Tech-Enabled Life.

Uncovering consumer-led emerging trends on the impact of technology in daily life

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zile nopți

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LIFESTYLE ARTĂ & CULTURĂ / ART EXPO

MINA, primul spațiu imersiv din România și cel mai mare centru de new media art din Europa de Sud Est, se deschide la București

Facebook
https://www.facebook.com › mina.museum

MINA - Museum of Immersive New Art | Bucharest

Te așteptăm la MINA ca să descoperi creațiile lui Gustav Klimt într-un spectacol **imersiv** absolut captivant și plin de culoare. ... Spectacolul **imersiv** audio ...
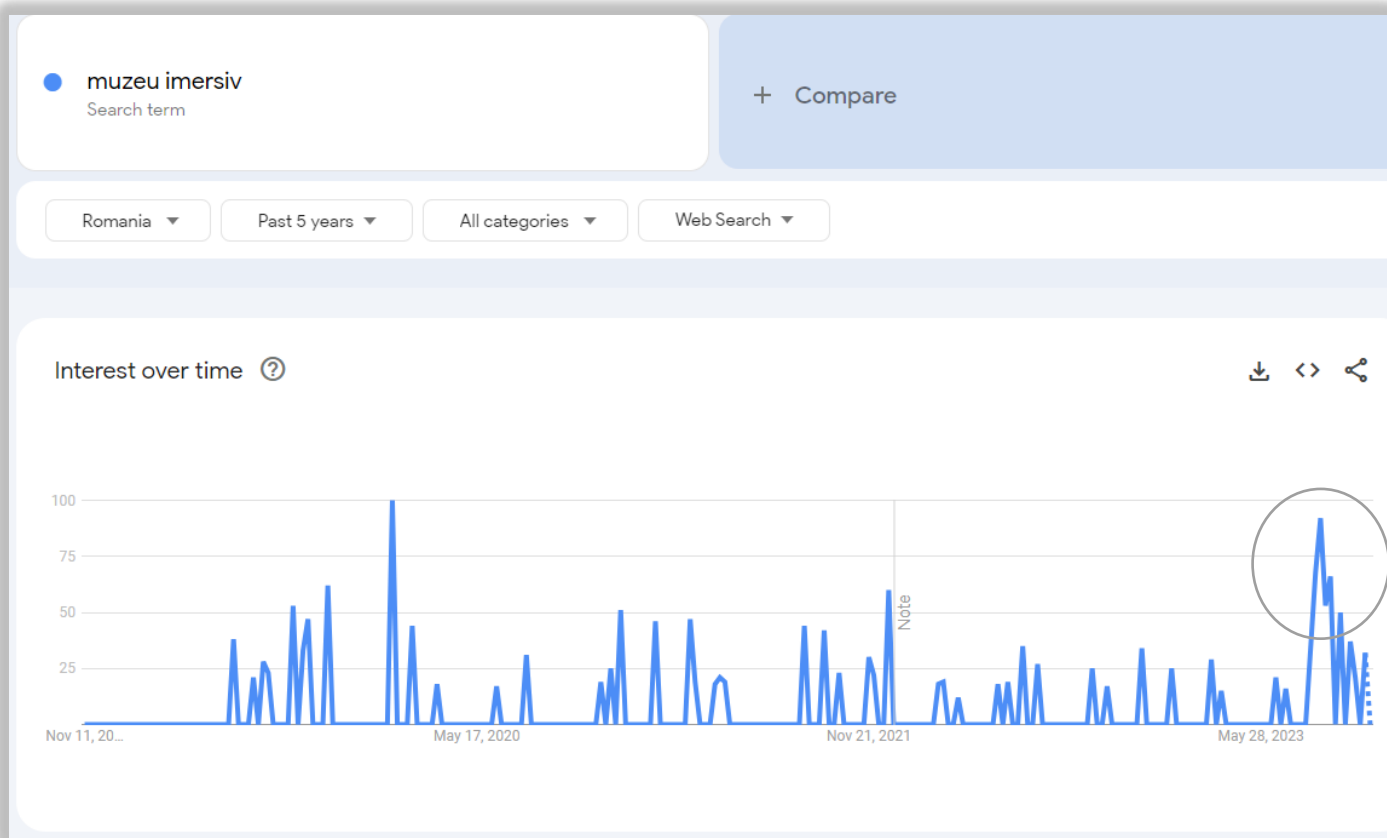
★★★★☆ Evaluare: 3,8 · 20 de voturi

Stirileprotv.ro
https://stirileprotv.ro › iLikeIT

A apărut primul muzeu imersiv din România. Vizitatorii se ...

