



How to navigate uncertain economic times with AI-powered market intelligence

A guide to anticipating market disruptions and turning scenario planning into a competitive advantage — using AI



Insights leaders and strategic planners — this is your moment

Economic outlook these days can change on a dime with trade tensions, election cycles, supply chain volatility, and shifting consumer needs. Global markets have experienced significant instability in the past five years, marked by fluctuations in [growth](#), [inflation](#), [interest rates](#), [heightened geopolitical uncertainty](#), and [trade policy shifts](#).

In this era of market instability, enterprises must take an intelligence-first approach to scenario planning, so they can create realistic "what-if" market futures and act faster than their competitors when the market changes. They need robust methodologies and AI-powered solutions to effectively anticipate market disruptions and transform their organization's collective knowledge into a strategic advantage.

Insights Managers, Market Intelligence Professionals, Strategy Planners, Marketing Leaders, and agency-side Strategy Consultants — this is your moment. You have

unprecedented AI technology at your fingertips to help your organization not only navigate through economic uncertainty, but thrive in this unpredictable time. You can leverage a foundation of [AI-powered market intelligence](#), combine it with [skilled teams of specialized AI agents](#), and support scenario planning that turns market volatility into your enterprise's competitive advantage.



Slowest growth in decades, but consumers still splurge where it matters

- *The World Bank expects global GDP growth will average just 2.5% in the 2020s — the slowest pace of any decade since the 1960s.¹*
- *19% of consumers plan to cut back spending in a nondiscretionary category but splurge in a more discretionary category.²*

1 . "Global Economic Prospects: A World Bank Group Flagship Report" World Bank Group

2 . "State of the Consumer 2025" McKinsey

How do you plan for market disruptions using market intelligence?

The answer is to elevate your strategic planning with the help of AI-driven market intelligence and insights.

Economic volatility impacts how you manage budgets, assess markets, prioritize research and development (R&D), and advise business units. As an insights leader or strategic planner, your ability to quickly leverage market intelligence for scenario planning becomes a strategic differentiator.

As an insights leader or strategic planner, you're constantly asking market research questions like:

- What if consumer spending drops again next quarter?
- What if Gen Z loyalty to our brand collapses as AI startups flood the market?
- What if a competitor launches a new product in our key region?
- What if regulatory rules tighten around packaging waste in Europe?

If you wait until those things happen to react, it's too late. **Scenario planning fueled by reliable market intelligence helps you explore those “what ifs” in advance** — and figure out what actions you'd take under each one.



The challenge of traditional scenario planning

Traditionally, scenario planning is **slow, manual, and high-level**:

- Analysts read tons of reports and dashboards
- Teams meet for hours in scenario workshops
- It takes months to write up potential scenarios

By then, the market has already shifted.

And for organizations that rely on market intelligence to guide strategic decisions, the stakes are even higher:

- **Accelerated decision-making pressures:** Persistent volatility and rapid change shrink the window for thoughtful analysis. You're expected to act fast — often with incomplete data — while still delivering confident strategic recommendations.
- **Strategic redirection:** Disruptions frequently force a change in direction, making long-term plans feel fragile. Entire initiatives may need to pivot midstream just to stay viable.

- **Limited foresight capabilities:** Static forecasts and traditional planning methods simply can't keep up with complex, fast-evolving market realities. Critical blind spots go undetected.
- **Resource allocation complexity:** With priorities constantly shifting, allocating budget, time, and talent becomes a moving target — making it harder to track progress toward long-term goals.
- **Risk amplification across operations:** Unstable markets increase operational risk across the board — from supply chains to customer engagement — demanding faster, more adaptive response strategies.

All of this is happening while pressure to innovate intensifies. To remain a market leader, [30% of revenue must come from new products](#). That means scenario planning can't just be insightful — it has to be fast, efficient, and actionable. Delays don't just slow down time-to-market. They put competitive advantage and future revenue at serious risk. You can't reliably identify weak signals and trends when your trusted knowledge is siloed and scattered across your organization and tools. You don't have time to create multiple,

realistic scenarios, let alone translate them into meaningful response plans — it's too complex; and there are too many variables.

And why bother with traditional scenario planning if market changes make your scenarios outdated before they're even used?



