



10 Hot Consumer Trends 2018

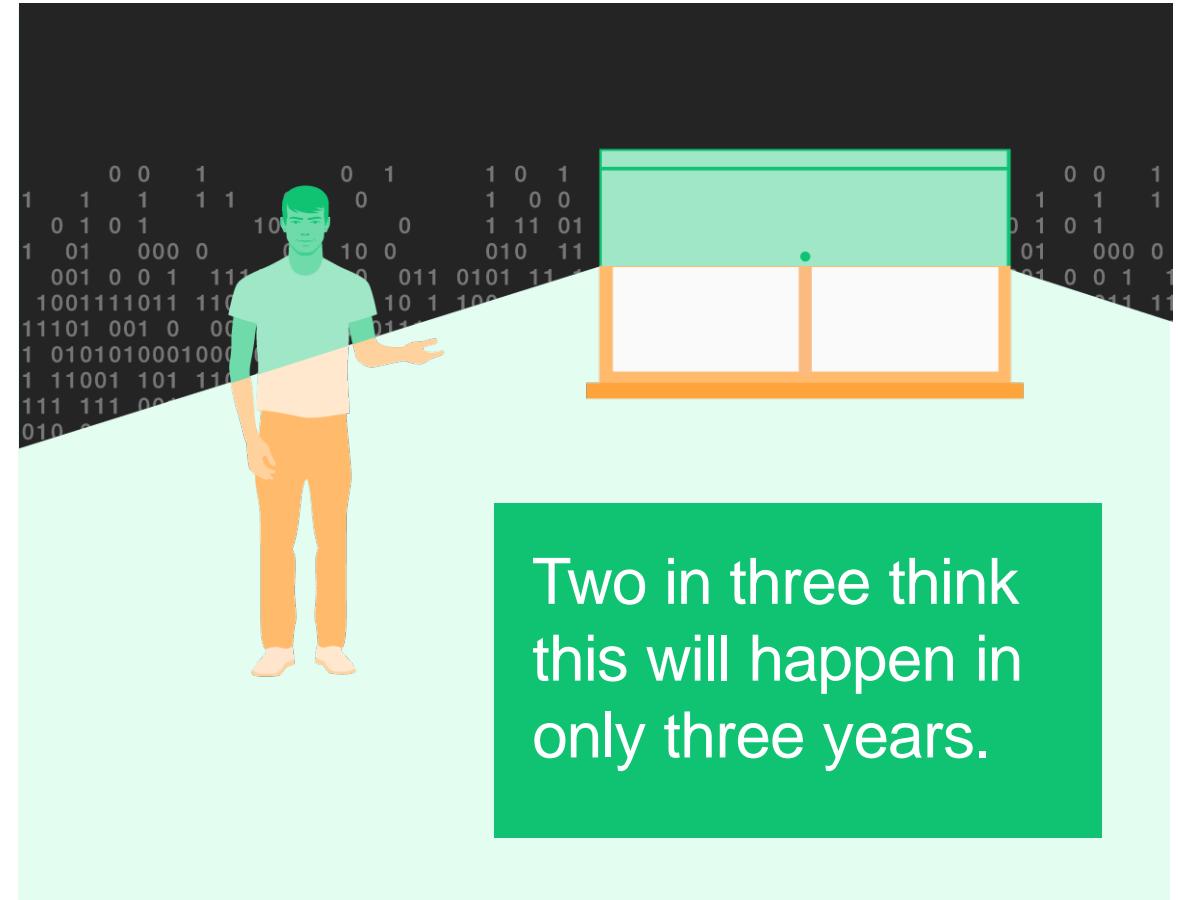
Ericsson ConsumerLab

#01 Your body is the user interface



Digital technology is beginning to operate on human terms.

More than half of current users of intelligent voice assistants believe we will use body language, intonation, touch and gestures to interact with tech just like we do with people.

