

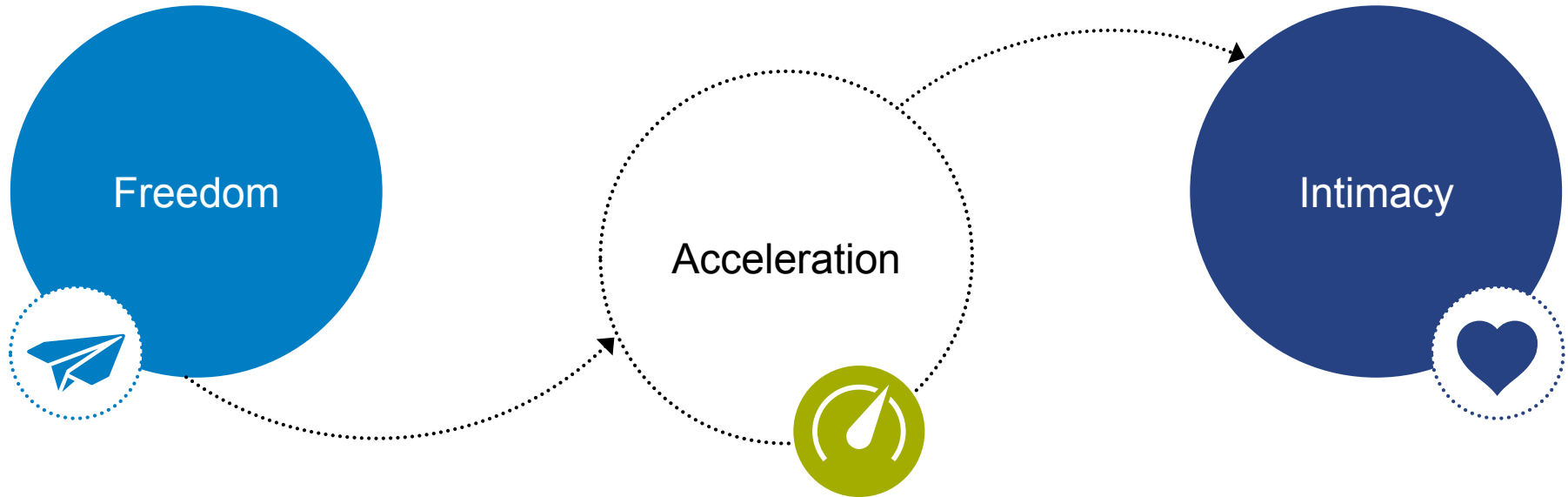
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# **Evolving behavior – today's connected consumers**

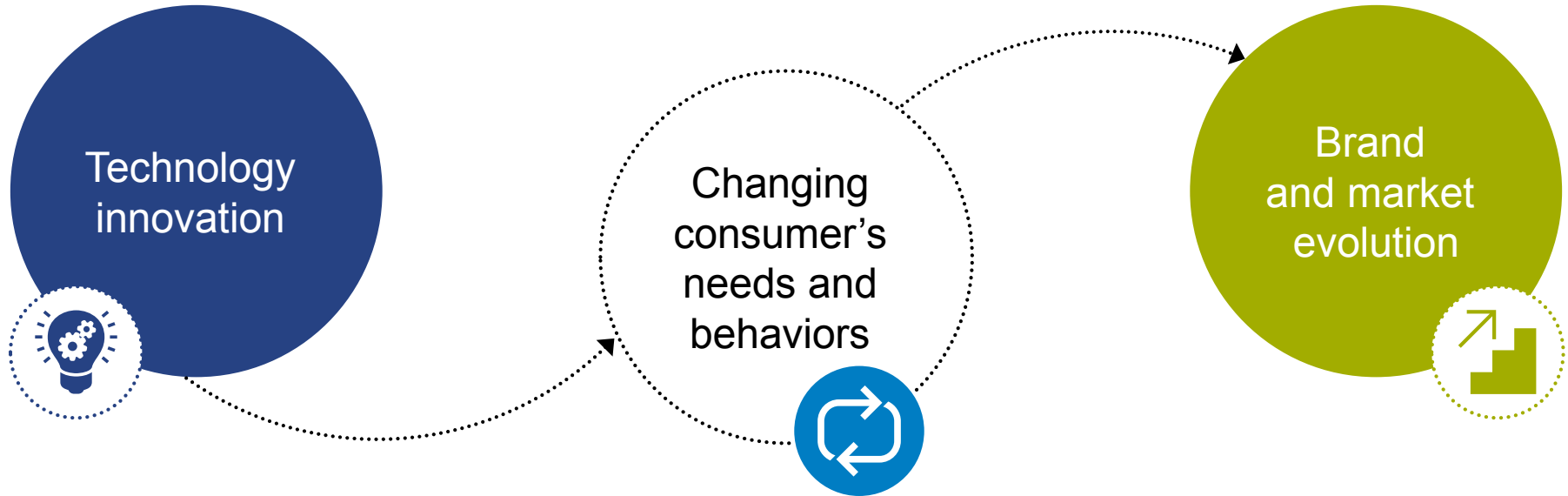
## Evolving behavior

Today's connected consumers are internet-savvy and digital, motivated by:



