Starcom SMG

DATA INTELLIGENCE

HUMANGRAPHEXPERIENCE

by Starcom Romania

Tech Trends 2022

The future is loading...

What to expect in 2023?

In a post-pandemic world, consumers seek to balance the online and offline experiences.

They keep embracing digital trends for bringing convenience and ease into their lives, but they don't want to ever feel disconnected again.

Connecting will still be at the heart of social media.

Consumers are expected to place more and more value on communities they can access online via specialized platforms (e.g., Telegram) as they provide the opportunity to stay in touch with like-minded people, generating authentic connections.

TikTok continues its impressive growth.

Despite its youthful reputation, engagement has grown among all generations and doesn't show any signs of slowing.

The online gaming industry continues to rise, and the senior people are hopping on, seeking sources of joy and entertainment.

Sensory elements to digital experiences will be expected.

With the Metaverse evolving, consumers may get greedy for immersive content.

Technology becomes part of the every day. People are slowly shifting their attention towards new ones that intrigue them (AR, robots, 360 photos/videos). People will continue to value technologies that empower user experience, enhances convenience and efficiency in their lives.

Consumers will need greater education in order to understand and take advantage of Web 3 experiences.
As people learn more about the decentralized networks, they might expect different levels of autonomy and control all over.

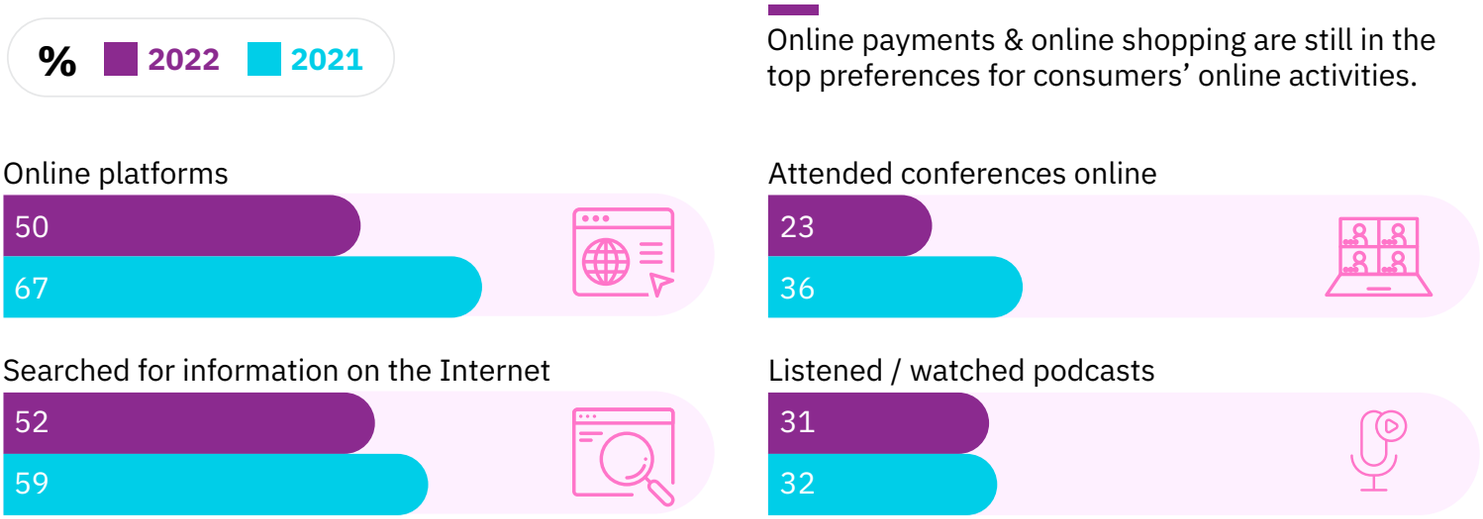
Balancing online and offline activity

It is possible that after being confronted with so many restrictions during the pandemic, people wanted to make the most out of the offline world this year. Therefore, we can see a slight decline in the overall internet activity compared to 2021.

Even so, digital is still everywhere in people's lives. Younger generations (18-34 y.o.) are still the most digital enthusiasts, getting involved in a higher extent to new opportunities (online medical consultations, metaverse, trading).

However, older generations (45+) continue to slowly migrating to digital channels especially for searching information or playing games.

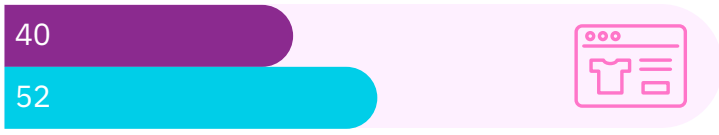
Online payments & online shopping are still in the top preferences for consumers' online activities.