18 aug. 2023 — A apărut primul **muzeu imersiv** din România. Vizitatorii se vor plimba printre opere de artă faimoase, virtuale, ghidați de AI · Un bilet costă 50 ...

Anticipative
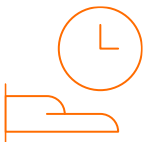
- Digital data helps you understand mental availability and consumers' active interest

- Search is a leading indicator of market share

- Fast and real-time

Unsolicited

- Not an ask-answer format

- A reflection of true consumer interest and engagement with categories and brands

- Extracts data around a wide range of topics that consumers spontaneously search for on digital platforms

At scale

- Taps into data-points generated by millions of Google searches

- When tracked, can help identify macro shifts over time

Search data is a signal of a potential trend.
What is a trend?

Physics

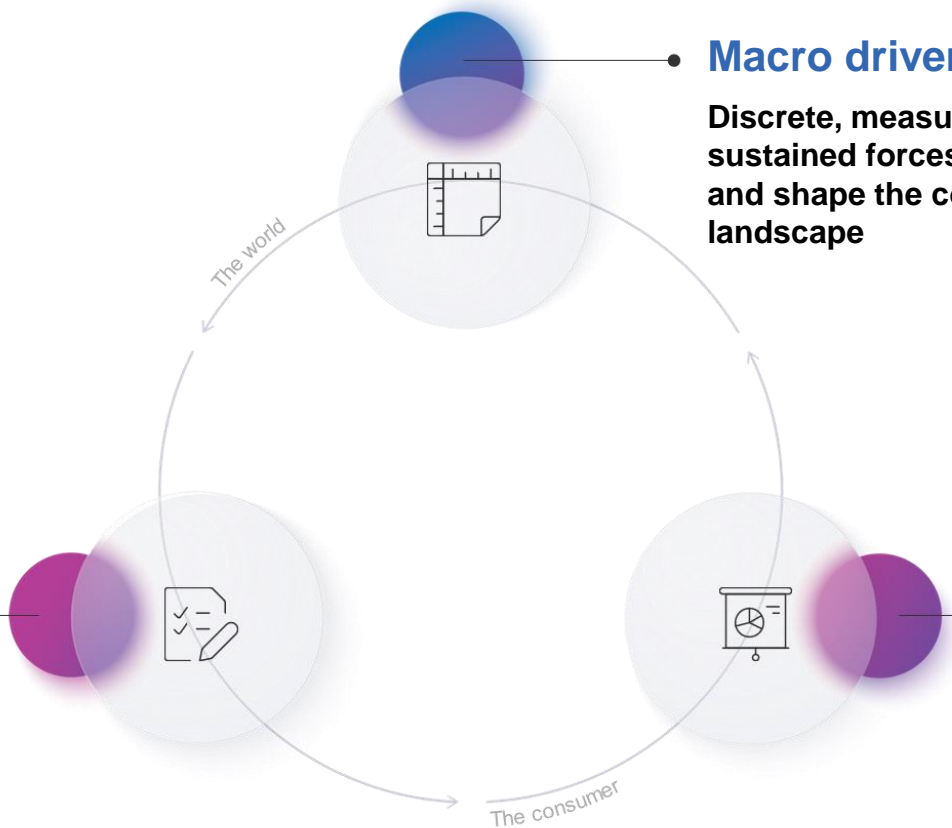Does this actually have weight and sustained energy?

Psychology

Does this actually mean something to a real person, not an algorithm?

Business

Does this actually move a needle and is a sound investment?

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Macro drivers

Discrete, measurable and sustained forces that change and shape the consumer landscape

The world

Category/Product expressions

Leading-edge manifestations of energy in any market. Includes types of products, benefits and ingredients

The consumer

Consumer trends

The result of shifts in consumer expectations, attitudes, and needs in response to the macro drivers at play

Leverages Kantar's Dx Analytics proprietary tool powered by big data and AI

Leverages Kantar's proprietary attitudinal database: Global MONITOR

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We looked at over **35bn+ Google searches** linked to **190+ topics** spanning **8k+ trends globally** over a span of 5 years to uncover emerging trends.

