



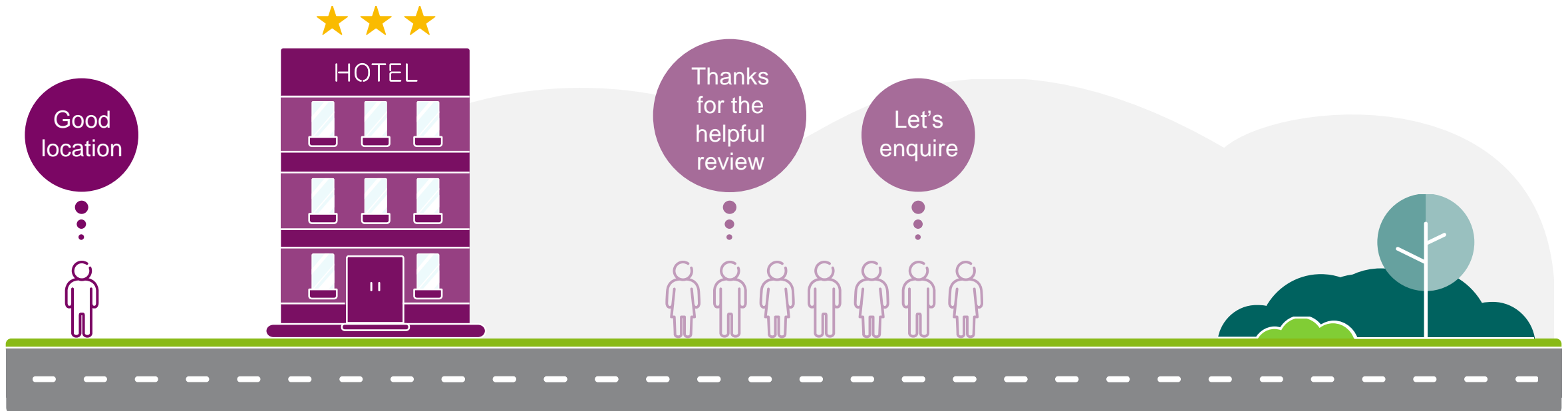
# HOT CONSUMER TRENDS 2016

Ericsson ConsumerLab

# 1. THE LIFESTYLE NETWORK EFFECT



- › More people are benefitting from a wider network of consumers, with 4 out of 5 experiencing a lifestyle network effect when using the internet
- › Almost 1 in 2 uses multiple social networks and 1 in 3 participates in the sharing economy



## 2. STREAMING NATIVES



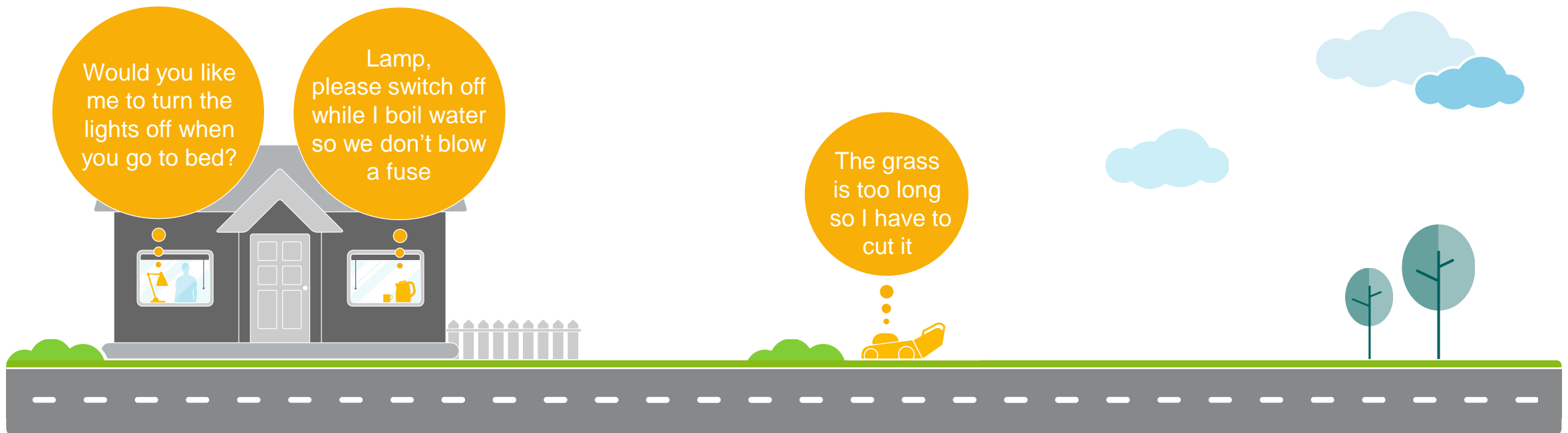
- › Video viewing habits vary between generations
- › In 2011, only **7 percent** of 16–19 year olds said they watched more than 3 hours of YouTube every day, compared to **20 percent** in 2015
- › **46 percent** of this age group now spend an hour or more on YouTube every day