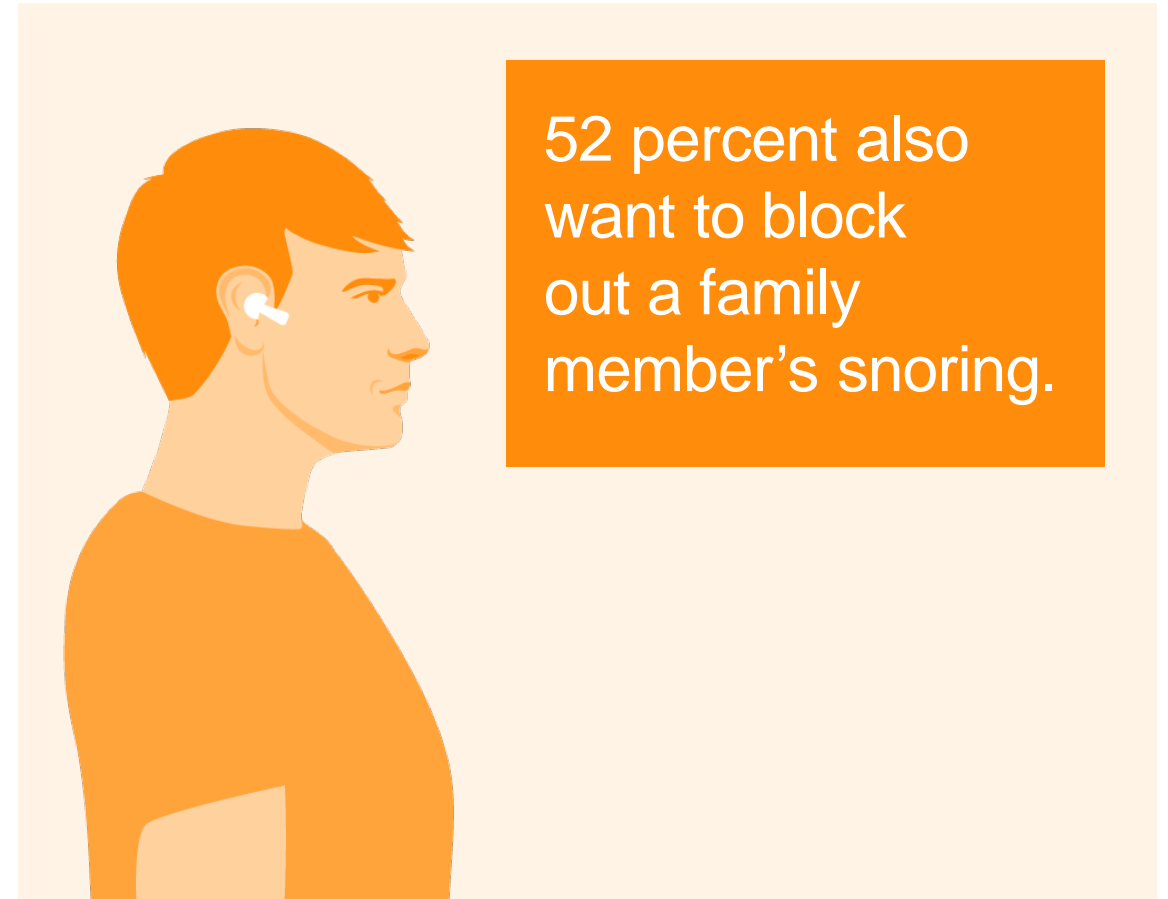


#02 Augmented hearing



Soon, we might use wireless earphones all day long – and even sleep with them in too.

63 percent of consumers would like earphones that translate languages in real time.



#03 Eternal newbies



30 percent say new technology makes it hard to keep their skills up to date.

But it also makes us instant experts. **46 percent** say the internet allows them to learn and forget skills faster than ever.

We use skills only at the moment we need them.

#04 Social broadcasting



Social media promised user-controlled, two-way communication, but now it is being overrun by traditional one-sided broadcasters.

55 percent say influential groups use social networks to broadcast their own messages.

But more positively, half of consumers say AI would be useful to check facts stated on social networks.

#05 Intelligent ads



Adverts may become too smart for their own good. **42 percent** believe companies will use AI to produce persuasive advertising.

But **more than half** of AR or VR users think ads will become so realistic that the experiences will eventually replace the products themselves.



#06 Uncanny communication



50 percent of respondents think not being able to tell the difference between human and machine would spook them out.

40 percent would also be spooked by a smartphone that senses their mood.



#07 Leisure society



One in five students and working people believe robots will replace them in their jobs before they retire.

But many do not need a job to find meaningful activities. **40 percent** say they would like a robot that works and earns income for them, freeing up their leisure time.

