



Euromonitor
International

Megatrends: Digital Living . A Framework for the Future

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INTRODUCTION

Megatrends: Digital Living – A Framework for the Future

Leaders harness megatrends to disrupt a market

Key findings

The rise of Digital Living

The pillars of Digital Living

The pillars of Digital Living in detail

Opportunities and challenges

Digital Living: What to focus on

DIGITAL LIVING: ALWAYS ON

Hyperconnected “always on” digital lives bring the expectation of instant gratification

The immediacy of shopping online appeals to our “life on demand” instincts

Consumers are surrounded by on-demand services

TaskRabbit is your on-demand handyman

Easee allows consumers to take an eye test from the comfort of their homes

The internet of everything means hyperconnectivity and data generation

Everything is being connected, with China leading the way in terms of hyperconnectivity

IoT goes beyond connectivity, with focus on services, AI and automation

Haier’s scenarios use AR to help you build your smart home

DIGITAL LIVING: STORY OF ONE

Consumers want to feel unique and seek personalised experiences

Any story can go viral, giving consumers an asymmetric power versus corporations

Consumers’ focus on sustainability has led to a change in corporate focus

Each SHEIN Haul video influences other consumers to shop more

Consumers expect a customised digital experience, no matter where they go

Livestreaming gives each consumer the feeling of centrality and community

Automated kitchens of the future are being designed to cater to individual diets

Stitch Fix combines AI algorithms with human stylists

DIGITAL LIVING: THE METAVERSE

The metaverse brings the digital world to life

The current state of the metaverse

“Enhanced engagement” in the virtual world appeals to younger audiences

Despite high interest, actual engagement in the metaverse remains low

Building “enhanced engagement” for the future

Samsung: Smartphone launch in the metaverse could set the trend moving forward

Tencent: Building metaverse ecosystem around its portfolio

Companies are moving fast to shape our metaverse experience

The metaverse hardware market has the vibe of the smartphone market in its early days

The industry values metaverse contribution for today’s performance

Importance of AI in metaverse development

Digital twin is key to build a metaverse ecosystem

Lowe’s: Reinventing retail with industrial metaverse (digital twin)

Roblox: Integration of Generative AI in the metaverse

IMPLICATIONS FOR FUTURE GROWTH

Digital Living will be one of the fastest growing trends in the next 10 years

Growth will come from Middle East and Africa and Eastern Europe

Digital Living in smart homes has huge opportunity as consumers demand more connectivity

Privacy worries will continue to be a challenge to digital living

Key takeaways

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