# 3. AI ENDS THE SCREEN AGE



- › Artificial intelligence will allow consumers to **interact with objects** around them without having to use a smartphone screen
- › Half of smartphone owners think they will be able **to talk to household appliances**



# 4. VIRTUAL GETS REAL



- › People are interested in using **virtual technology** for everything from watching sports to taking 3D selfies for online shopping
- › **44 percent even want to print their own food**



# 5. SENSING HOMES



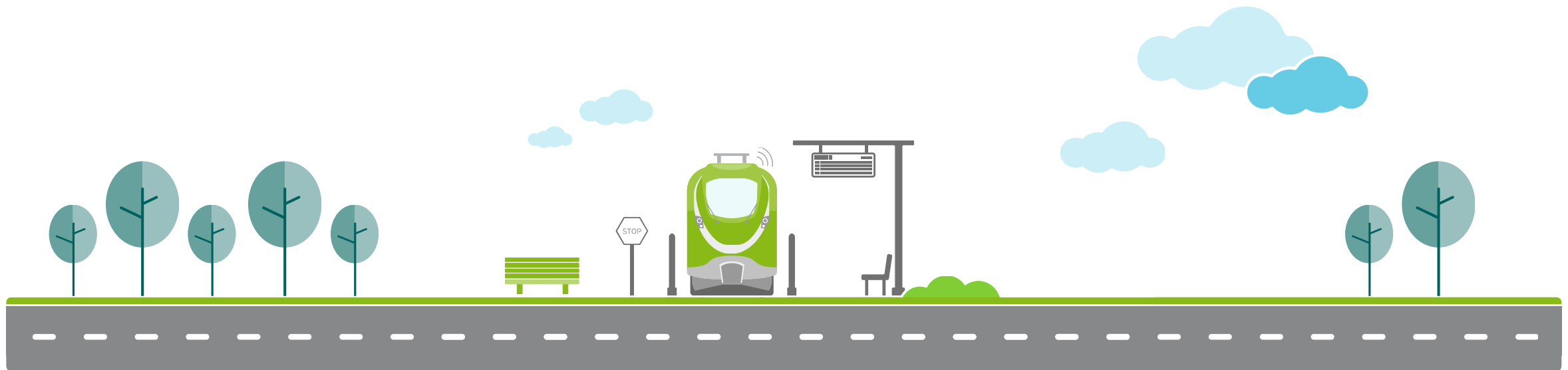
- › Within the next 5 years the internet could connect the bricks and mortar that we use to build our homes
- › **55 percent of smartphone users** believe sensors will be embedded into building materials to detect construction errors, mold and electricity issues



# 6. SMART COMMUTERS



- › Commuters want to use their time in a meaningful way and not just be transported from A to B
- › 86 percent would use personalized commuting services if they were available. However, over 50 percent are unsatisfied with current internet access



# 7. EMERGENCY CHAT



- › Half of all smartphone users believe that social networks will be the preferred method to contact emergency services within 3 years
- › 6 out of 10 are interested in a disaster app that provides reliable, verified information





# 8. INTERNABLES



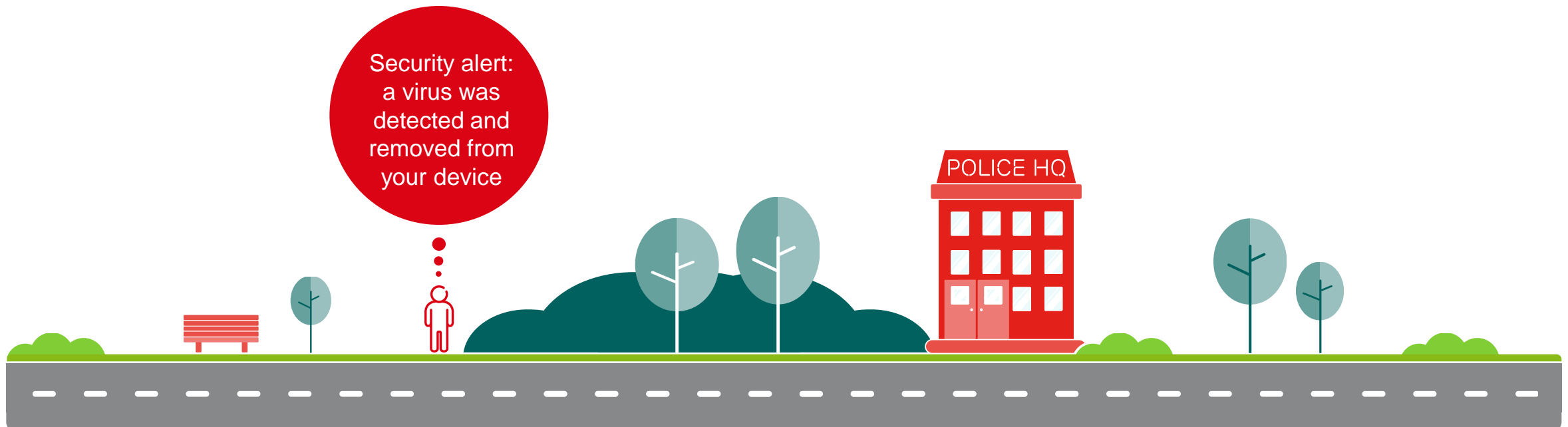
- › Half of all smartphone owners believe that **internal sensors** will update us on our wellbeing within 3 years
- › 8 out of 10 would like to use technology to **enhance abilities** such as vision and hearing



