

10 HOT CONSUMER TRENDS 2014

Making small changes to the ways we communicate and use the internet will have a huge impact on society as a whole. So what new developments can we expect to see in 2014 and beyond?

1. APPS CHANGE SOCIETY

The mass demand for mobile services will potentially transform all aspects of daily life within three years – from shopping and leisure activities, to care services and transportation.

CITY LIFE TRANSFORMED BY 2016

2. YOUR BODY IS THE NEW P@55W*RD

Consumers have grown tired of using passwords to access content online.

52% OF SMARTPHONE USERS WANT FINGERPRINTS TO REPLACE ALL INTERNET PASSWORDS

3. THE QUANTIFIED SELF

We are increasingly treating our phones as self-tracking devices. 40 percent of smartphone owners want to log all of their physical activities.

59% WANT TO USE WRISTBANDS AND 56 PERCENT WANT TO USE RINGS TO GENERATE PERSONAL DATA

4. INTERNET EXPECTED EVERYWHERE

Smartphone users are realizing that the signal bars on their phone are no longer a good indicator of internet coverage. Globally, consumers' quality of experience when using data is falling behind their experience of voice connectivity.

5. SMARTPHONES REDUCE THE DIGITAL DIVIDE

On a global scale, internet access is unequally distributed. But the increase of cheaper smartphones is providing more consumers with the opportunity to participate online.

IN INDIA AND INDONESIA, THE SMARTPHONE IS NOW THE PRIMARY INTERNET DEVICE

6. ONLINE BENEFITS OUTWEIGH CONCERNS

The risks associated with being connected are becoming more apparent, but people minimize them by being more cautious online.

56% OF DAILY INTERNET USERS ARE CONCERNED ABOUT PRIVACY ISSUES

4% SAY THAT THEY WOULD USE THE INTERNET LESS BECAUSE OF THIS

7. VIDEO ON COMMAND

Our friends are particularly influential when it comes to viewing video material.

38% OF RESPONDENTS SAY THEY WATCH VIDEO CLIPS RECOMMENDED BY THEIR FRIENDS AT LEAST SEVERAL TIMES A WEEK

22% INFLUENCE THEIR OWN FRIENDS

8. MAKING MY DATA VISIBLE

Our internet usage is measured in bits and bytes, but people need help understanding the relevance of the data.

48% OF SMARTPHONE OWNERS USE APPS TO GET INFORMATION ABOUT DATA CONSUMPTION

37% USE APPS TO TEST CONNECTION SPEED

9. SENSORS IN DAILY PLACES

Smartphone owners believe that interactive sensors will be used in everything from healthcare and public transport, to cars, homes and workplaces.

60% BELIEVE SENSORS WILL BE COMMONPLACE BY THE END OF 2016

GOOD MORNING
Your office appliances have been activated

10. PLAY, PAUSE, RESUME ELSEWHERE

The rise of streaming services means people are increasingly viewing content on the move. In Chile, Mexico and Brazil, an average of 18 percent of smartphone owners who watch video begin doing so at home, and then continue watching the same content elsewhere.

19% OF TOTAL GLOBAL STREAMED TV AND VIDEO TIME IS SPENT ON PHONES OR TABLETS