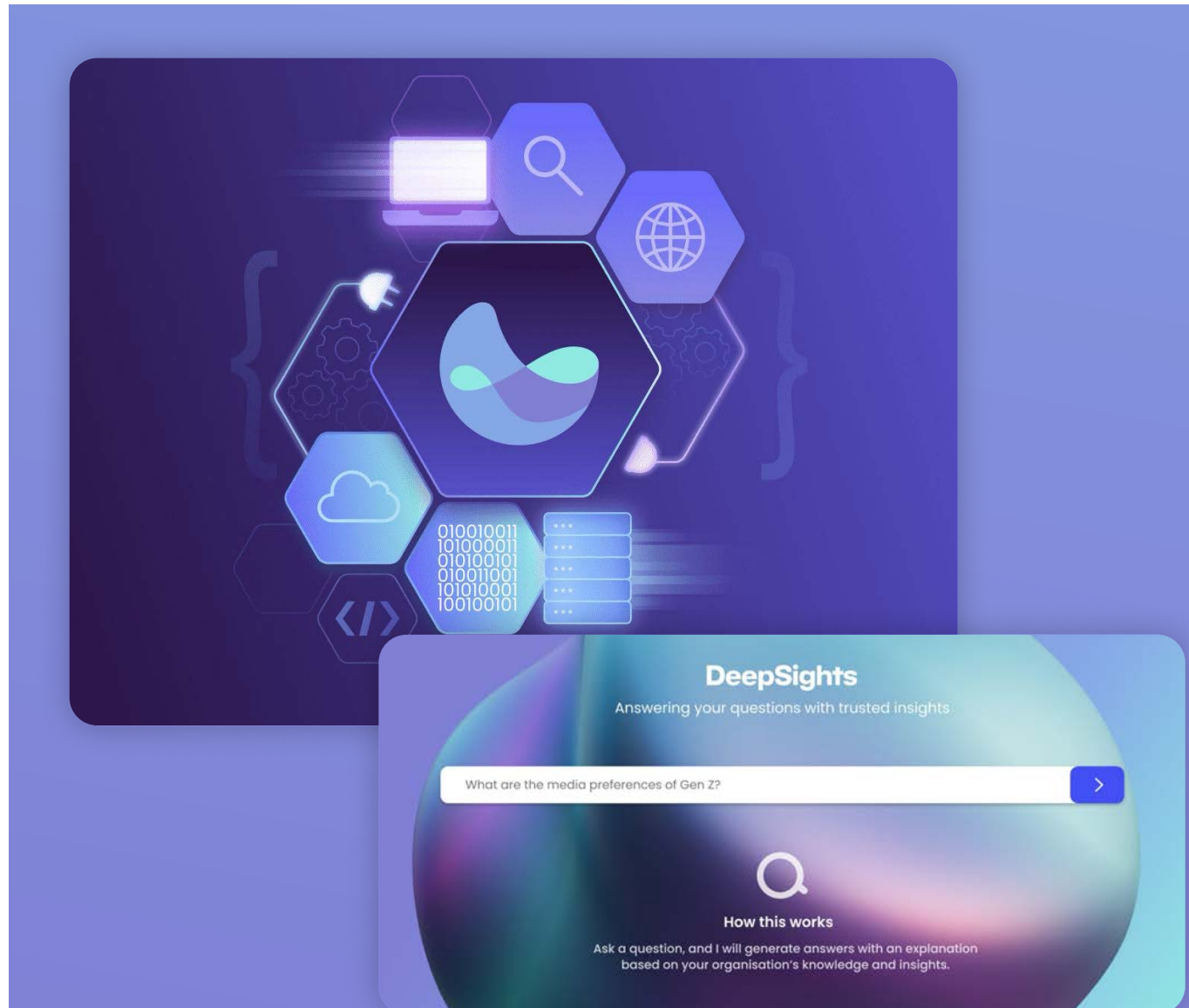
This is where AI-powered market intelligence comes in, and it's accessible to anyone without need for training or complex skills. Scenario planning must evolve — powered by AI and knowledge management — to meet the speed, complexity, and unpredictability of today's market.