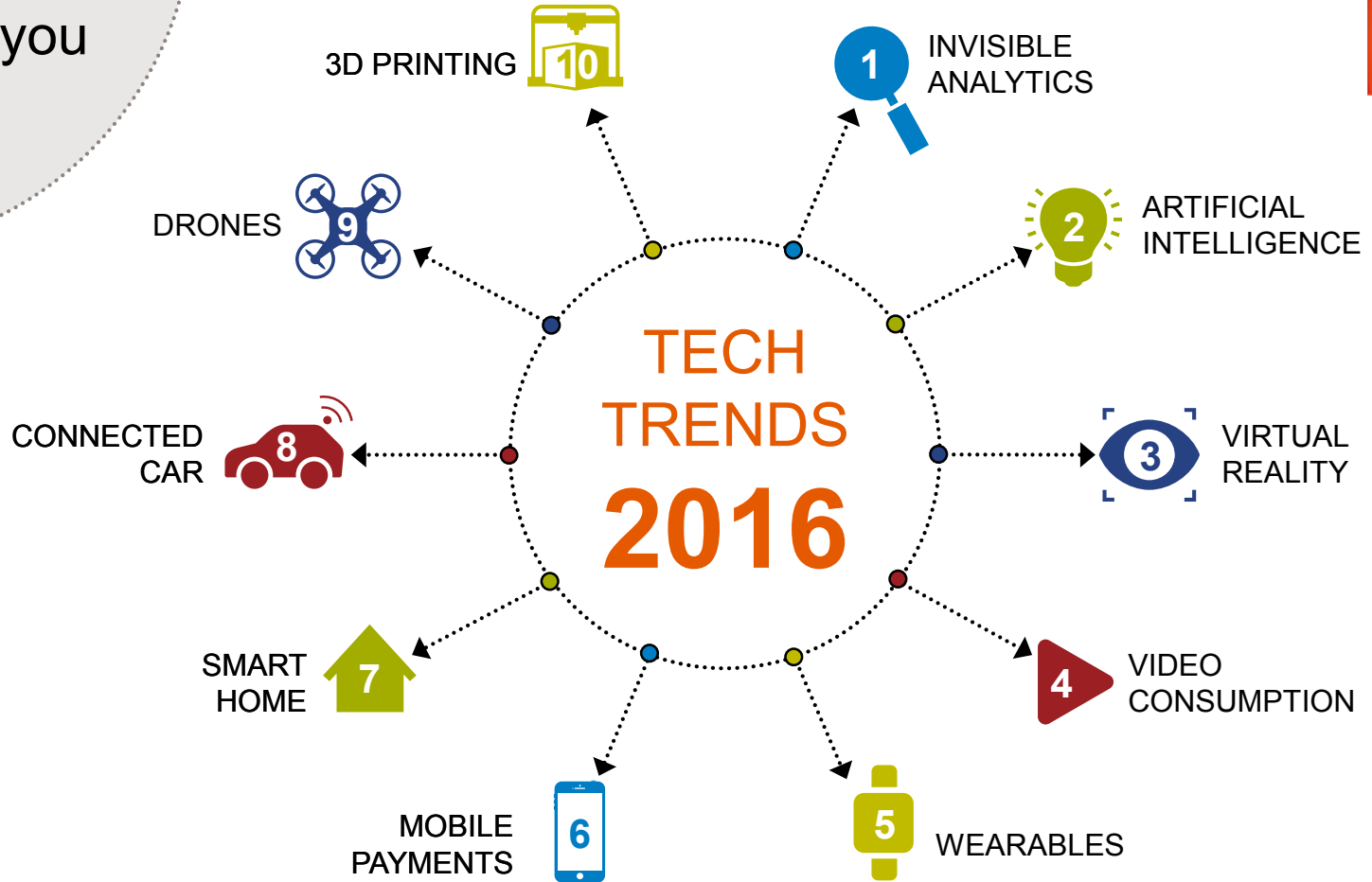
 **To succeed, your products and services need to address evolving consumer behavior.**

# Preparing for tomorrow's demand by understanding the driving forces and implications for changing behavior today



 **In Tech Trends 2016, we point you to the key trends that impact consumer behavior.**

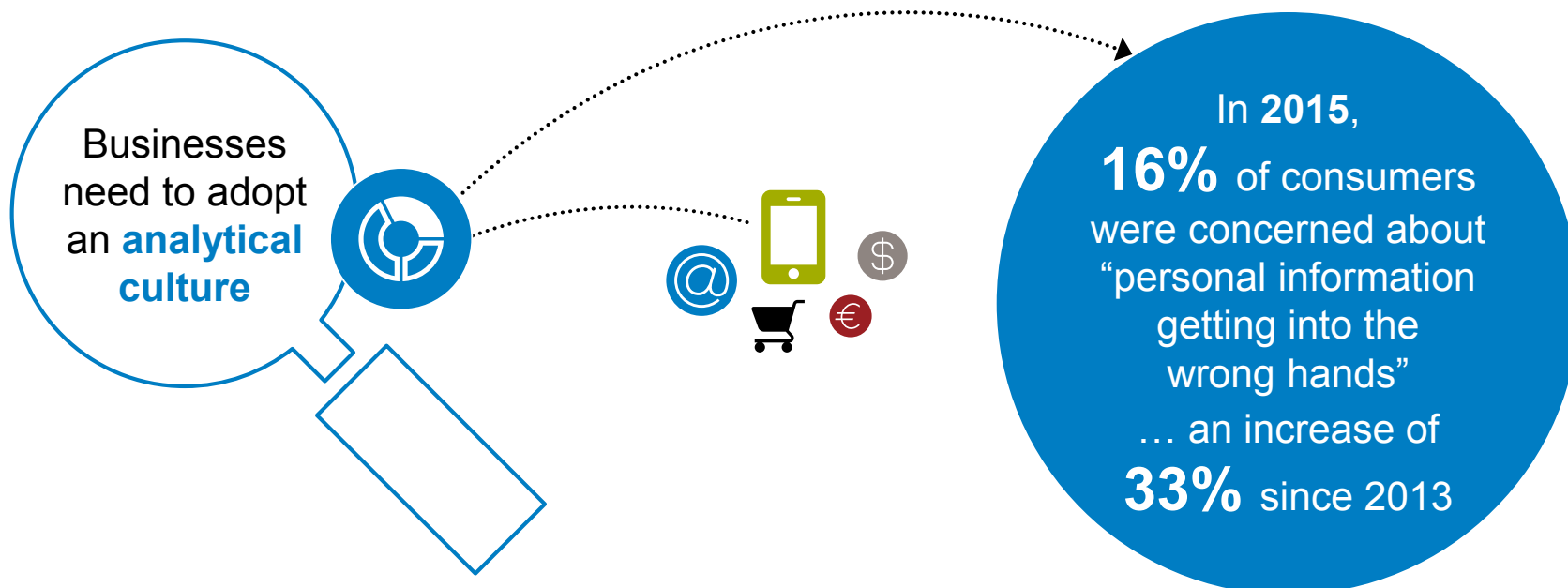
Driving you forward



# 10 tech trends for 2016

## Data quality not quantity

As consumers become increasingly connected, they leave a trail of their interactions with businesses. Businesses and consumers alike will benefit from the sophisticated and sensitive use of it.

