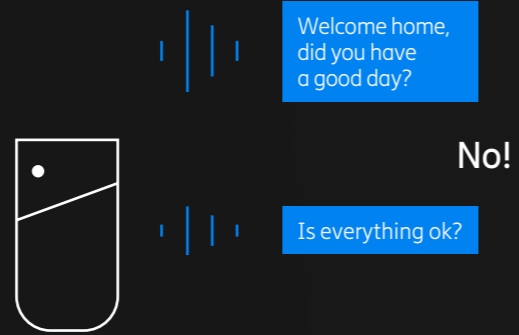


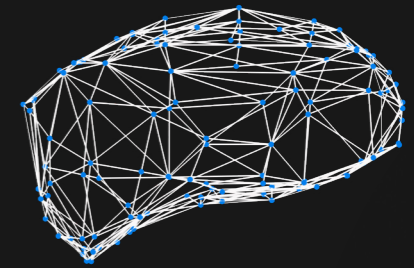
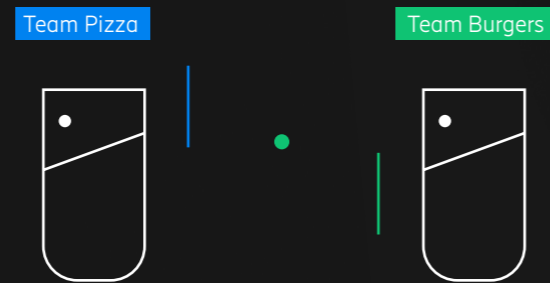
# 10 Hot Consumer Trends 2019

Welcome to an automated society.



## 01. Awareables

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

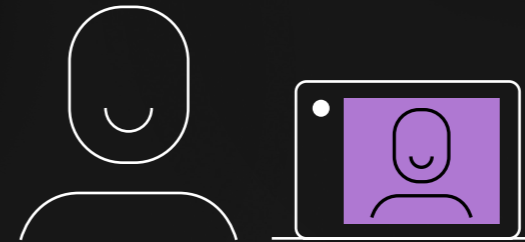


## 06. Zero-touch consumption

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

## 07. Mental obesity

One in three consumers soon expect to go to "mind gyms" to practice thinking, as everyday decision-making gets increasingly automated.

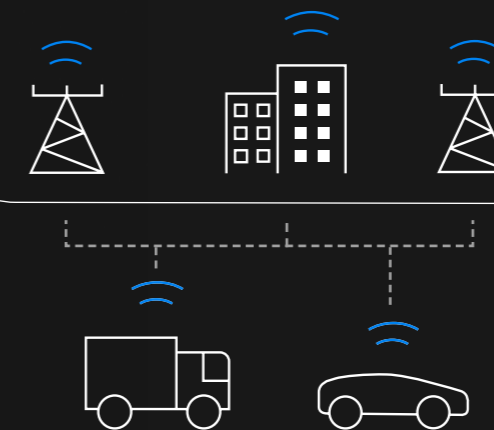


## 09. My digital twin

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

## 08. Eco me

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



## 10. 5G automates society

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

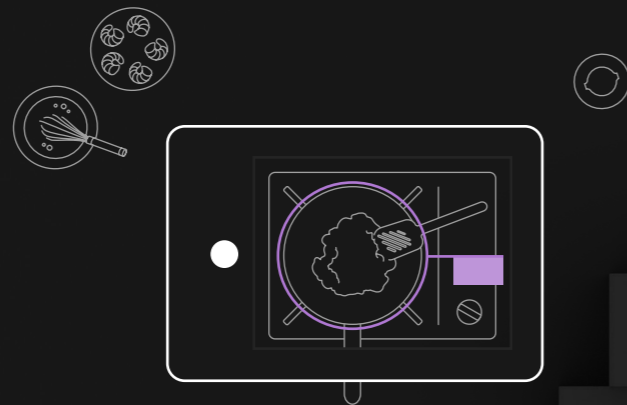
## 03. Spying apps

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



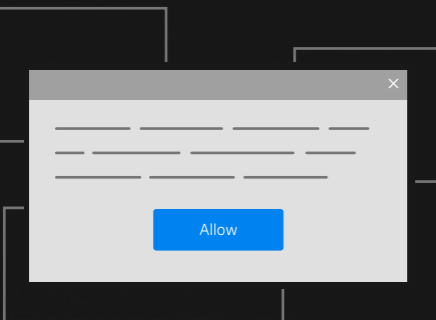
## 02. Smart quarrels

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



## 04. Enforced agreement

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



## 05. 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.

