



**Euromonitor
International**

Voice of the Industry: Digital Survey Insights 2024

March 2025

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Key findings

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Businesses ramp up digital transformation efforts, despite a rough economic climate

Digital engagement remains the cornerstone of digital commerce development

PLANNED INVESTMENT IN TECHNOLOGIES

Rising impact of traditional AI and generative AI overshadows other technologies

Democratisation of AI will continue to reshape businesses

Tech investments shift from hardware driven automation to software defined AI solutions

Tech enthusiasm reflects in over promise for planned investments

SPOTLIGHT ON KEY TECHNOLOGIES

The Voice of the Industry: Digital Survey highlights six technologies

Generative AI empowers consumer insights and task automation

Budget and risk management constraints stand as biggest challenges in Gen AI adoption

AR/VR paves the way for immersive commerce, but growth is restrained and niche

Blockchain to play key role in privacy centric digital solutions and fraud prevention

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SHOPPERS ARE REDEFINING VALUE IN RETAIL AMID A NEW ECONOMIC REALITY

About Euromonitor's Syndicated Channels Research

About Euromonitor International

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