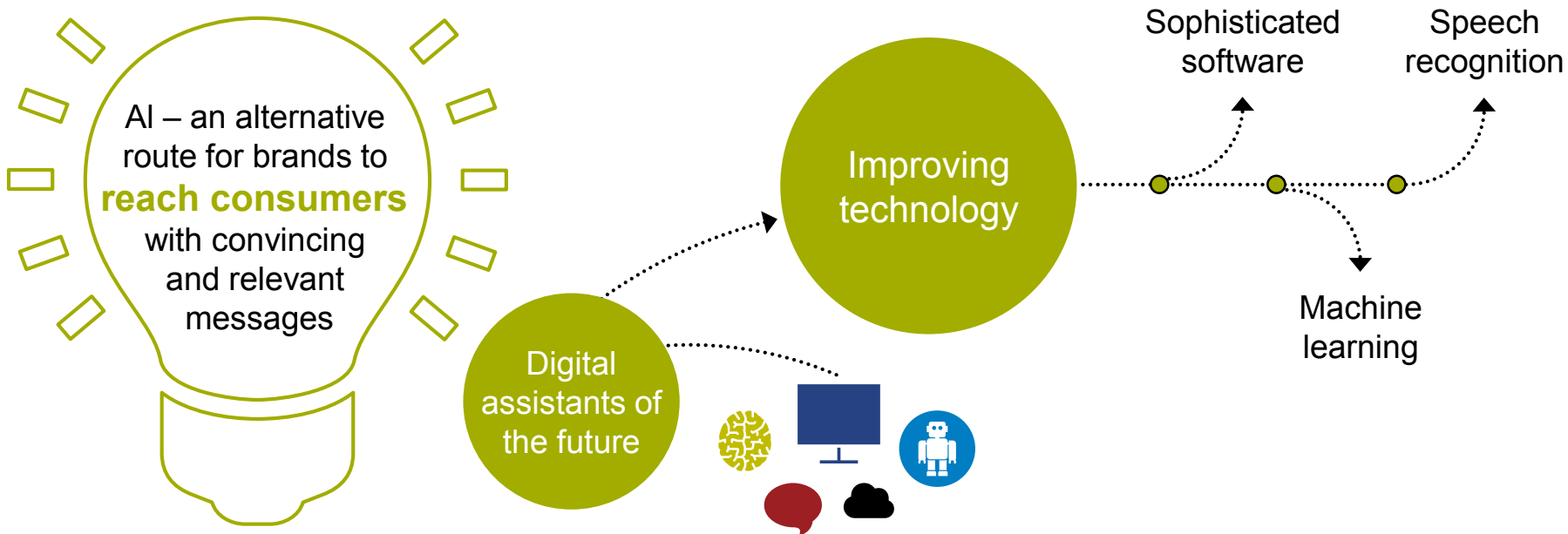


Source: GfK Roper Consumer Life reports 2015, 16% of global consumers cite “personal information getting into the wrong hands” as one of the three things they’re most concerned about from a list of 21, based on the core 20 countries covered in our reports



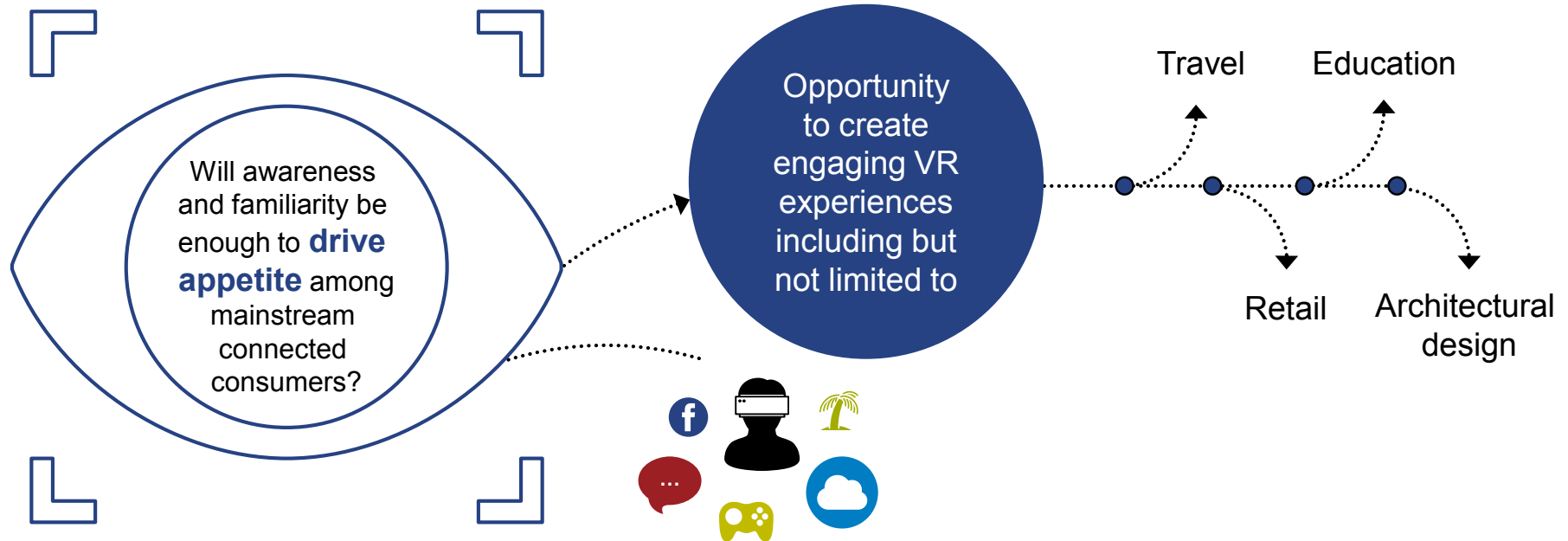
# The race to harness artificial intelligence

With major players including Apple, Facebook and Google investing in this space, AI has the potential to disrupt everything in the coming years – from the lives of connected consumers to every industry.



