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 2038.

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 2038.

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.