Made online payments

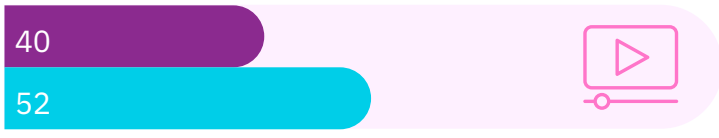
Online courses

Online shopping



Participated to theater plays / operas online

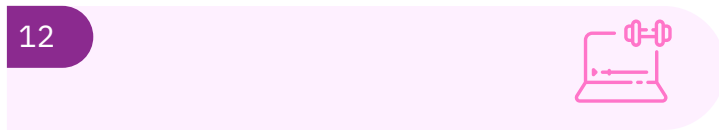
Watched movies / series on the Internet



Visited museums / art galleries online

Downloaded and installed new applications

Online fitness training

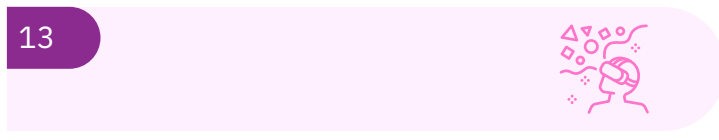


Played on PC / Laptop / Smartphone

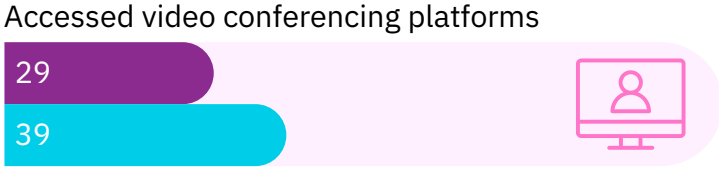
Medical consultations online

Listened to music online

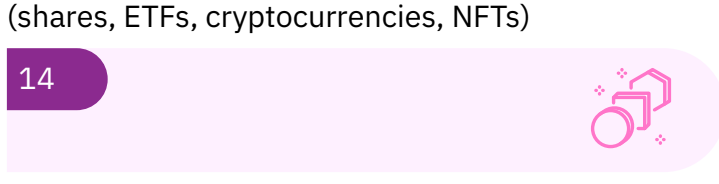
Metaverse



Accessed video conferencing platforms



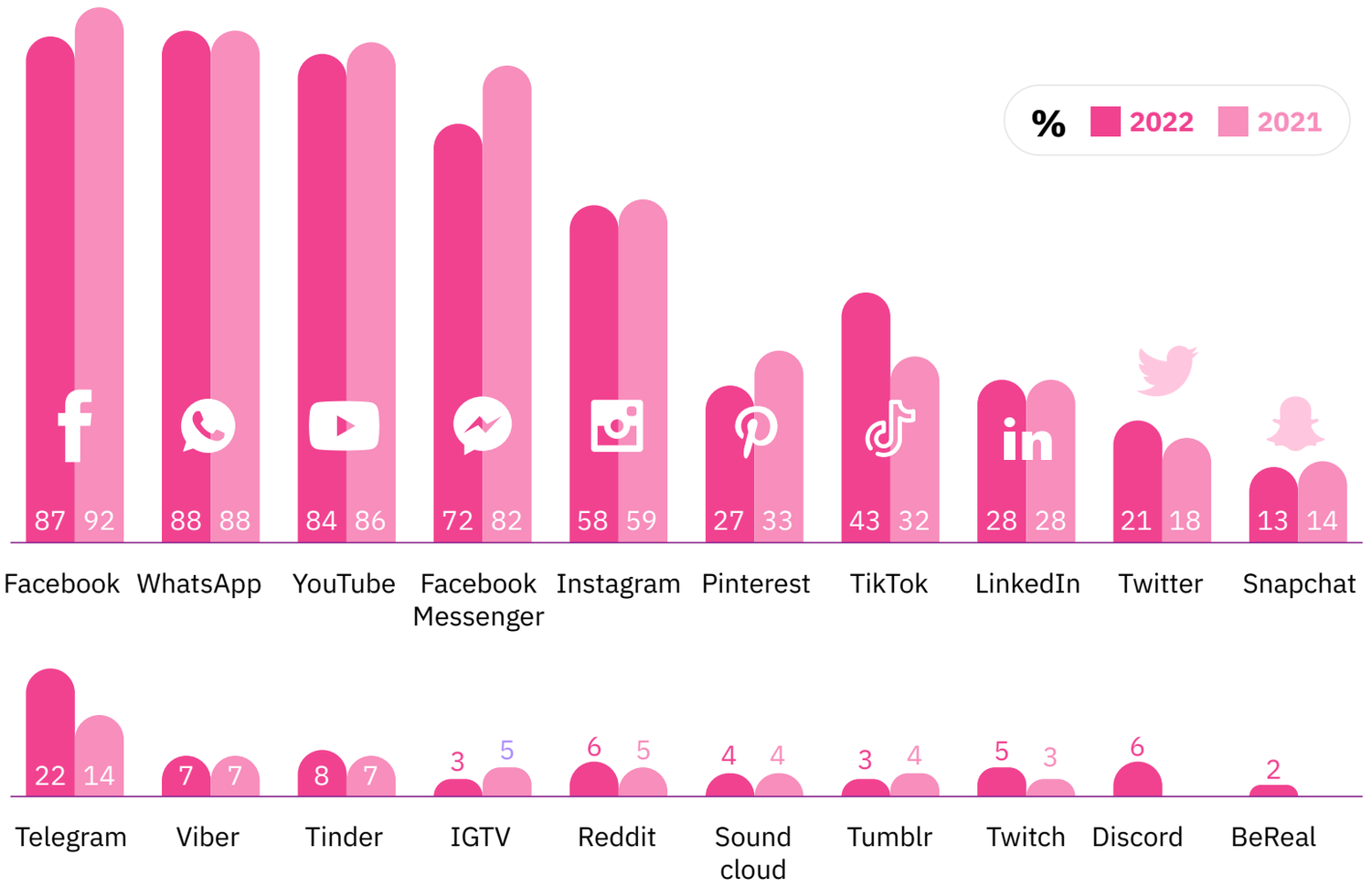
Online trading platforms
(shares, ETFs, cryptocurrencies, NFTs)