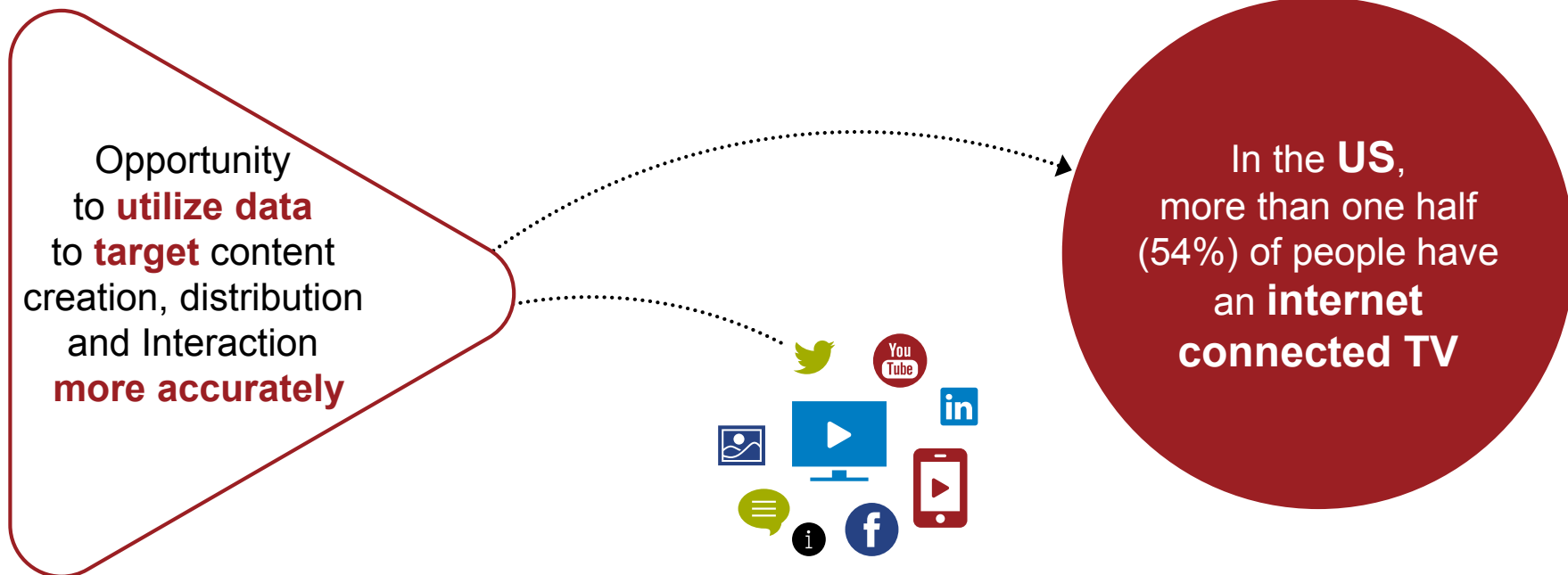
## A “teleporter” to everywhere and everyone

As VR gains attention within the gaming industry, this will drive appetite for applications beyond entertainment. This could result in VR penetrating industries such as travel, retail and education in the near future.



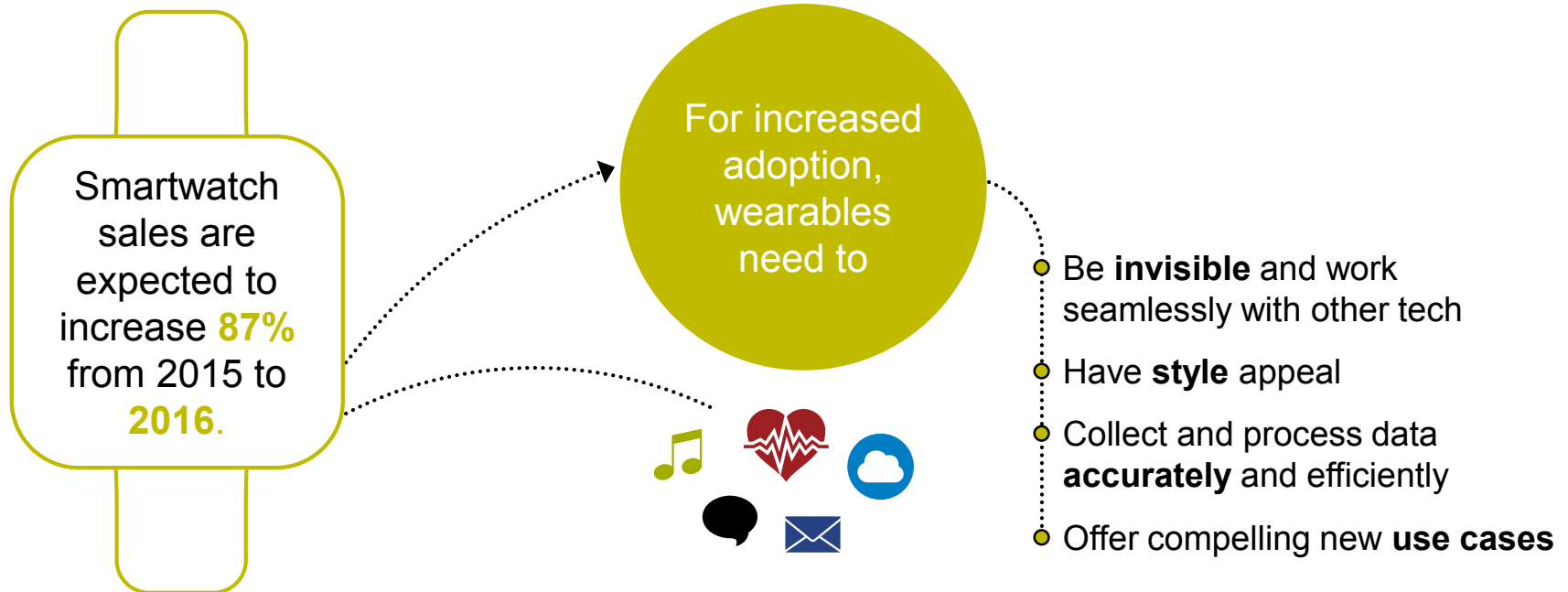
## Online video – the age of the small screen

Video is booming and digital is becoming the go-to channel on which to enjoy it. From short clips on social media to streaming movies, it seems the connected consumer will view video content on any platform and at any time.



