10 Hot consumer trends 2018

01 Your body is the user interface
More than half of current users of intelligent voice assistants believe we will use gestures to interact with tech just like we do with people.

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

03 Eternal newbies
46 percent say the internet allows them to learn and forget skills faster than ever.

04 Social broadcasting
55 percent think influential groups are using social networks for one-sided broadcast messages.

05 Intelligent ads
More than half of AR or VR users think ads will become so realistic they 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.

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

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