Deal."

## Opportunities

- Young people of Generation Z in particular prefer companies that are committed to environmental protection and sustainability. Here, we can position ourselves as attractive employers and relevant partners for a better life.
- Holistic ESG consulting for companies of all sizes, e.g., UNIQA Sustainable Business Solutions

# Health



Current developments are having a significant impact on the healthcare sector, including demographic shifts, changing patient behaviour, new care models and e-health technologies.

## Aging population and increasing "lifestyle diseases"

- Rising life expectancy leads to an aging population and increased healthcare costs
- Chronic diseases and lifestyle diseases such as burnout and diabetes are on the rise, especially among younger cohorts
- Medical advances enable personalized therapies and early detection of degenerative processes  
→ New care models are needed
- Shortage of doctors is affecting care, while at the same time more and more doctors are moving into the private sector, outside the state healthcare system
- Data protection concerns and legal hurdles for e-health technologies

## Opportunities

- Patients are becoming more informed and view health as a consumer good → focus on high service quality
- E-health technologies are growing and facilitating care
- Higher demand for insurance products due to the rise in private healthcare spending

# Social change



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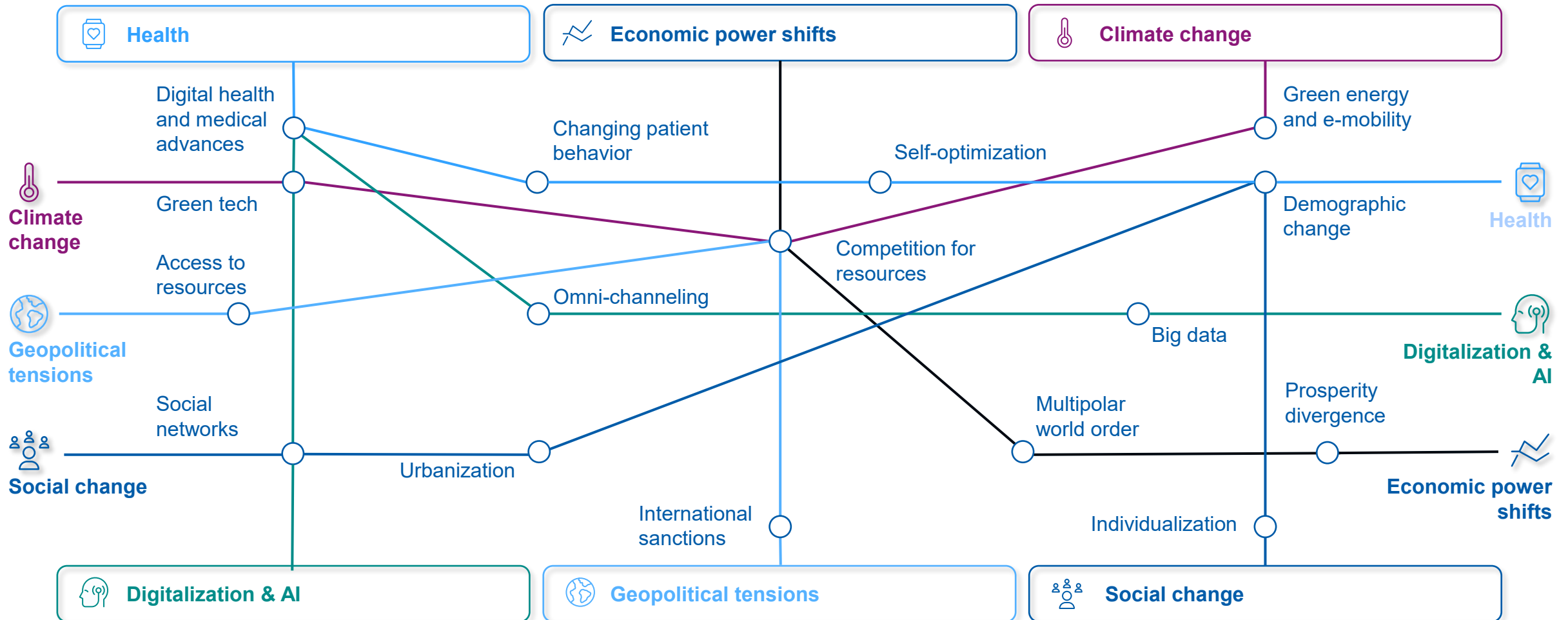
## Cultural polarisation and increasing urbanisation in Europe

- Greater skepticism toward the competence of politicians and experts
- Increasing risk of business-damaging controversies and "shitstorms"
- Increasing concentration of wealth
- Rising life expectancy, leading to an increase in single-person and two-person households among senior citizens
- Growing world population to approximately 8.5 billion by 2030
- Population decline in Europe by 2050 (low birth rates and declining net migration). Austria: by 2030, around a quarter of the population will be over 65; by 2050, around 70% of Austrians will live in urban centers

### Opportunities

- Increased need for financial security and provision in response to the crises experienced in recent years
- The rise of modern working models (remote working, gig economy, etc.) is creating a need for innovative insurance solutions

# The major megatrends are interconnected and present both opportunities and risks for the insurance industry.



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