

# The Future Is Gaining on You

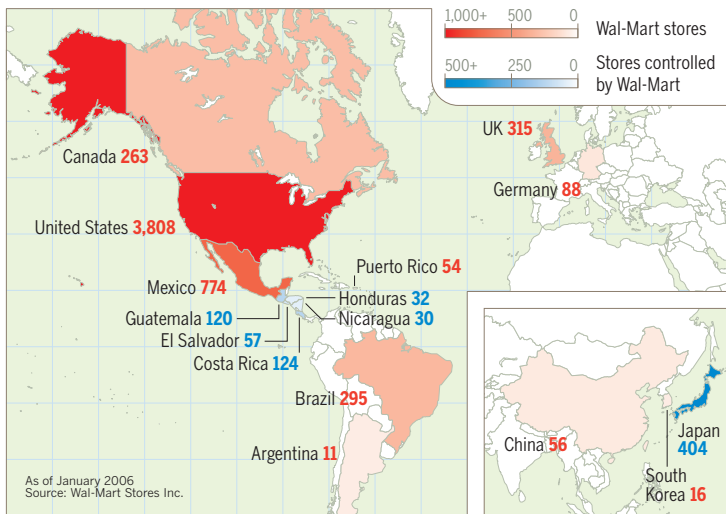
Research by Stirling Kelso and Joseph Manez  
Graphic by Henry Yung

The data say it's not just a man's world anymore. It's not a white person's world. It's not an American world. The data say everyone else is catching up. Look around: Worldwide, the poor are getting richer. It's not just twentysomething gamers drinking Red Bull. And everyone wants to be an Apprentice.

## A WAL-MART FOR EVERY AMERICAN...

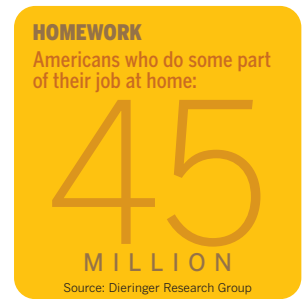
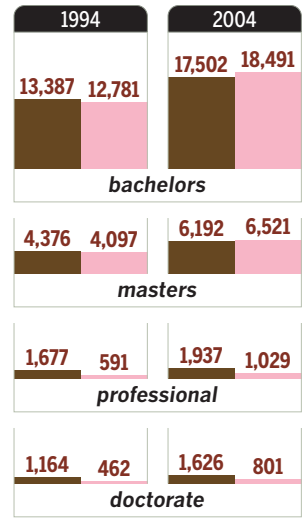
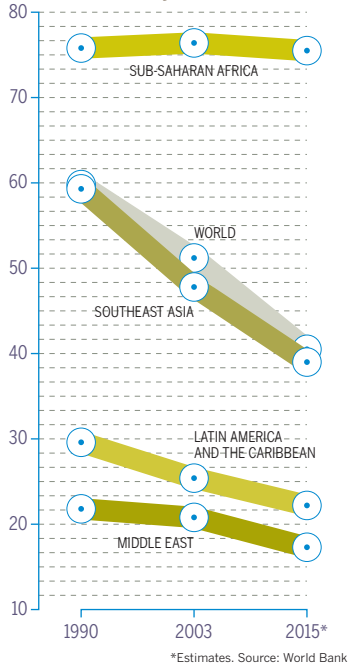


## ...AND FOR EVERYONE ELSE, TOO



## POVERTY IS (MOSTLY) IN RETREAT

Percentage of population living on less than \$2 a day in 1993 dollars:



**BOOMERS ARE AGING**  
NUMBER OF HOUSEHOLDS  
IN AGE-RESTRICTED SENIOR  
COMMUNITIES, 2003:

**1.67**  
MILLION

**BUT THEY DON'T WANT TO LIVE WITH OLD PEOPLE**  
ESTIMATED DECLINE IN AGE-RESTRICTED COMMUNITY RESIDENTS BY 2025:

**50%**

Sources: U.S. Census Bureau; Thomas, Warren + Associates

**Hot food:**  
tortillas

Source: ACNielsen



**U.S. tortilla sales:** ▲  
2001 \$811 million  
2004 \$963 million



**White bread sales:** ▼  
2001 \$2.32 billion  
2004 \$2.05 billion

**Hot drug:**  
caffeine



**Worldwide consumption of Red Bull, 2004:**  
**1.9** billion cans  
Annual growth rate: ▲ **31.5%**

Source: Red Bull

Rice—or Rice Krispies?

Sales growth for ready-to-eat breakfast cereals for the year ended April 2005:  
China **14%**  
India **32%**  
United States **-1%**

Source: ACNielsen

**Bangalore keeps booming**  
Average commercial property lease, rupees per square foot:



Source: Prestige Group

**T** APPLICANTS FOR THE APPRENTICE 3: 1 MILLION  
**R**  
**U**  
**M** APPLICANTS FOR HARVARD BUSINESS SCHOOL'S CLASS OF 2007: 6,552  
**P**  
**E**  
**D**

Sources: Jim Dowd Agency; Harvard Business School