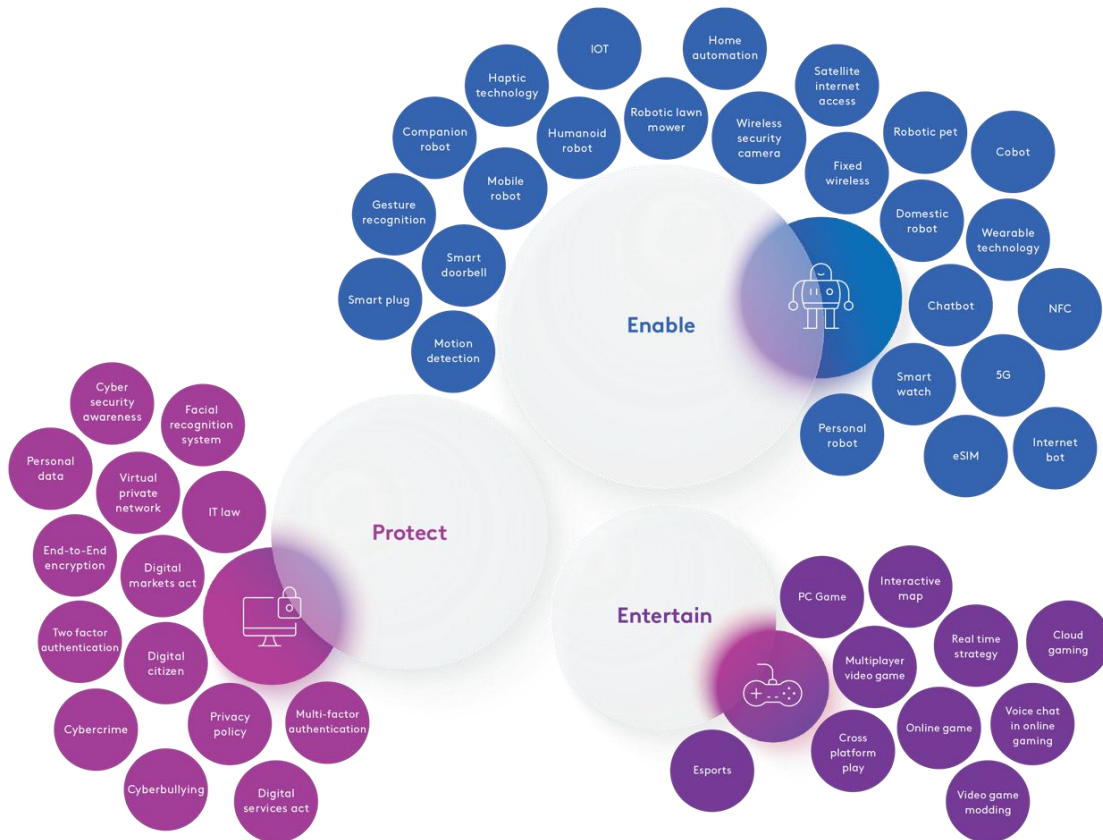| Time period	Predicted data	Data points	Number of search trends evaluated
2018-2023	**2023**	**35 billion+**	**8,993**

What do consumers want?

How does the evolving context of search translate to trends?

1.
Tech gets conversational

2.
Health on me

3.
Harmonising integration within the smart home

4.
Ushering in the era of advanced connectivity

5.
Privacy and protection

6.
Gaming redefined

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Niche	Disruptor	Mainstream	Established

Harmonizing integration within the smart home

Ushering in the era of Advanced Connectivity

Privacy & Protection

Health on ME

Gaming redefined

Tech Gets Conversational

New conversations with little growth and volume

Growing fast, smaller volume

still growing, reaching peak volume

stable, little growth, but big volume

*Global perspective

It's not a question of WHETHER a trend will manifest.

