

10 Hot Consumer Trends

Life in a Climate-Impacted Future
Key trends influencing Canada



Climate Change Impacting Consumers



Cyber-physical systems. Connected automated homes. Personal Artificial Intelligence assistants. Merged reality experiences with lightweight devices. These could all be everyday connected experiences for everyday lives in the next decade. But consumers will also see intensified impacts of another development – climate change.

A warmer world will have more intense and unpredictable weather but may also bring systemic change on a global scale. From food production to energy supply, leading to new challenges.

We asked Canadian urban early adopters to imagine living in a warmer 2030s world. For this future scenario, we then asked them to evaluate 15 digital service concept areas ranging from climate-related adaptation efforts for everyday life to ways to handle dire weather events.



Life in a Climate - Impacted Future



More than half of Canadian urban early adopters are worried about the negative impact of global warming, but they also see connectivity and internet services as important tools to handle the challenges in everyday life caused by climate change.

56%

About six in ten urban early adopters say future technological innovations will be crucial in solving many of the challenges posed by climate change.

98%

A whopping 98 percent of urban early adopters want to personally use at least one of the climate change effect-related connected service concepts.



Methodology

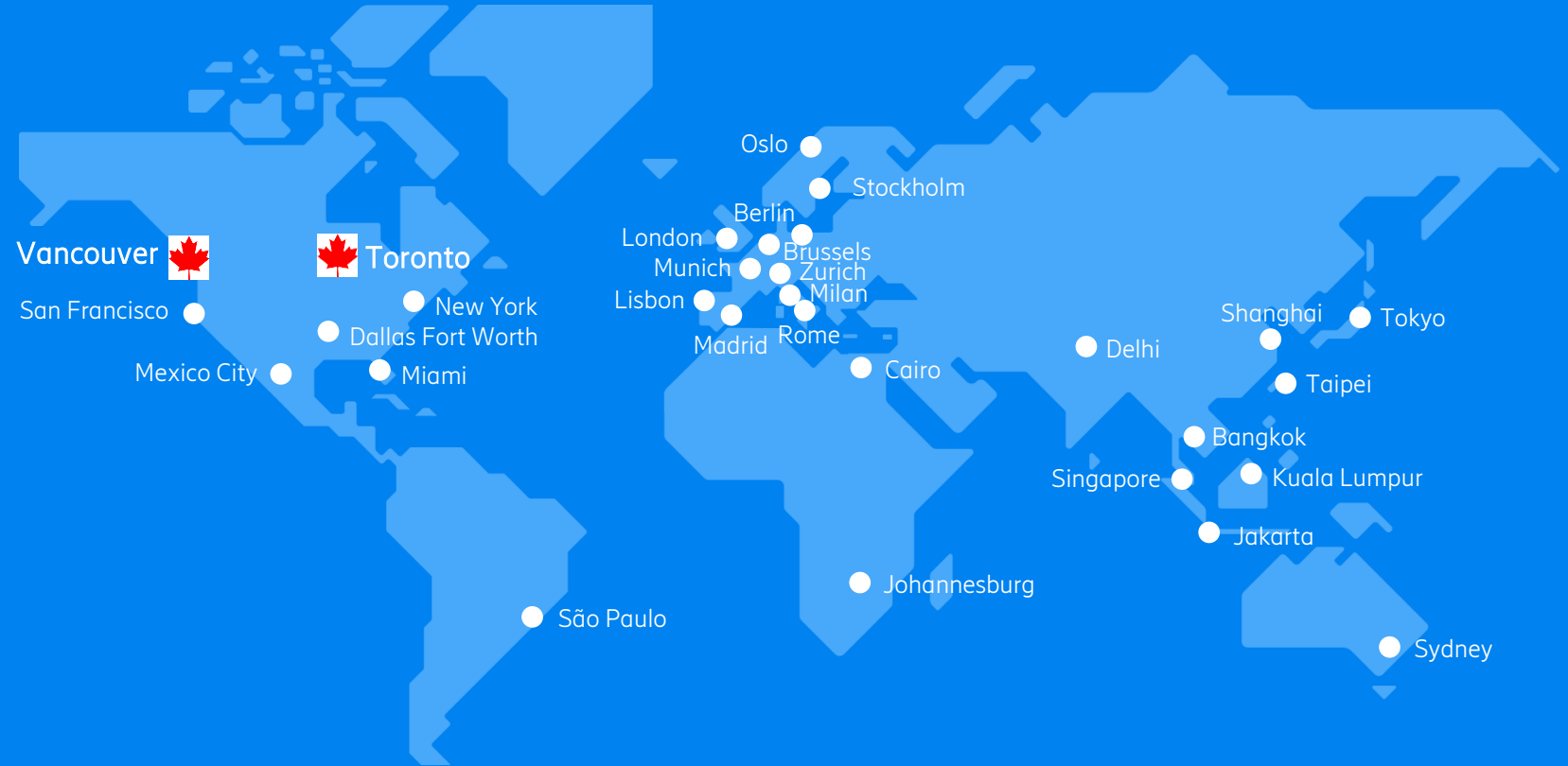


1,000+

In November 2022 interviews were held with 1,000+ early adopters in Canada.

2MN

This study is representative of 2 million early adopters in Canada (Toronto and Vancouver).



The report is based on an online survey of 15,145 early adopters in 30 major cities, aged 15-69, who are either currently regular users of augmented reality (AR), virtual reality (VR) or virtual assistants, or who intend to use these technologies in the future.

Respondents rated 15 concept areas and the technology they would be most likely to use. The result is an overview of the 10 trends consumers believe will become a reality in the 2030s.

#01 Cost Cutters



Digital services will help Canadian consumers control food, energy and travel costs in a world facing an unstable climate situation.

61%

More than 60 percent of Canadian urban early adopters worry about higher costs of living in the future.

79%

About four in five believe that personal electricity consumption monitors will help cut unnecessary household energy usage.



#02 Unbroken Connection



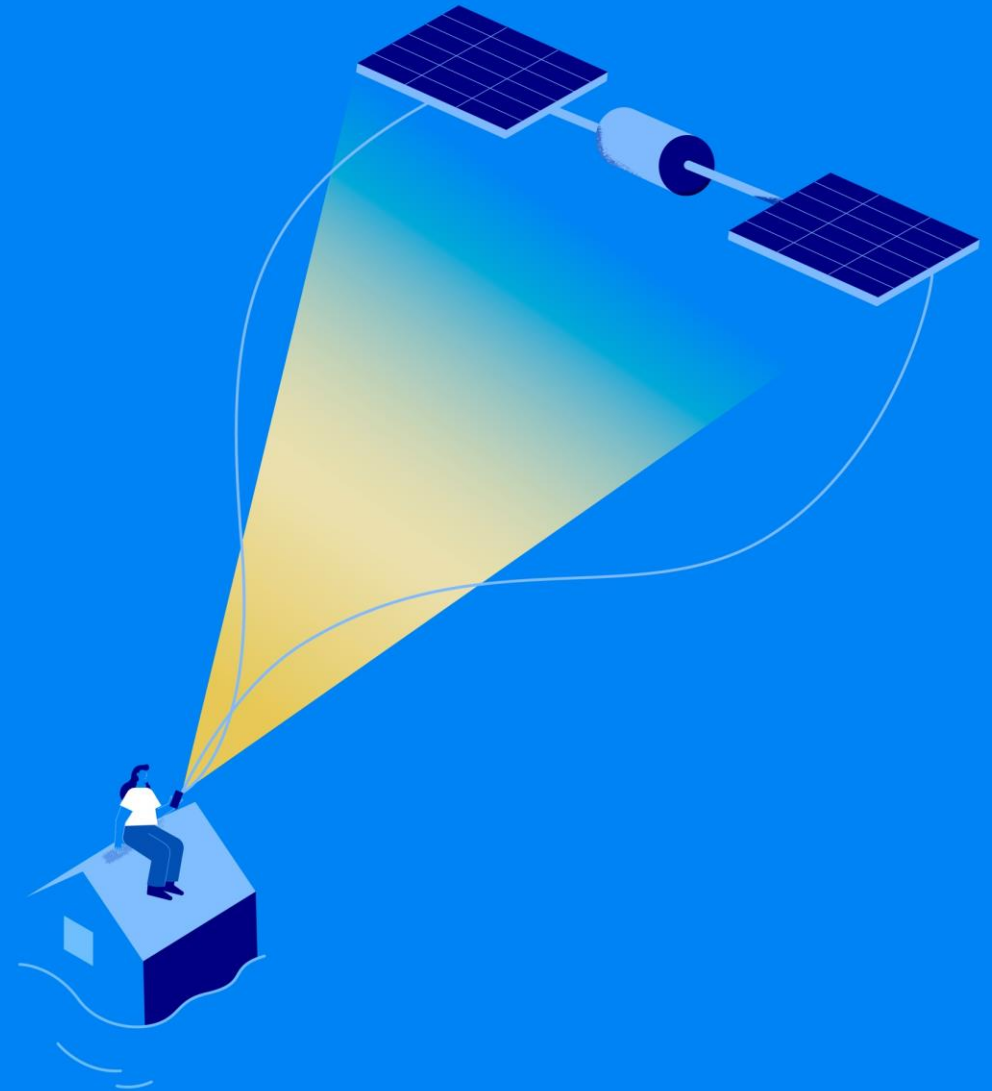
Reliable and resilient internet connection will become more important with increasing occurrences of extreme weather events.

