10 Hot Consumer Trends 2019

1. Awareables
Six in ten virtual assistant users think devices that understand our moods will be mainstream in three years.

2. Smart quarrels
Thirty-one percent of virtual assistant users believe different smart speakers in their homes will argue like families do.

3. Spying apps
Forty-seven percent of consumers think apps collect data about them even when the apps are not being used.

4. Enforced agreement
Always having to accept data collection cookies annoys 51 percent of consumers.

5. Internet of skills
More than 50 percent of AR or VR users want apps, glasses and gloves that give virtual guidance for practical, everyday tasks.

6. Zero-touch consumption
Around half of virtual assistant users want automated bills and subscriptions, as well as self-restocking household supplies.

7. Mental obesity
One in three consumers soon expect to go to “mind gyms” to practice thinking, as everyday decision-making gets increasingly automated.

8. Eco me
Thirty-nine percent of consumers want an eco-smartwatch that measures their carbon footprint.

9. My digital twin
Forty-eight percent of AR or VR users want online avatars that mimic them exactly, so they can be in two places at once.

10. 5G automates society
One in five smartphone users believe 5G will better connect IoT devices, such as household appliances and utility meters.