

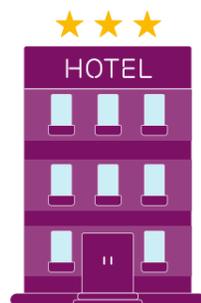
# 10

# HOT CONSUMER TRENDS 2016



## 1. The Lifestyle Network Effect

With diversifying online use, social effects like crowd intelligence and the sharing economy multiply



## 2. Streaming Natives

Teenagers watch more YouTube video content daily than other age groups



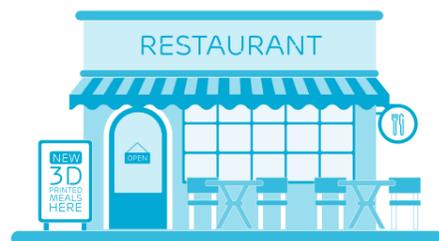
## 3. AI Ends The Screen Age

Artificial Intelligence will enable interaction with objects without the need for a smartphone screen



## 4. Virtual Gets Real

Consumers want virtual technology for everyday activities such as sports, and 3D food printing



## 5. Sensing Homes

Bricks used to build homes could include sensors that monitor mold, leaks and electricity issues



## 6. Smart Commuters

Commuters want to use their time meaningfully and not feel like passive objects in transit



## 7. Emergency Chat

Social networks may become the preferred way to contact emergency services



## 8. Internables

Internal sensors in our bodies that measure wellbeing may become the new wearables



## 9. Everything Gets Hacked

Most smartphone users believe hacking and viruses will continue to be an issue



## 10. Netizen Journalists

Consumers share more information than ever and believe it increases their influence on society

