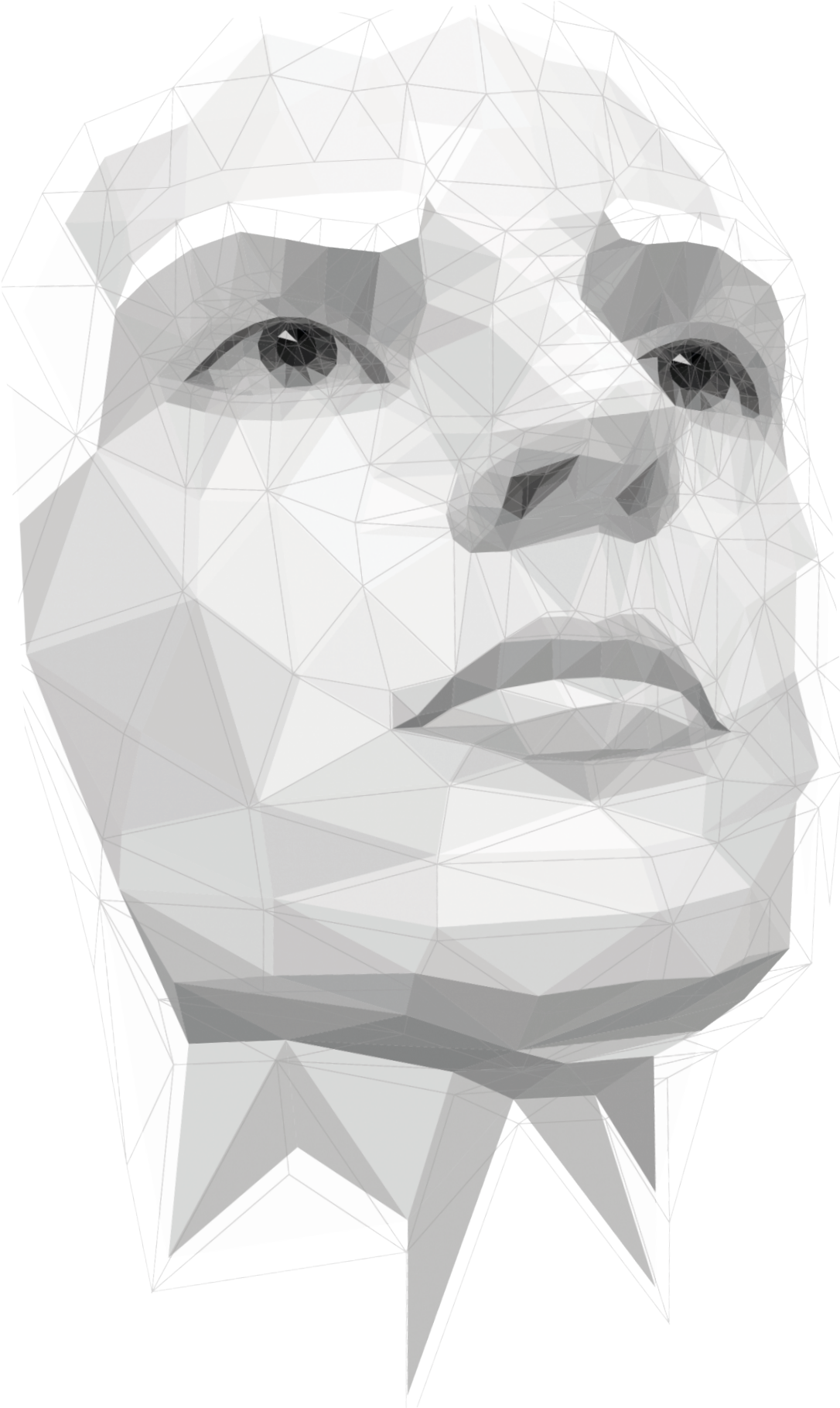



10 Hot Consumer Trends 2030


Welcome to the internet of the senses.






01. Your brain is the user interface

Fifty-nine percent of consumers believe that we will be able to see map routes on VR glasses by simply thinking of a destination.



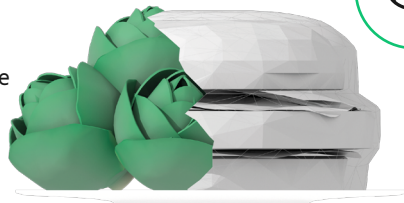
02. Sounds like me


Using a microphone, 67 percent believe they will be able to take on anyone's voice realistically enough to fool even family members.



03. Any flavor you want


Forty-five percent predict a device for your mouth that digitally enhances anything you eat, so that any food can taste like your favorite treat.








04. Digital aroma

Around 6 in 10 expect to be able to digitally visit forests or the countryside, including experiencing all the natural smells of those places.








05. Total touch

More than 6 in 10 expect smartphones with screens that convey the shape and texture of the digital icons and buttons they're pressing.









06. Merged reality

VR game worlds are predicted by 7 in 10 to be indistinguishable from physical reality by 2030.









07. Verified as real

"Fake news" could be finished – half of respondents say news reporting services that feature extensive fact checks will be popular by 2030.









08. Post-privacy consumers

Half of respondents are "post-privacy consumers" – they expect privacy issues to be fully resolved so they can safely reap the benefits of a data-driven world.



09. Connected sustainability

Internet of senses-based services will make society more environmentally sustainable, according to 6 in 10.



10. Sensational services

Forty-five percent of consumers anticipate digital malls allowing them to use all five senses when shopping.

