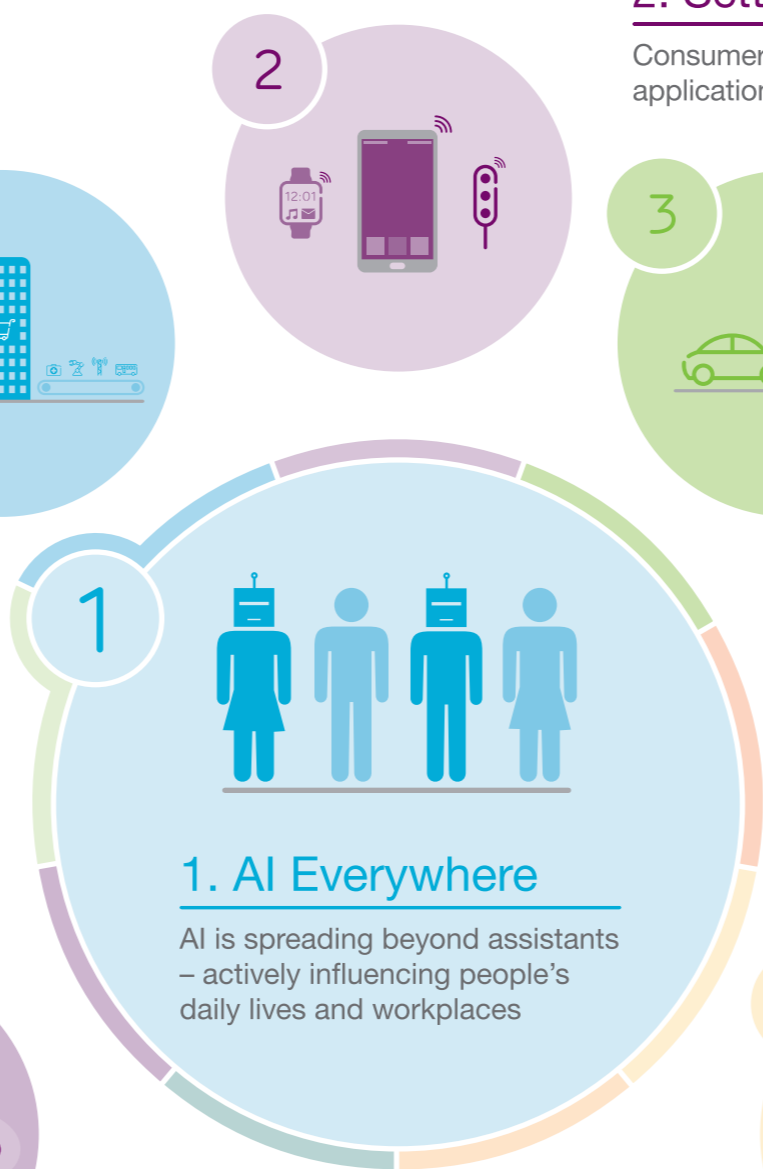




# HOT CONSUMER TRENDS 2017



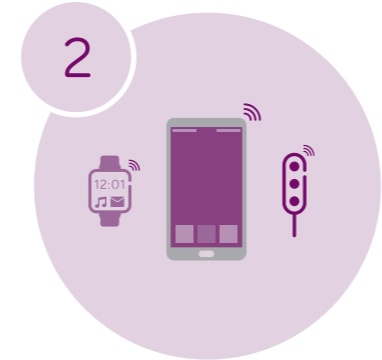
## 10. Big Tech for All

Most advanced internet users believe that in five years they will buy everything from the biggest five IT companies



## 2. Setting the Pace for IoT

Consumers are increasingly using automated applications, influencing overall IoT adoption



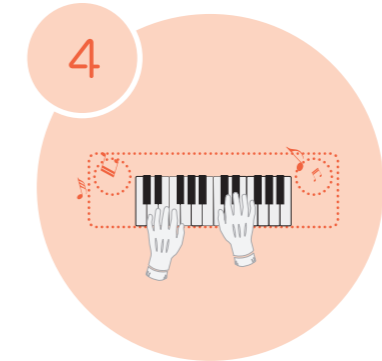
## 3. Pedestrians Drive Autonomous Cars

Autonomous cars could replace drivers – and pedestrians say this would make them feel safer



## 4. Merged Reality

Advanced VR users think virtual, augmented and physical reality will fully merge in only three years' time



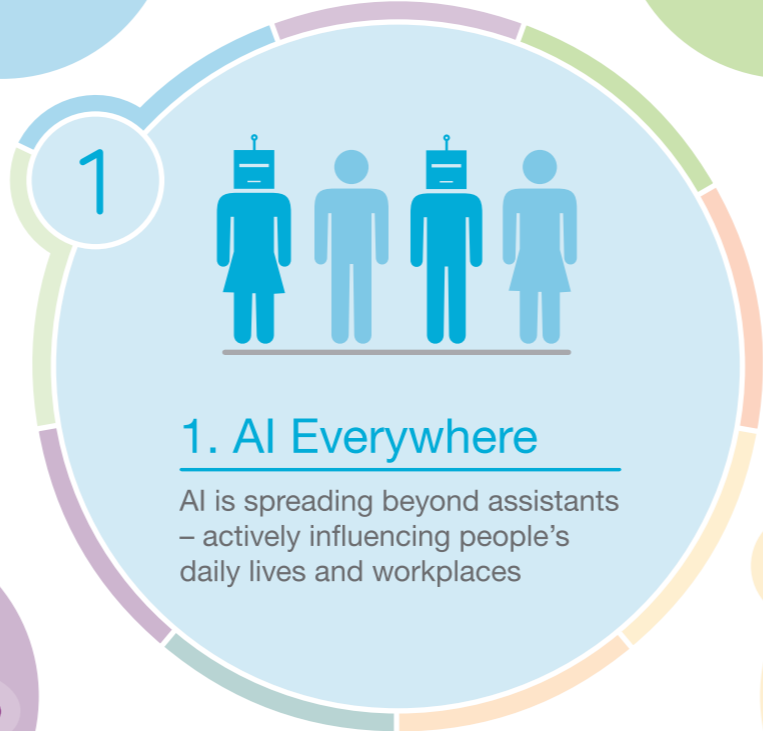
## 9. The Privacy Divide

Some people only want to use encrypted services, but others believe privacy no longer exists



## 1. AI Everywhere

AI is spreading beyond assistants – actively influencing people's daily lives and workplaces



## 5. Bodies Out of Sync

As autonomous cars and virtual and augmented reality become more common, consumers see motion sickness increasing



## 8. Augmented Personal Reality

Consumers want to use AR to customize the way the world looks around them



## 7. Social Silos

People turn their social networks into silos, limiting their exposure to opposing ideas



## 6. The Smart Device Safety Paradox

Phones help keep us safe, but consumers take more risks because they rely on smart devices