It's a question of WHEN

1. Tech gets conversational

2. Health on me

3. Harmonising integration within the smart home

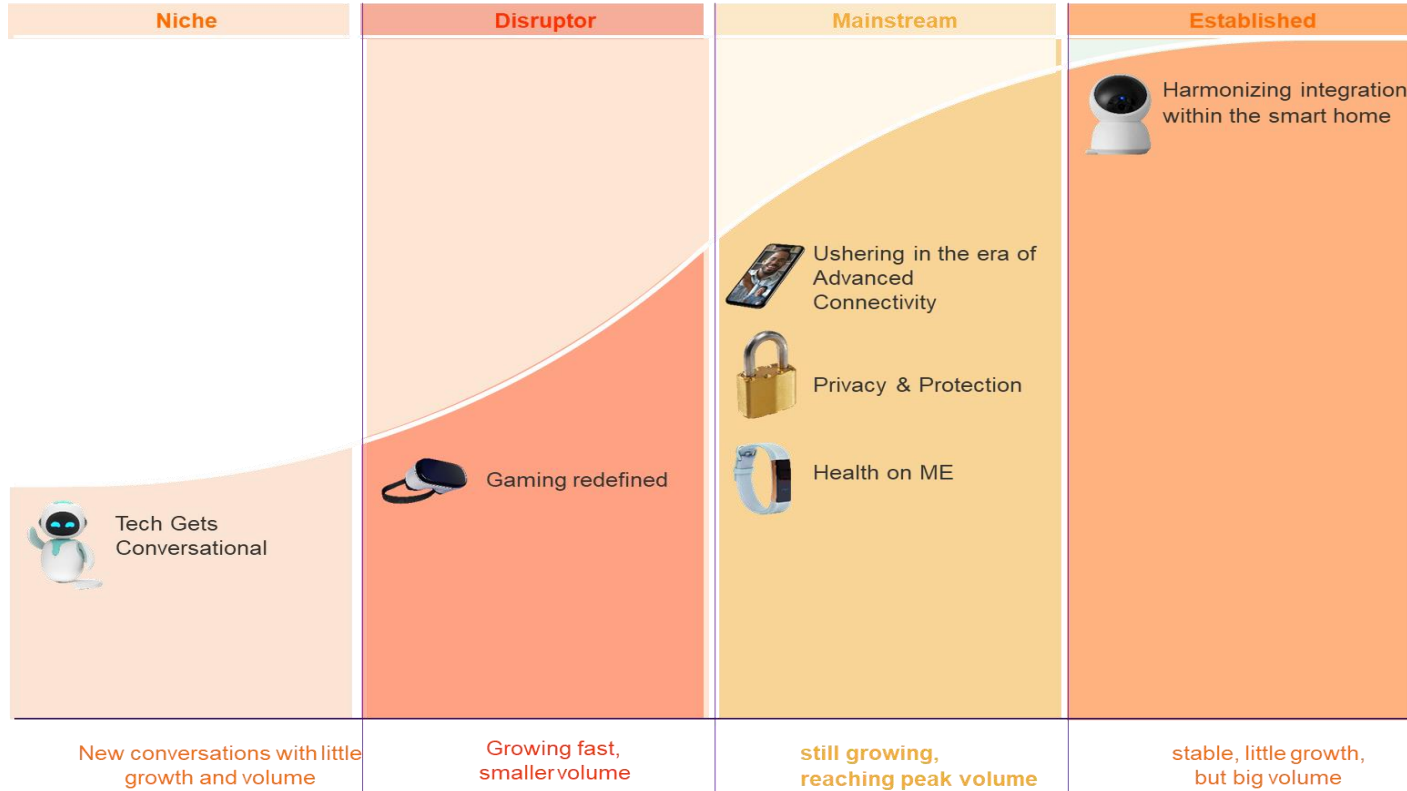**4.** Ushering in the era of advanced connectivity

5. Privacy and protection

6. Gaming redefined

Tech gets **conversational**

1

25m+

Average global monthly searches

CONSUMER NEED

E N A B L E

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FROM MECHANICAL TO CONVERSATIONAL

Functionality moves to the next level, as the demand and utility for socially assistive robots continue

…where we were

INTEREST	Avg monthly search	Growth YOY
Internet Bot	20m	-4%
Robotic Lawn Mower	1m	-19%
Robotic Pet	107k	-9%
Remote Control Robot	66k	-11%

…where we are going

INTEREST	Avg monthly search	Growth YOY
Chatbot	3m	+131%
Humanoid Robot	239k	+10%
Cobot	176k	+3%