The ultimate scenario-planning support — AI-powered insights and AI agents

In uncertain times, new game-changing technology is on your side. [AI-powered market intelligence](#) and [AI agents](#) can turbocharge your scenario-planning process at every stage.

For example, [DeepSights™](#) is a generative (gen) AI-powered market intelligence and insights platform that transforms how organizations leverage their market intelligence. It's a powerful platform where AI amplifies the value of comprehensive knowledge repositories, uncovering hidden insights and complex relationships, and delivering reliable insights for more sophisticated scenario planning and stronger decision-making.

By tapping into AI-powered knowledge management like DeepSights, you can transform scenario planning from a periodic strategic task into a continuous, adaptable capability that enhances decision-making across all levels of an organization.

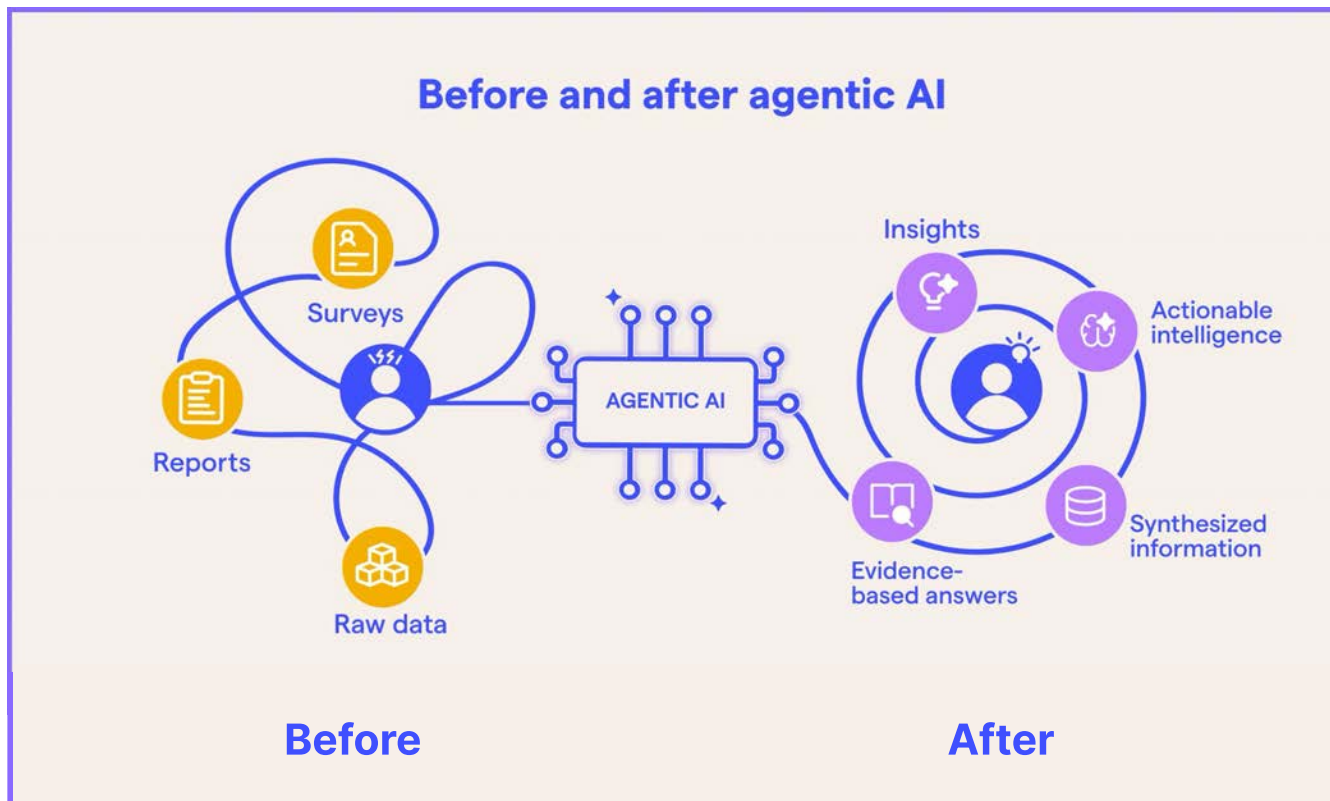


Here's what AI-powered scenario planning looks like:

1. Define uncertainties and build realistic scenarios — with 100% of your knowledge

Stop losing valuable scenario-planning time chasing someone's best guess. Use an AI-powered market intelligence platform like [DeepSights](#) to fuel realistic scenarios with 100% of your intelligence. DeepSights [aggregates and rapidly processes](#) diverse intelligence streams — including market

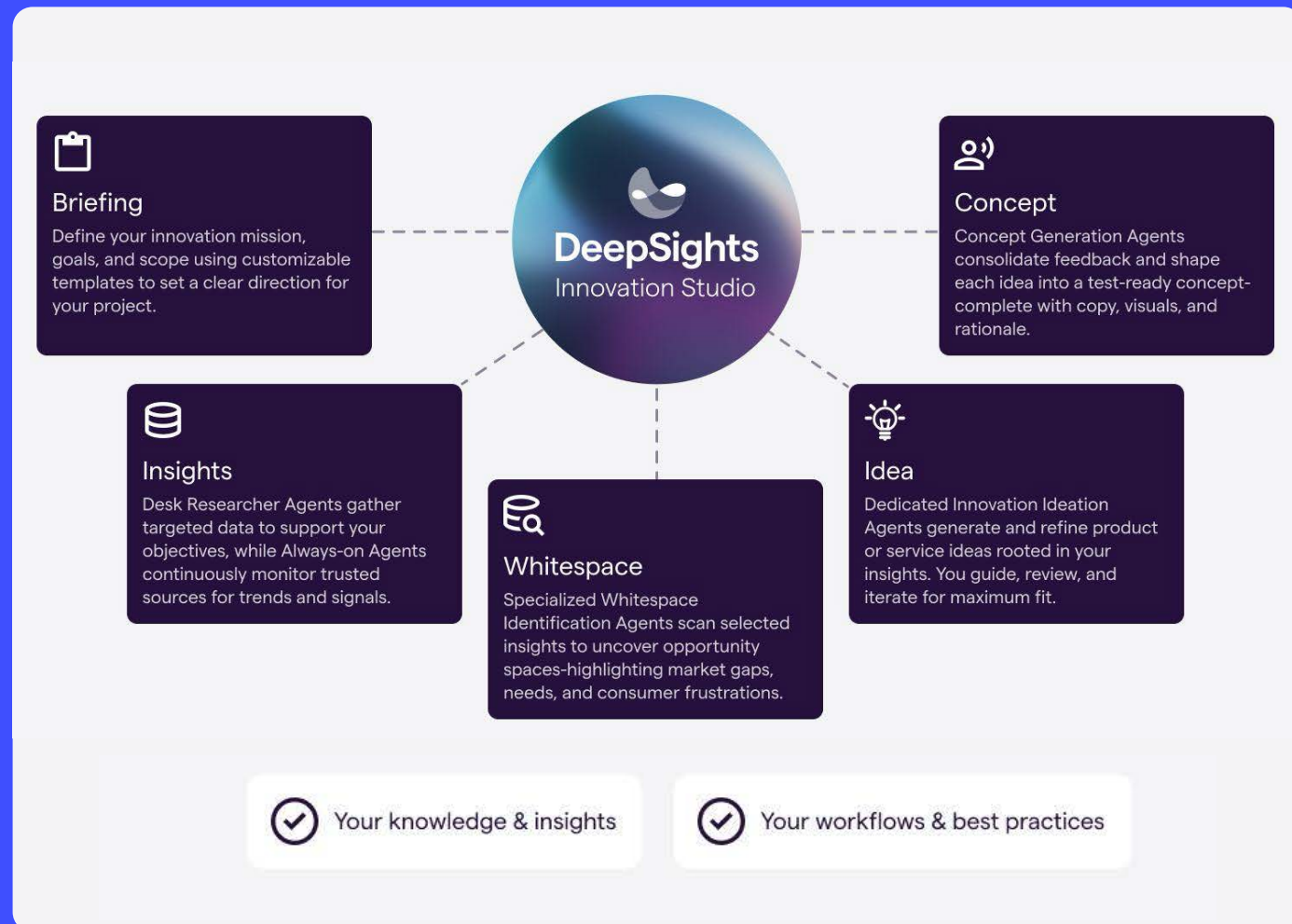
analyses, industry reports, competitor actions, economic indicators, and internal performance metrics — from your existing knowledge repositories, uncovering hidden gems and connecting all the dots. This can help you create reliable short lists of critical uncertainties and be confident you're building the most relevant, data-driven "what-if" futures for your strategic planning.