72%

Most Canadian urban early adopters think there will be smart signal locators that show optimal coverage areas during natural disasters in the 2030s.

31%

About a third of Canadians want to use crowdsourced climate tracking systems to receive personal local weather warnings.



#03 No rush mobility



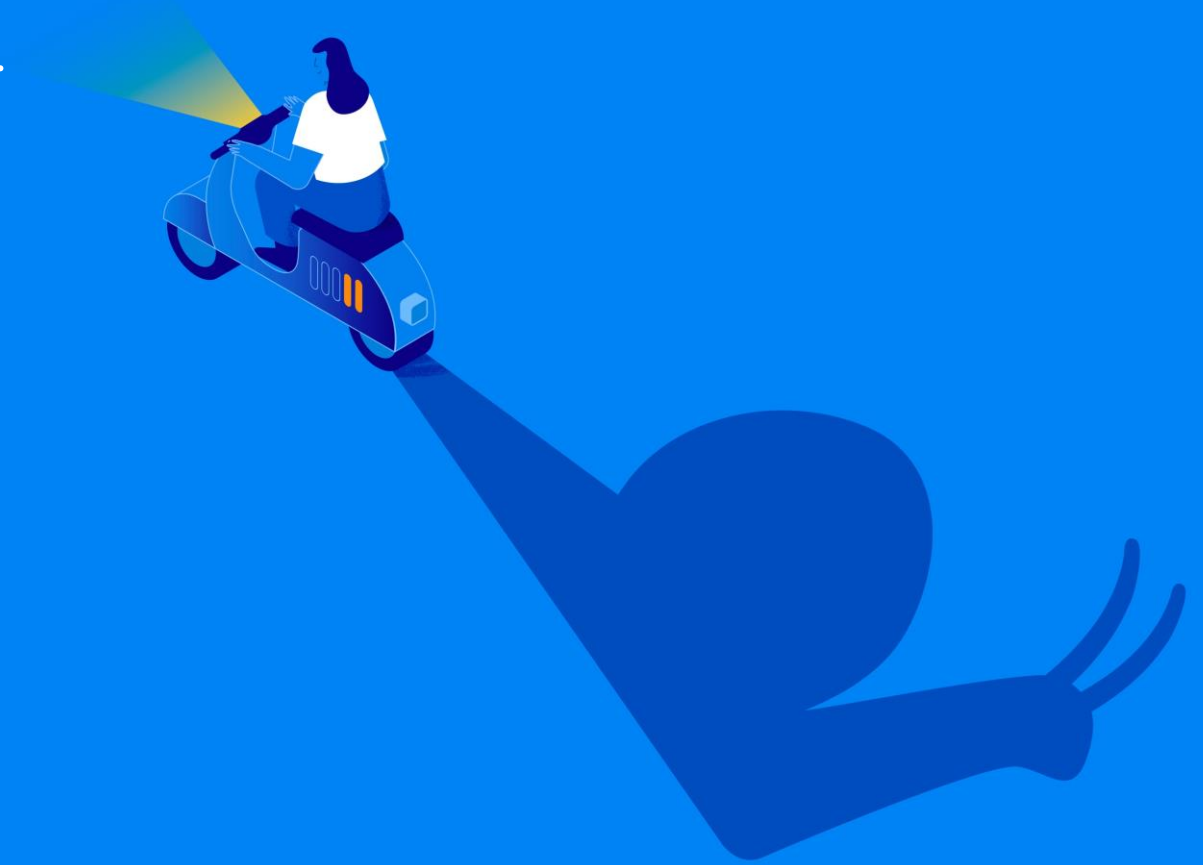
Strict time schedules may become a thing of the past as climate regulations and energy efficiency change the meaning of everyday flexibility.