Source: Search Data

Tech gets conversational
Source: Kantar's Future Series – Tech-Enabled Life Report, 2023

Macro-drivers accelerating this trend

CONSUMER NEED:

A growing acceptance of robotic companions, that can:

Perform tasks   **Entertain**   **Converse**

- Increasingly time-poor lives

- Rise in single-adult households

- Delayed/No marriage or long-term partnering

- Urban migration and lack of community, network, and support

- Increasing demand for hyper-personalisation, automation, and outsourcing of time and energy-intensive tasks

- Higher demand for inclusivity of neurodiversity in the workplace

- Aging populations

- Overstimulation from messaging overload

Tech gets conversational
Source: Kantar's Future Series – Tech-Enabled Life Report, 2023

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How brands are already **innovating** to address this trend

Q-bear: AI baby crying translator uses AI technology to analyse and recognise babies' needs from different types of cries to help parents react more easily.

ElliQ: A robotic companion for the elderly helps the aging stay active, connected, and engaged.

AiLina: ChatGPT voice-chat AI

Gnarly Labs SRL
Contains ads

4.5★   500+   PEGI 3 ⓘ
42 reviews ⓘ   Downloads

Install   ⬩ Share   🔖 Add to wishlist

⬚ This app is not available for your device   🏠 You can share this with your family. Learn more about Family Library

AiLina: a voice-chat AI developed in Romania

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So, what's next?

1

AI WITH EMPATHY

AI that is **more friendly, and human-like, preserving some of the benefits of social contact and behavior.**

2

GREATER INCLUSIVITY

Conversational AI not only **brings everyone into the conversation**, but it also **helps to give more people more accessible access to skilled, team-based work**

3

IMMERSIVE & CONVERSATIONAL

People will seek more **immersive and conversational ways of absorbing content**, from Conversational AI reading audiobooks to lectures to entertainment.

Tech gets conversational

Source: Kantar's Future Series – Tech-Enabled Life Report, 2023

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Health **on me**

Fuelling the age of hyper-personalisation

32m+

Average global monthly searches

CONSUMER NEED

E N A B L E

2

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FROM DIGITAL SMARTS TO INVASIVE, CONTINUOUS, ALWAYS ON, PERSONALIZED & CURATED

The dependence on apps and wearables to augment and modify emotional and physical triggers will show no signs of abating.

...where we were

INTEREST	Avg monthly search	Growth YOY
Telemedicine	1.6m	-7%
Activity Tracker	1.5m	-6%
Electronic Health Record	2.5m	-5%

...where we are

INTEREST	Avg monthly search	Growth YOY
Continuous Glucose Monitor	429k	+47%
Sleep Tracking	279k	+36%
Smart Watch	30.6m	+14%

Source: Search Data

Source: Kantar's Future Series – Tech-Enabled Life Report, 2023

Macro-drivers accelerating this trend

CONSUMER NEED:

Desire to exert greater control over their health and wellbeing goals
Desire to have a holistic view of health
Interest in devices that give insight on demand and on the go

- Growing understanding of mental, physical health & the science behind

- Inequality in access to healthcare

- Increased risk of health threats – pandemics, drug resistant bacteria, NCDs and environmental risks

- Rise of alternative health influences e.g. Asian medicines, African botanicals, other ancient or cultural philosophies

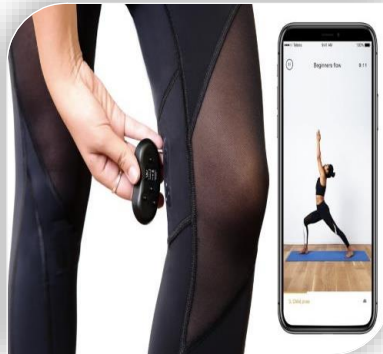- Rise in access to DNA testing and in-home diagnostic tools

Health on me
Source: Kantar's Future Series – Tech-Enabled Life Report, 2023

How brands are already **innovating** to address this trend
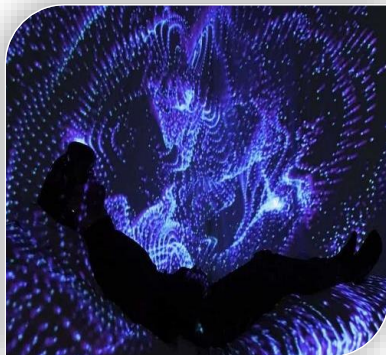
VIRTUALLY INDUCED SLEEP

Australia

A new tool called Inter-Dream, works to foster sleep experiences through virtual reality.