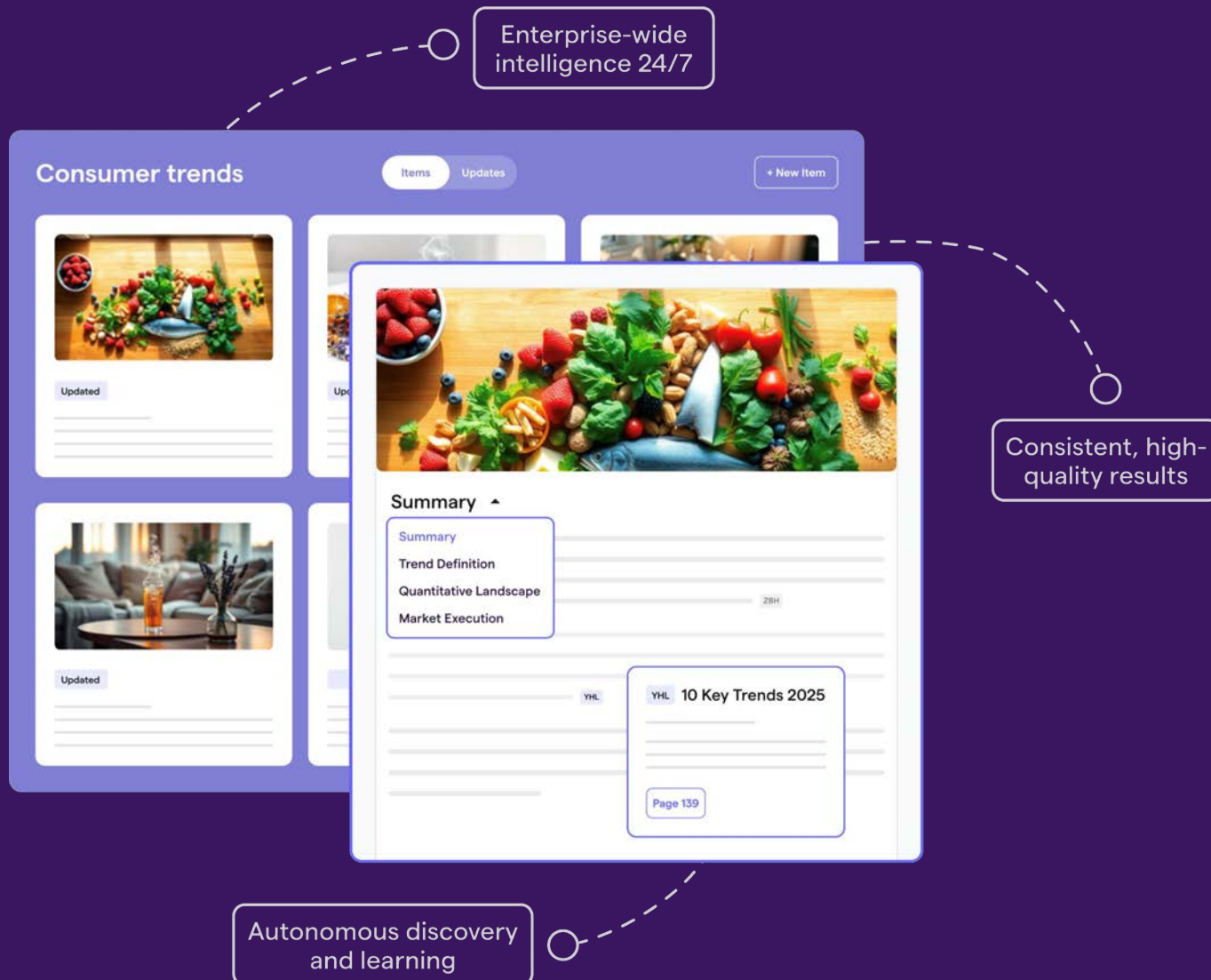
2. Workshop ideas and concepts for scenario planning — but let AI agents do the heavy lifting

