



What if personalised sights and sounds offered stress relief and wellness on demand?

01

Sense and Serenity

Within Reach

Transitional

Visionary

UNCERTAINTIES

Technology, Values

MEGATREND (Most significant)

Advanced Health and Nutrition

TECHNOLOGIES

Brain-Computer Interfaces (BCI)
HealthTech
Immersive Technologies & Wearables

TRENDS

Longevity & Vitality
Mental Health
Neuroscience
Precision/Personalised Medicine

SECTORS IMPACTED

Consumer Goods, Services & Retail
Cyber & Information Security
Health & Healthcare
Immersive Technologies

KEYWORDS

Brain waves
Neuroadaptive Technologies
Personalised Treatment
Preventative Intervention
Sensory Experiences

On-demand sensory experiences activated through brain waves offer immediate anxiety and stress relief tailored to each person's needs, promoting accessible, adaptive mental wellness support.





WHY IT MATTERS TODAY

Mental health conditions affect

15%

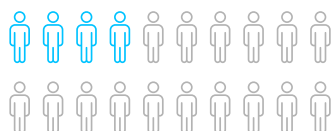
of youths aged 10–19 years globally, with **suicide the third leading cause of death** among 15- to 29-year-olds

14%

of those over 60 years of age face mental health challenges, most commonly depression or anxiety

20%

of employees worldwide experience daily loneliness



Mental health outcomes influence people's life prospects both socially and professionally.⁴⁷⁷ Those experiencing challenges with their mental health are at greater risk of financial challenges, limited job opportunities, and unstable housing,⁴⁷⁸ leading to further decline in mental health. This cycle underscores the importance of supporting mental wellness for stability in various aspects of life.⁴⁷⁹

Mental health conditions affect 15% of youths aged 10–19 years globally, with suicide the third leading cause of death among 15- to 29-year-olds.⁴⁸⁰ In 2021, mental and anxiety disorders were the leading causes of death among older youths, followed by violence, which may be sometimes used to cope with emotional challenges.⁴⁸¹

Among adults, 20% of employees worldwide experience daily loneliness.⁴⁸² This can be attributed to several factors, including poor work–life balance, social media exposure, and socio-economic stressors, such as financial insecurity.⁴⁸³ Adults with severe mental health conditions die 10–20 years earlier than others, facing a higher risk of suicide and significant economic and productivity losses.⁴⁸⁴ Mental health conditions affect just under 29% of males and just under 30% of females, with peak onset at age 15 years.⁴⁸⁵

The risk continues into older life as well. By the age of 75 years, half the population will have experienced a mental health condition,⁴⁸⁶ and 14% of those over 60 years of age face mental health challenges, most commonly depression or anxiety.⁴⁸⁷ The global population aged 60 years or over reached 1 billion in 2020, a number expected to rise to 1.4 billion by 2030 and 2.1 billion by 2050, so mental health will continue to be a priority.⁴⁸⁸



THE OPPORTUNITY



BENEFITS

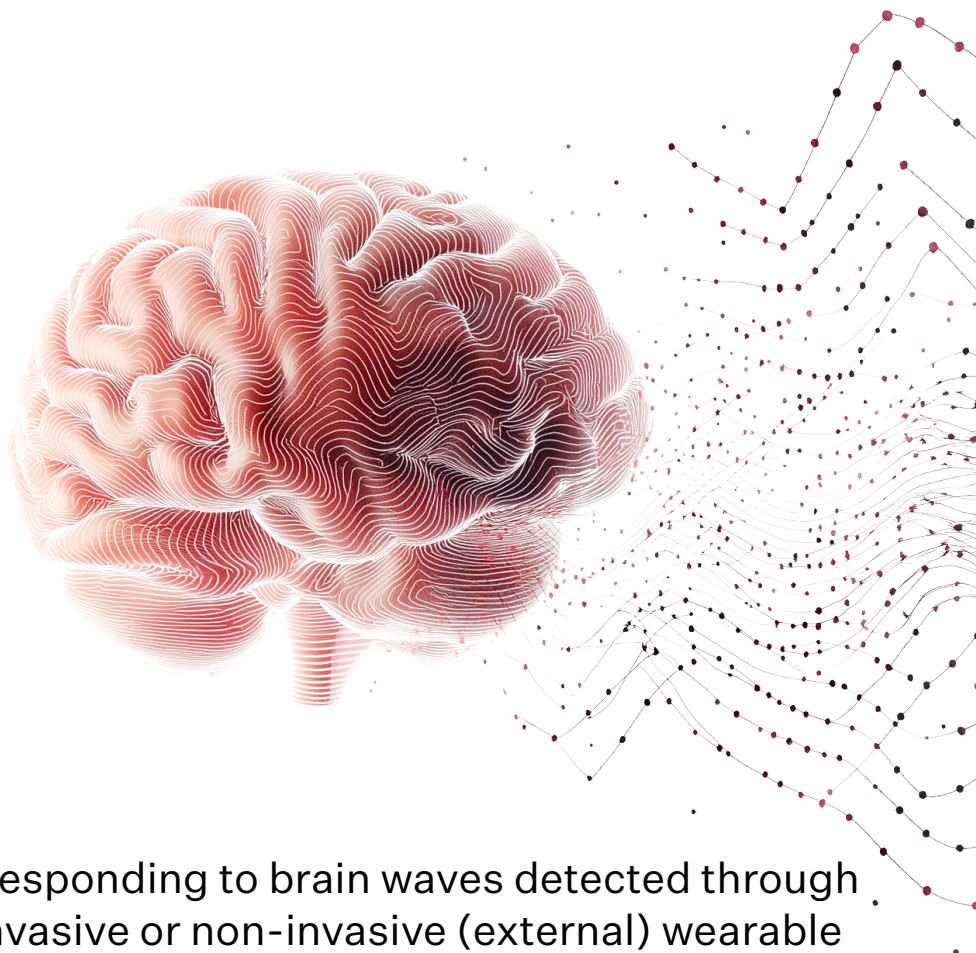
Enhanced individual well-being; accessible mental health support; immediate stress management and relief; increased productivity.



RISKS

Potential neglect of underlying root causes of stress and anxiety; over-reliance; unknown long-term effect on neuroplasticity; error reading brain signals; potential misuse; lack of affordability.

Seamlessly integrated into daily life, customisable visual and auditory stimuli create environments designed to relieve stress and promote mental wellness on demand.⁴⁸⁹ Immersive surroundings provide calming experiences tailored to individual needs. By responding to brain waves⁴⁹⁰ detected through invasive or non-invasive (external) wearable or contactless BCI or sensors, surroundings can promptly soothe the nervous system, shifting the body's state from 'fight or flight' to calm.



Responding to brain waves detected through invasive or non-invasive (external) wearable or contactless brain-computer interfaces (BCI) or sensors, surroundings can promptly **soothe the nervous system, shifting the body's state from 'fight or flight' to calm**