36%

Of Canadian urban early adopters will use an app that finds the best time to travel based on when and where they can charge their car at the lowest cost.

64%

Most Canadians would plan activities using schedulers that optimize based on energy costs, not time efficiency.



#04 S(AI)fekeepers



AI could power services that protect consumers during increasingly unpredictable and unstable weather.

41%

Of Canadian urban early adopters will use personalized weather warning systems for their own safety.

28%

About 1 in 3 Canadians consider wearing intelligent extreme weather jackets with built-in emergency heaters and inflatable life vest.



#05 New working climate



The concept of 'weekends,' and daily activities may revolve around more flexibly distributed energy use instead of clock-time.

41%

Of Canadian urban early adopters will use personalized weather warning systems for their own safety.

28%

About 1 in 3 Canadians consider wearing intelligent extreme weather jackets with built-in emergency heaters and inflatable life vest.



#06 Smart Water



Canadian consumers anticipate smarter water services to conserve and reuse water due to the possibility of freshwater scarcity.

40%

Of Canadian urban early adopters say their household will use smart water catchers on roofs, balconies and windows that intelligently open up when it rains to catch and clean rainwater.

55%

Of Canadian early adopters foresee digitally regulated monthly water allowances for all individuals.



#07 The Enerconomy



Digital energy-sharing services may alleviate the burden of rising energy costs in the 2030s.

56%

Energy could become a currency as 56 percent of Canadian consumers predict they will be able to pay for goods and services in kWh using mobile apps.

67%

About three in four Canadians believe AI will enable them to control small solar panels and micro wind turbines to generate energy at home that they can sell at a profit.



#08 Less is more digital



Digital product replacements may become status markers as physical overconsumption may become expensive and socially criticized.

25%

Dematerialization of consumption habits could accelerate as a quarter of Canadian consumers believe they will use shopping apps that suggest digital alternatives to physical products.

68%

About three in four think AR/VR devices will help eliminate branding and product information on packages with digital versions.



#09 Natureverse



Experiencing nature in urban areas without traveling could be standard in the 2030s, in the face of continued climate change and potential travel limitations.

31%

Three in ten Canadian urban early adopters want to personally use a virtual travel service that lets them experience nature reserves in real time as if they were there.

74%

Three-quarters of Canadian consumers believe an AR/VR classroom will allow students to learn about and experience nature without having to go there physically.



#10 Climate Cheaters



Canadian consumers believe they will find ways to bypass inconveniences or higher prices due to stricter environmental restrictions or rationing of energy and water.

48%

Nearly half of Canadian urban early adopters predict online hacking apps will enable them to tap into neighbors' water or electricity supply illicitly.

65%

Believe that consumers will be able to manipulate home air-conditioners and heaters to achieve more comfortable temperatures than the regulated range



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The 10 trends consumers see for the 2030s





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