

# 10 HOT CONSUMER TRENDS 2015

Rapidly evolving urban consumer attitudes are transforming our world. With only 5 years to go until 2020, the future seems closer than ever.

## 1 THE STREAMED FUTURE

Three quarters of us regularly watch  
**STREAMED VIDEO**

And in 2015 more people will watch streamed on-demand video on a weekly basis than broadcast TV.

Around half of smartphone owners

would like home sensors that alert them to water and electricity issues, or when family members come and go.

## 2 HELPFUL HOMES

## 3 MIND SHARING

**40%** of smartphone owners would like to use a wearable device to communicate with others directly through thoughts.

More than two thirds believe this will be mainstream by 2020.

**>70%** of smartphone owners believe that

will be mainstream by 2020.

## 4 SMART CITIZENS

## 10 CHILDREN CONNECT EVERYTHING

46 percent of smartphone owners say that children will expect all objects to be connected when they are older.

## 5 THE SHARING ECONOMY

Half of all smartphone owners are open to the idea of renting out their

as it is convenient and saves money.

## 9 DOMESTIC ROBOTS

**64%** of consumers think a range of domestic robots that could help with everyday chores will be common in households by 2020.

## 8 LONGER LIFE

Consumers believe services such as

will help to prolong our lives by up to two years per application.

## 7 MY INFORMATION

**56%** of smartphone owners would like communication to be encrypted.

## 6 THE DIGITAL PURSE

48 percent of smartphone owners would prefer to use their phone to pay for goods and services.

**80%** believe that the smartphone will replace their entire purse by 2020.