What does each market scenario mean for your revenue targets, customer relationships, or operations? What kinds of responses will have the most impact? AI agents can help you trace downstream effects and recommend strategic responses — all grounded in what your data actually says. Guide a team of specialized AI agents in a space like [DeepSights Innovation Studio](#) to uncover opportunity spaces, ideas, and concepts for each scenario you've identified. Imagine a team that can rapidly refine ideas to better match each future scenario, and show which concepts are resilient across multiple futures. DeepSights agents use your trusted knowledge and insights to generate test-ready concepts you can validate and slide into your strategic plans faster — without wearing out your human teams.

How AI agents can super-charge concept creation



Using always-on agents to stay on top of trends



3. Update scenarios at speed — always-on AI agents surface trends while you sleep

The best plans don't sit on a shelf. Always-on AI agents help you track live indicators so you can refresh your scenarios as conditions change. They can monitor consumer trends for you 24/7 — so you can spot patterns earlier and build winning strategies before your competitors even know what hit them. A tool like [DeepSights Always-On Consumer Trends Agent](#) keeps you on the pulse of consumer trends, so you can update your scenarios and response plans at the speed of the market. Get structured, traceable trend profiles to feed your scenario-planning canvas. Plus, “learning deltas” surface changes since you last checked — perfect input for scenario triggers.

Bottom line: When market and customer insights flow freely and AI connects the dots and does the heavy lifting, you can use market intelligence to transform your scenario planning into your early-warning radar and growth compass. Your team doesn't start from scratch every time the market shifts. Instead, they build on the knowledge you already have — organized, searchable, and AI-enhanced.

Checklist: How AI-powered market intelligence solutions step up your scenario planning game



Pattern recognition and insight generation:

AI quickly analyzes vast knowledge repositories to reveal hidden patterns and connections between market trends, consumer behavior, and competitive dynamics that human analysts may overlook.



Automated intelligence synthesis: The technology automates the synthesis of disparate market research, continuously tracking intelligence to uncover patterns you can use to inform future scenarios.



Weak signal detection: AI identifies subtle signs of market shifts by linking diverse information and providing early warnings often missed by traditional methods.



Complex interdependency clarity:

AI reveals complex interdependencies to reflect market forces, organizational capabilities, and external dynamics.



Bias mitigation: It can help reduce human bias, reducing the influence of historical assumptions or cognitive limitations, so you can enable broader, more objective scenarios from your market intelligence.



How AI agents are set to transform workflows

82%

of organizations surveyed globally intend to integrate AI agents into their processes within the next three years.³

64%

of organizations surveyed globally believe AI agents will help their people focus on more value-added activities.⁴

Framework: How to use AI-powered knowledge management to fuel scenario planning

An effective framework for scenario planning integrates market intelligence with artificial intelligence capabilities, balancing AI's strengths with human expertise.

Define strategic focus and key uncertainties:

Establish your strategic focus by identifying key uncertainties.

Develop diverse plausible scenarios:

Help teams create varied, realistic scenarios by using AI market intelligence that broadens perspectives and grounds narratives in data.

Continuously monitor and adapt:

Leverage always-on AI agents for ongoing monitoring to keep intelligence updated and relevant for scenario planning and enable proactive responses to market changes. For organizations aiming to solve fragmented intelligence, outdated forecasts, and slow scenario development, the right AI-powered knowledge management is invaluable.

Gather and synthesize relevant intelligence:

Use AI to streamline intelligence and summarize diverse data sources for scenario inputs.

Assess scenario implications and strategies:

Clarify how each scenario may impact business goals and resource allocation by leveraging AI-powered market intelligence solutions.

DeepSights supports scenario planning by using the power of AI to centralize your market research, surface hidden insights, and monitor trends 24/7, so your strategies stay relevant, responsive, and grounded in evidence.

Ready to move beyond traditional scenario planning with AI market intelligence?

[Book a demo](#) and explore how it works.



About Market Logic

Market Logic is a market leading SaaS provider of market intelligence and insights management solutions. Our award-winning AI-powered platform DeepSights™ equips business decision-makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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