#08 Your photo is a room

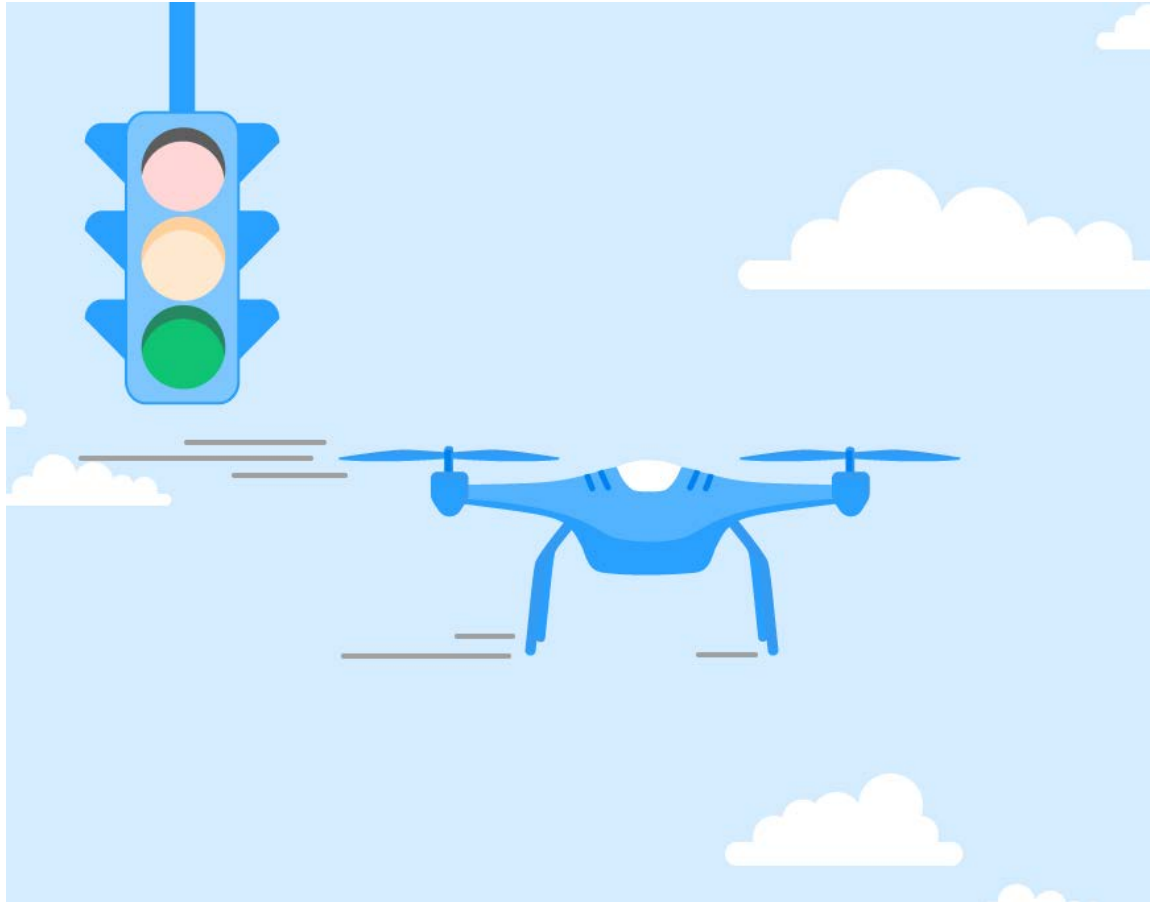


Imagine being able to walk into a photo and relive a memory.

Three out of four believe that in only **five years** they will use virtual reality to walk around in smartphone photos.



#09 Streets in the air



The streets may be crowded with traffic but what about the skies?

39 percent think their city needs a road network for drones and flying vehicles.

But almost as many worry a drone would drop on their head

#10 The charged future



The connected world will require mobile power.



56 percent of advanced internet users expect smart battery technology to change how we power everything from phones to cars.

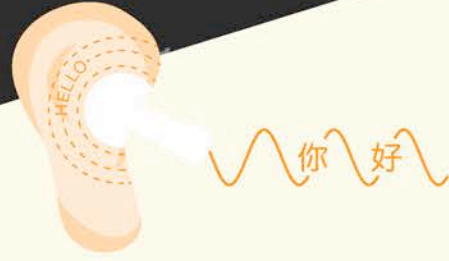
More than **80 percent** believe that in only **5 years** we will have long-lasting batteries that put an end to charging concerns.

Summary



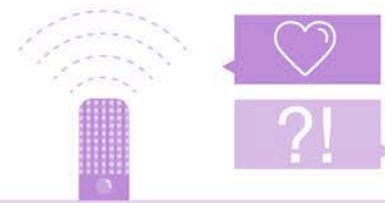
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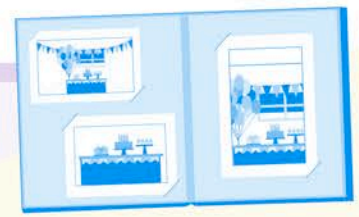
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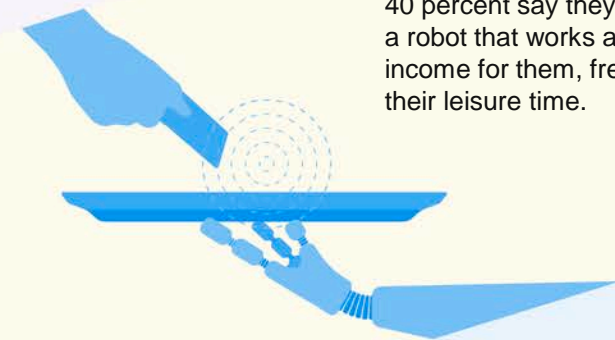
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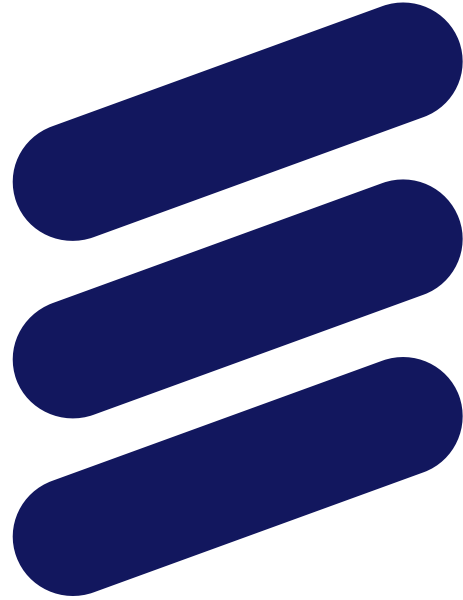
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