PERFORMANCE ENHANCING GEAR

Australia

Responsive leggings by Wearable X use gentle pulses to give instant feedback to the wearer on their yoga postures.

Sticla inteligenta apa HidrateSpark® TAP 680ml Fruit Punch

199 lei

Scrie review   Pune intrebari

So, what's next?

1

PERSONAL HEALTH FORECASTING

In-moment advice, beyond diagnosis and tracking

Access to a harmonized ecosystem of our medical histories and tracking that provides our linked team of medical professionals with accurate information for future diagnoses, personal health forecasting, and monitoring.

2

IN-MOMENT AND REAL-TIME

Consider the rise of ingestible tech:

Capsule-sized micro-cameras that can illuminate and diagnose activities of our digestive systems

Health on me
Source: Kantar's Future Series – Tech-Enabled Life Report, 2023

Gaming
redefined

As brand-enabled communal creative endeavours

196m+

Average global monthly searches

CONSUMER NEED

E N T E R T A I N

6

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FROM INDIVIDUALISTIC TO COMMUNAL AND ON THE GO

Access to faster internet and portable gaming devices help casual and hard-core gamers play on-the-go online with friends and family, near and far. Exclusives give way to multi-device games like Robolox and Minecraft

...where we were

INTEREST	Avg monthly search	Growth YOY
Simulation Video Game	2m	-41%
Gaming Computer	9m	-20%

...where we are going

INTEREST	Avg monthly search	Growth YOY
Cloud Gaming	2m	+177%
PC Game	22m	+63%
Voice Chat In Online Gaming	2m	+34%
Video Game Modding	126m	+10%
Online gaming	22m	+1%
Multi video game	8m	+1%

Source: Search Data

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Macro-drivers accelerating this trend

CONSUMER NEED:

Gamers now want to go beyond traditional gaming to connect, create and share

- Rising capabilities of AI-tech

- Rise of AR, VR and mixed reality

- Rise in metaverse culture, digital currencies, digital art etc.

- Globalised pop culture

- Insular living

- Single child households

How brands are already **innovating** to address this trend

NIKE'S UNLIMITED STADIUM

Philippines

Nike has created a digitally enabled track in the heart of Manila. The brand challenged runners to unlock their potential by racing against their own digital avatars, featured on LED screens surrounding the track.

HAPTIC BRANDING
Global
As consumers move to mobile and digital payments around the world, they interact less with physical Visa cards – and accordingly, with the Visa brand. To create more opportunities for consumer-brand interaction, Visa has launched new sensory logos – an animated visual, a sonic trademark and a unique physical vibration triggered whenever Visa is used to pay electronically

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How brands
are already
innovating
to address
this trend

IMMERSIVE SPECTATORSHIP
Romania
Vodafone gave Romanians a chance to
be part of Vocea Romaniei from the
comfort of their own homes.
The brand offered viewers a 360
experience powered by Vodafone
EasyTech.

GAMIFIED EDUCATION
Romania
Young people had a chance to rebuild
Bucharest in Minecraft as part of the
admission process for UTCB in 2023

So, what's next?

1
IMMERSIVE INTERACTIVITY

Gamification becomes a basic expectation

Consumers expect interactivity everywhere

2
IMMERSIVE SPECTATORSHIP

Beyond e-sports, expect more engagement in gaming for entertainment and competition.

Gaming grows to become an immersive spectator sport offering opportunities for brands to get involved.

3
GAMIFIED EDUCATION

Education is gamified, making content more interesting, human, and memorable

Wrap-Up

1 **Qualifiers for a trend:**
- Weight and Energy
- Meaning to Real Persons
- Potential to have an impact in business and be a sound investment

2 **Search data is great for measuring weight and energy:**
- Unsolicited
- Anticipative
- At scale

3 **Search data is a signal. It means something only when supported by:**
- Macro-forces
- Consumer trends

4 **Tech-enabled life trends are not just for tech brands. Brands from across all categories can use them to:**
- Innovate
- Disrupt
- Create brand experiences

THANK YOU!