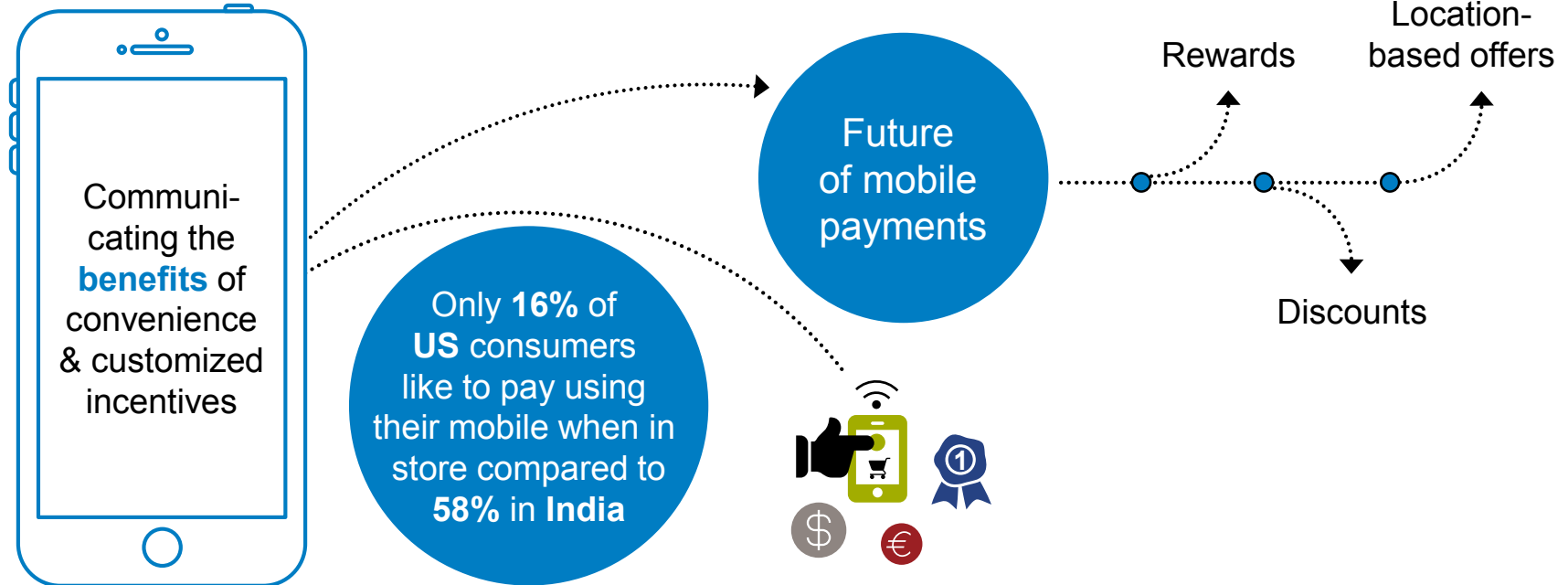
## Where are the wearables?

Despite high-profile launches, high-end smartwatches have failed to have big market impact, while health and fitness trackers have seen healthy sales. As key barriers are addressed, uptake of higher-end devices is likely to increase.



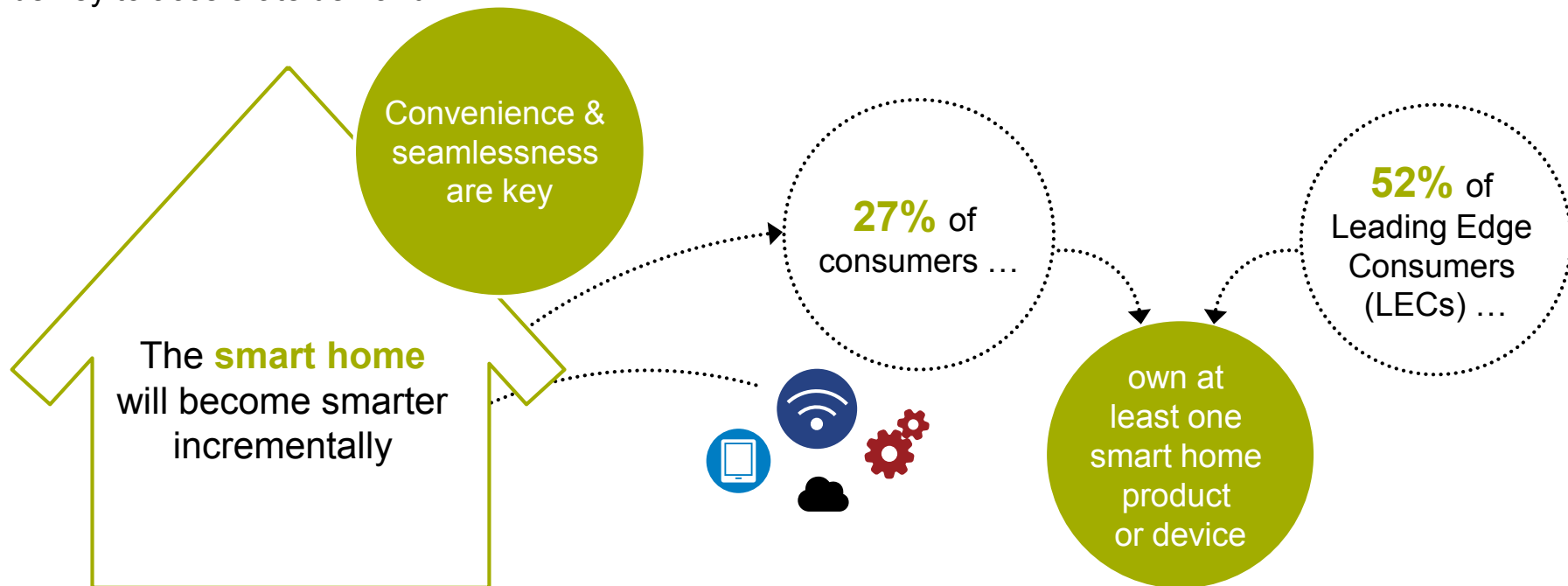
## Around the world in 80 mobile payments

The global mobile payments market is complex. Incumbent payment mechanisms are entrenched in many mature markets and are proving difficult to supersede. In contrast, a number of African and developing Asian markets have gone straight to mobile payments.