# 9. EVERYTHING GETS HACKED



- › A majority of smartphone users believe **hacking and viruses** will continue to be an issue
- › However, **1 in 5** says they have greater trust in an organization that was hacked but was then able to solve the problem



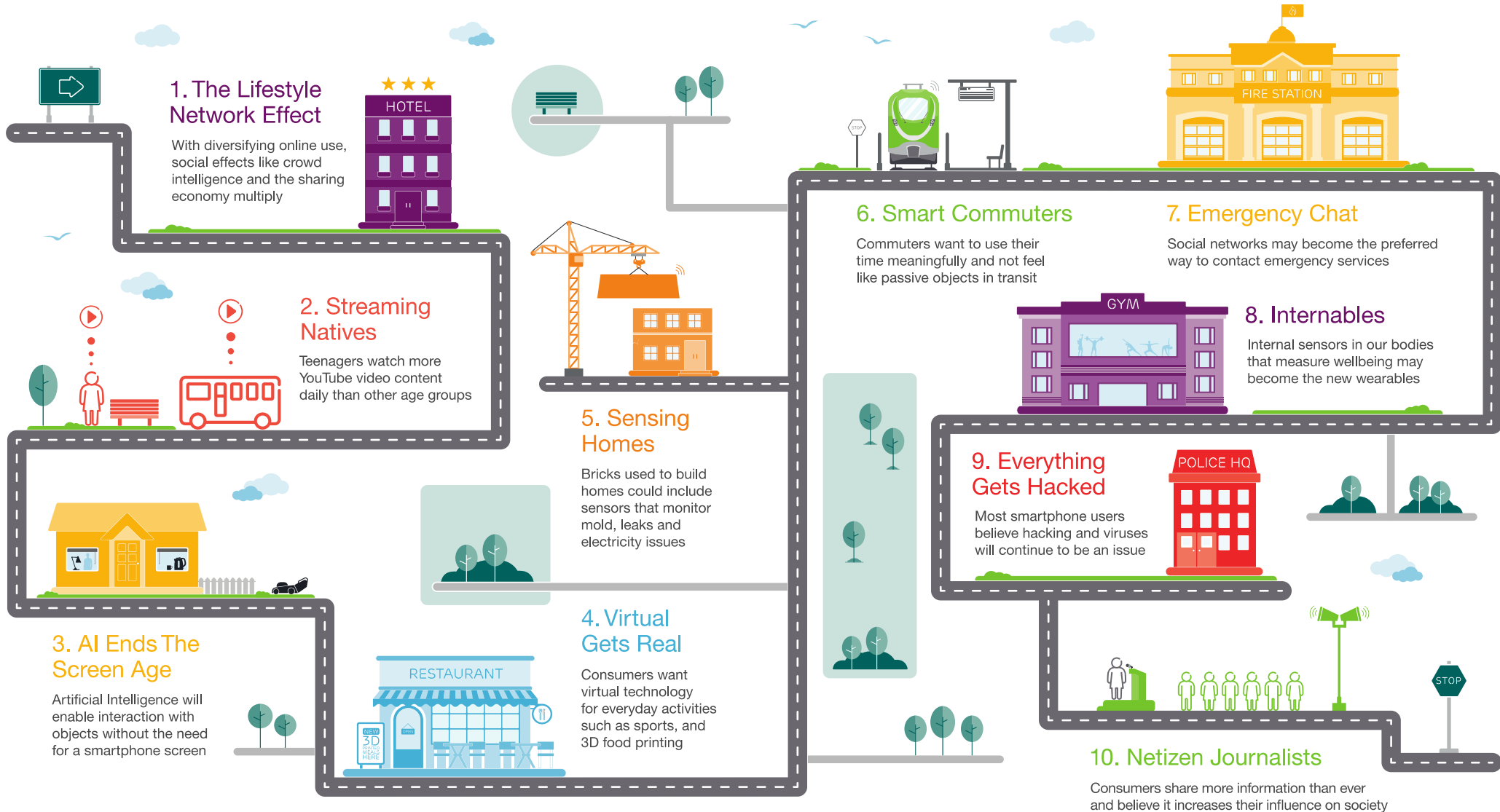
# 10. NETIZEN JOURNALISTS



- › Consumers share more information than ever before, and believe it **increases their influence**
- › **More than a third** believe blowing the whistle on a corrupt company online has greater impact than going to the police



# 10 HOT CONSUMER TRENDS 2016





**ERICSSON**