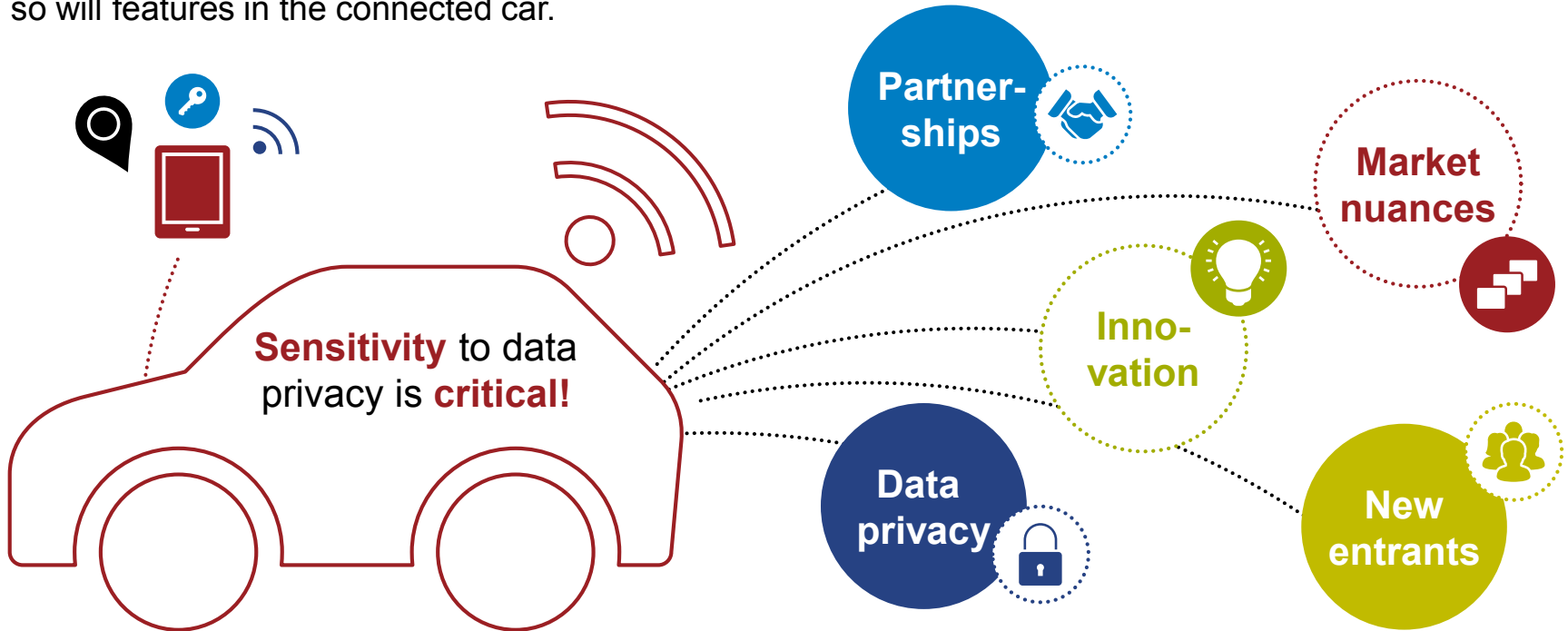
## The home is getting smart(er)

The smart home is gaining traction among connected consumers. Yet for homes to be smart they must also be simple and seamless. With the market fragmented, collaboration and consumer education will be key to accelerate demand.



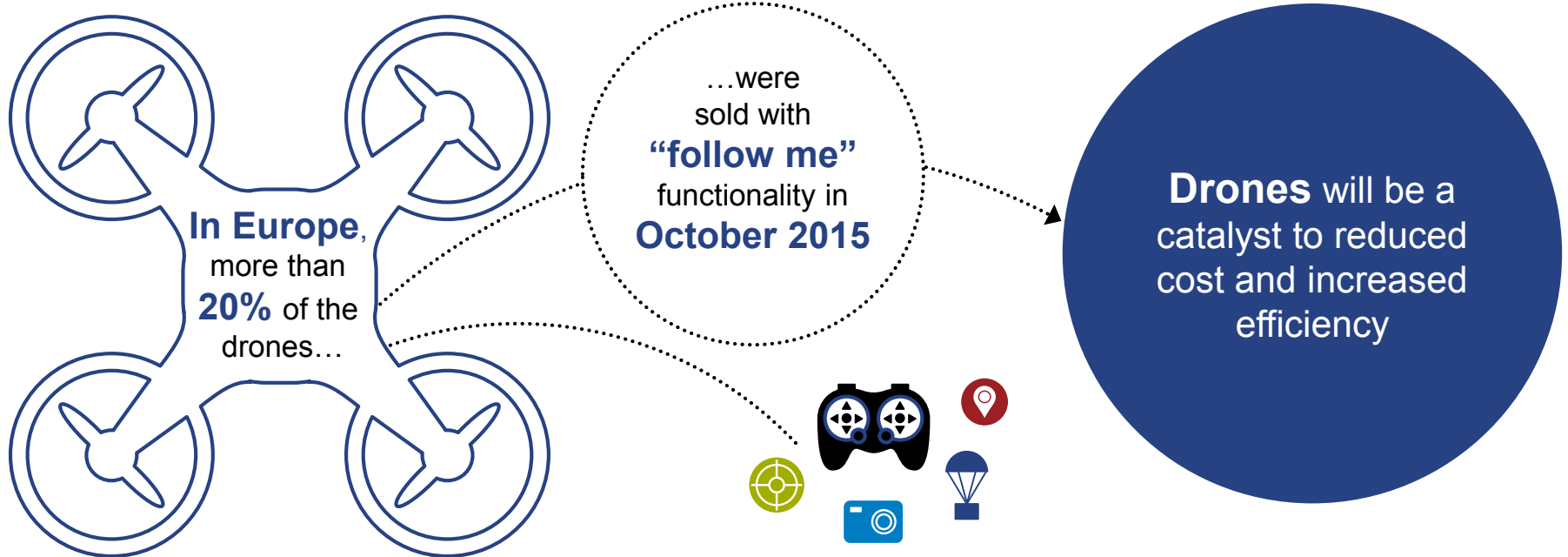
## On the road to the connected car

The connected car concept isn't new, but it's only with the proliferation of smartphones in the last five years that in-vehicle connectivity has taken off. As connectivity becomes more sophisticated, so will features in the connected car.



# The Game of Drones

Despite the media attention, drones are not new. But with improvements in technology and falling costs, there is a real opportunity for these unmanned aerial vehicles to evolve from a hobbyist market into a mainstream technology.

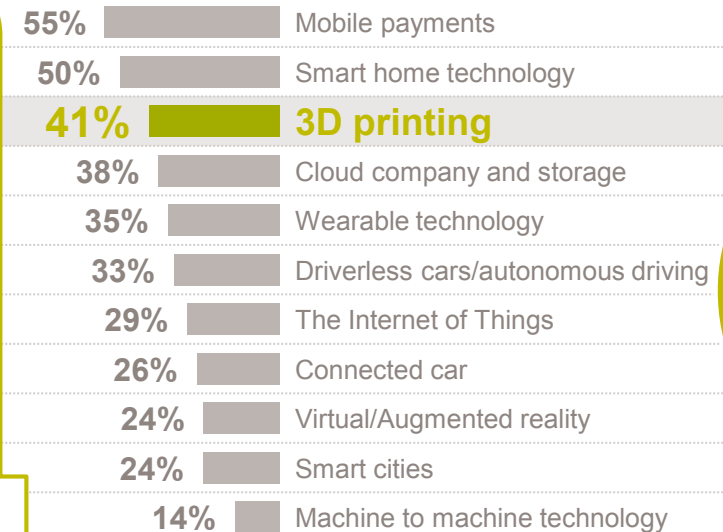
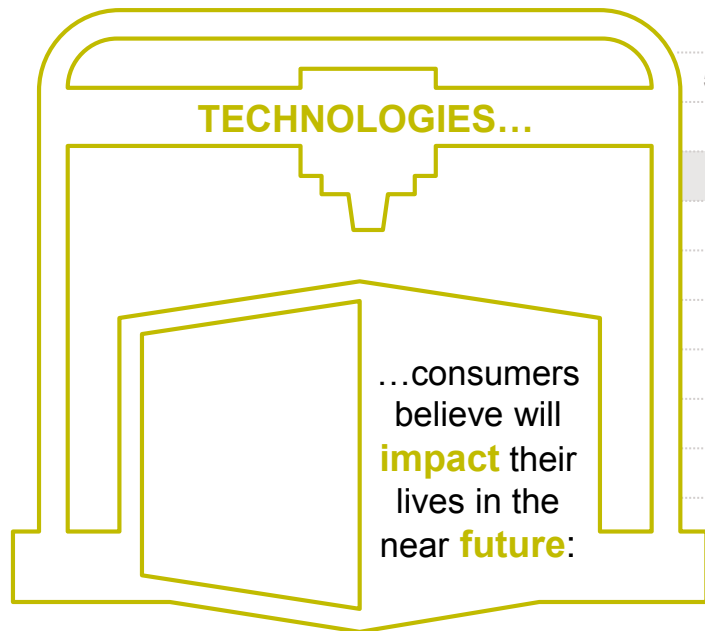


Source: GfK Point of Sales Tracking, sales of drones (those with video functionality only), October 2015, 12 markets: Germany, Poland, Russia, Switzerland, Belgium, Italy, Netherlands, United Kingdom, Portugal, Spain, Austria, France



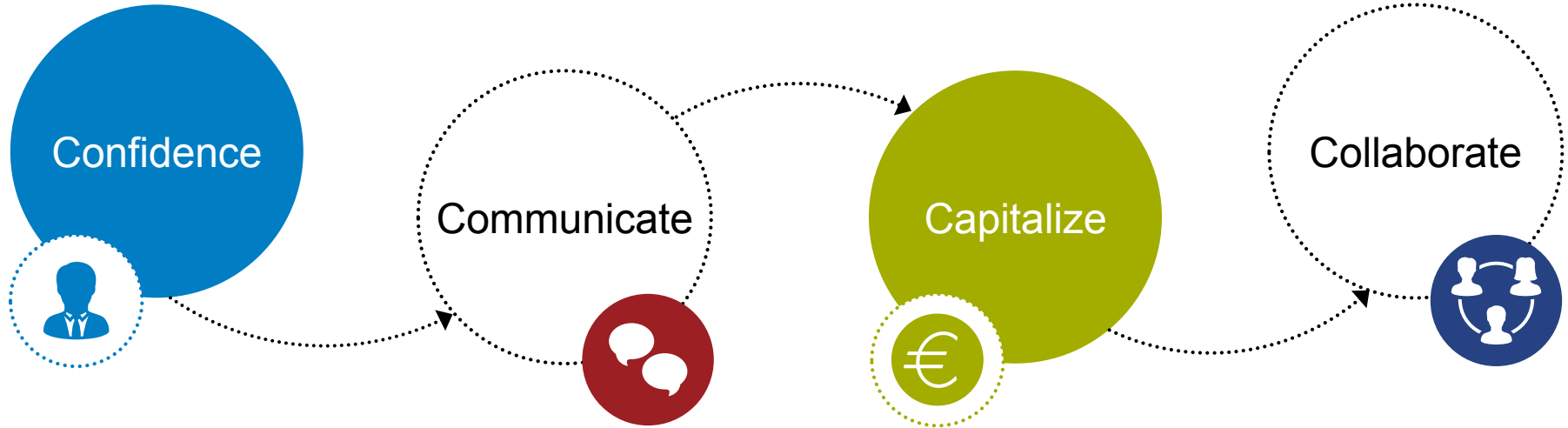
## The future in 3D

3D printing is becoming cheaper and, as prices fall, it is increasingly accessible to both consumers and businesses. Appetite from the connected consumer will be key in growing its disruptive forces.



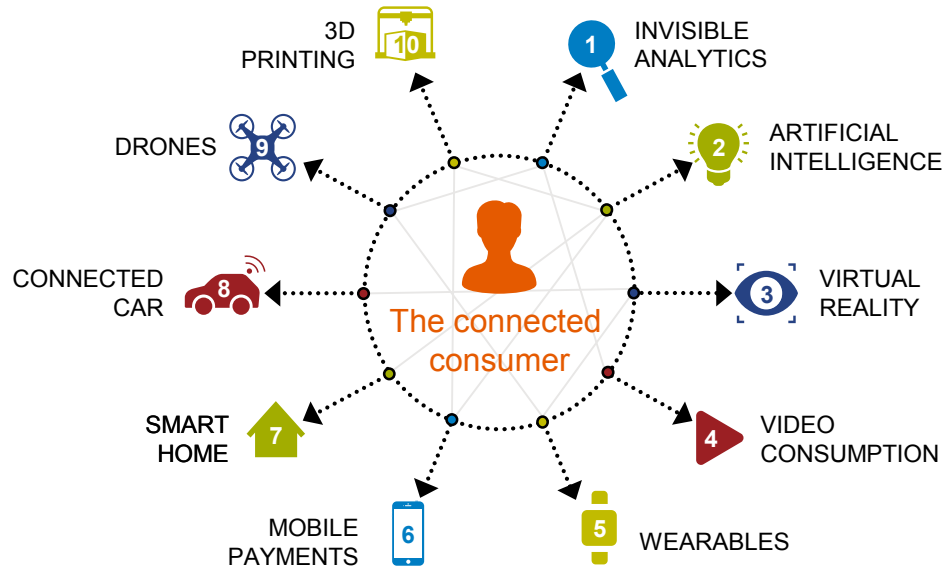
Technology is a dominate force across every industry

We can see similarities throughout the trends – the “Four Cs” of Tech Trends 2016



We help you connect with the connected consumer

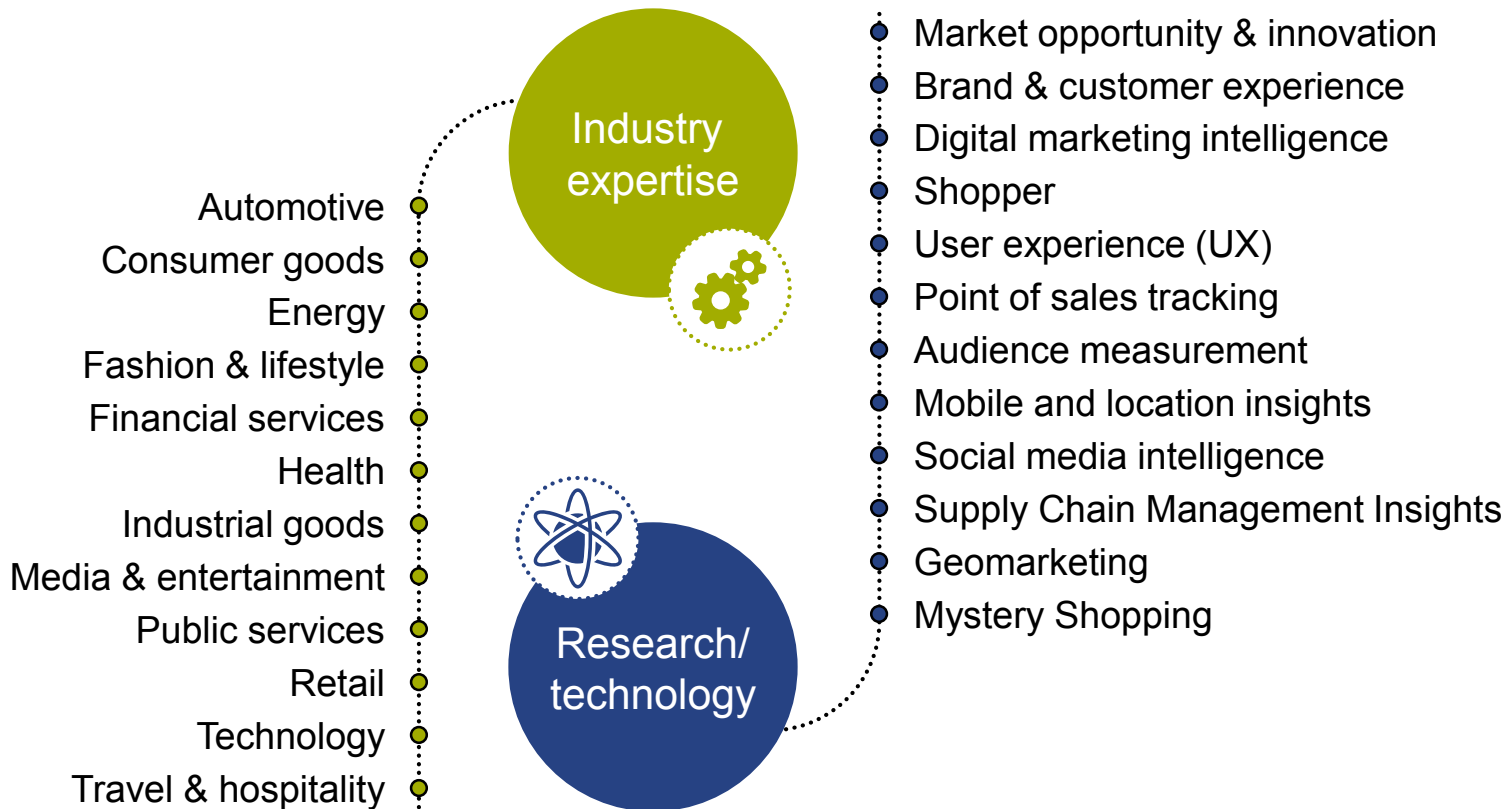
Understanding the driving forces and implications for changing behavior today helps you shape your future



We are GfK and we know the connected consumer.

**Growth from knowledge –**  
turning research into smart business decisions

# We combine our industry expertise and research skills to give you relevant insights



## Keep up-to-date with the latest market trends

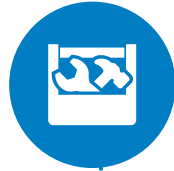


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### About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.