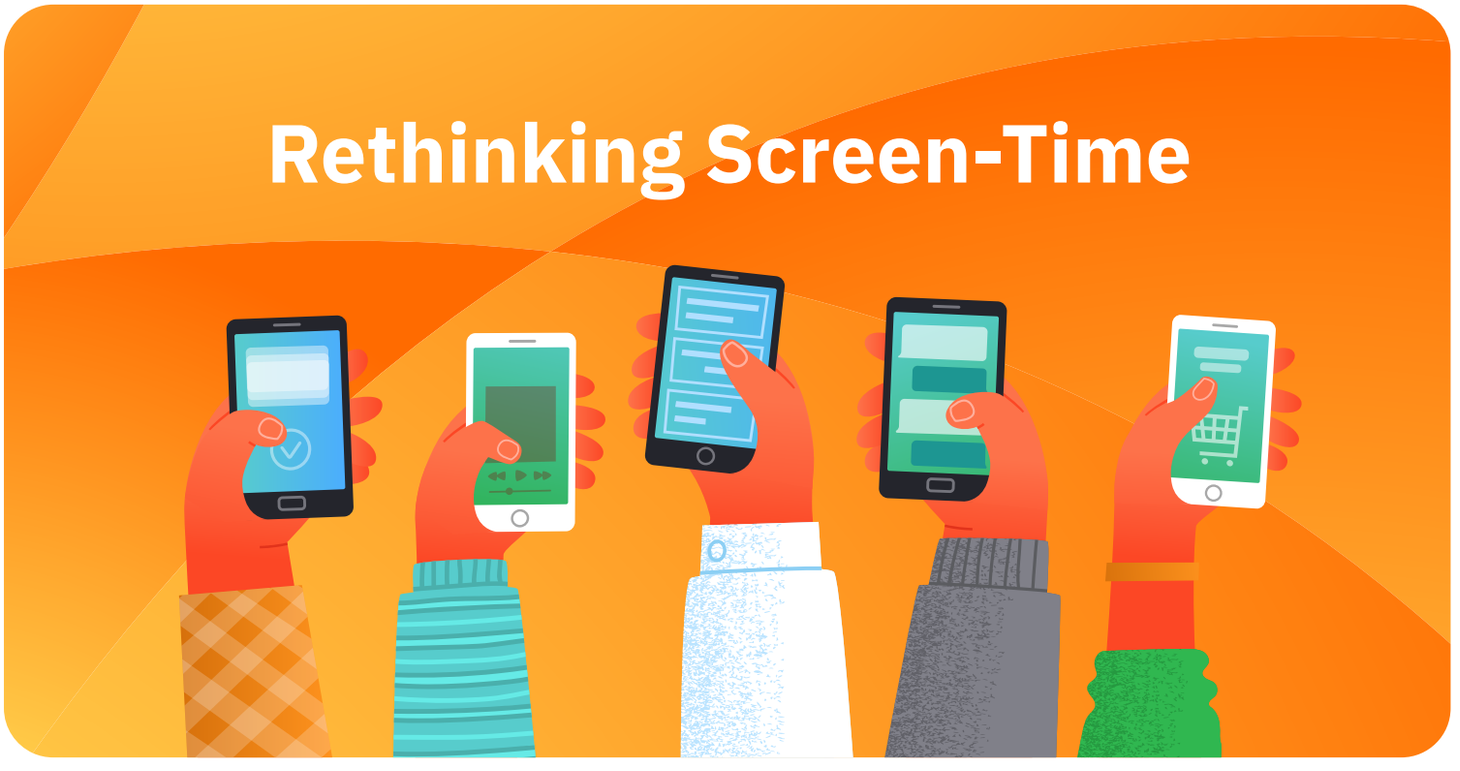


Facebook is starting to slowly lose popularity, especially among young generations, as people's needs are changing which shape a new social media era.

Consumers become more interested in communities where they can generate authentic connections. Therefore, WhatsApp remains in the top used platforms and Telegram adoption is rising this year. In these spaces, it's less about broadcasting content, and more about the exchange between all community members.

Of course, people are still into streams of content as well, as we see a growing trend for TikTok, one of the most popular Social Media platforms.
Twitter, is also on a slight growing trend.

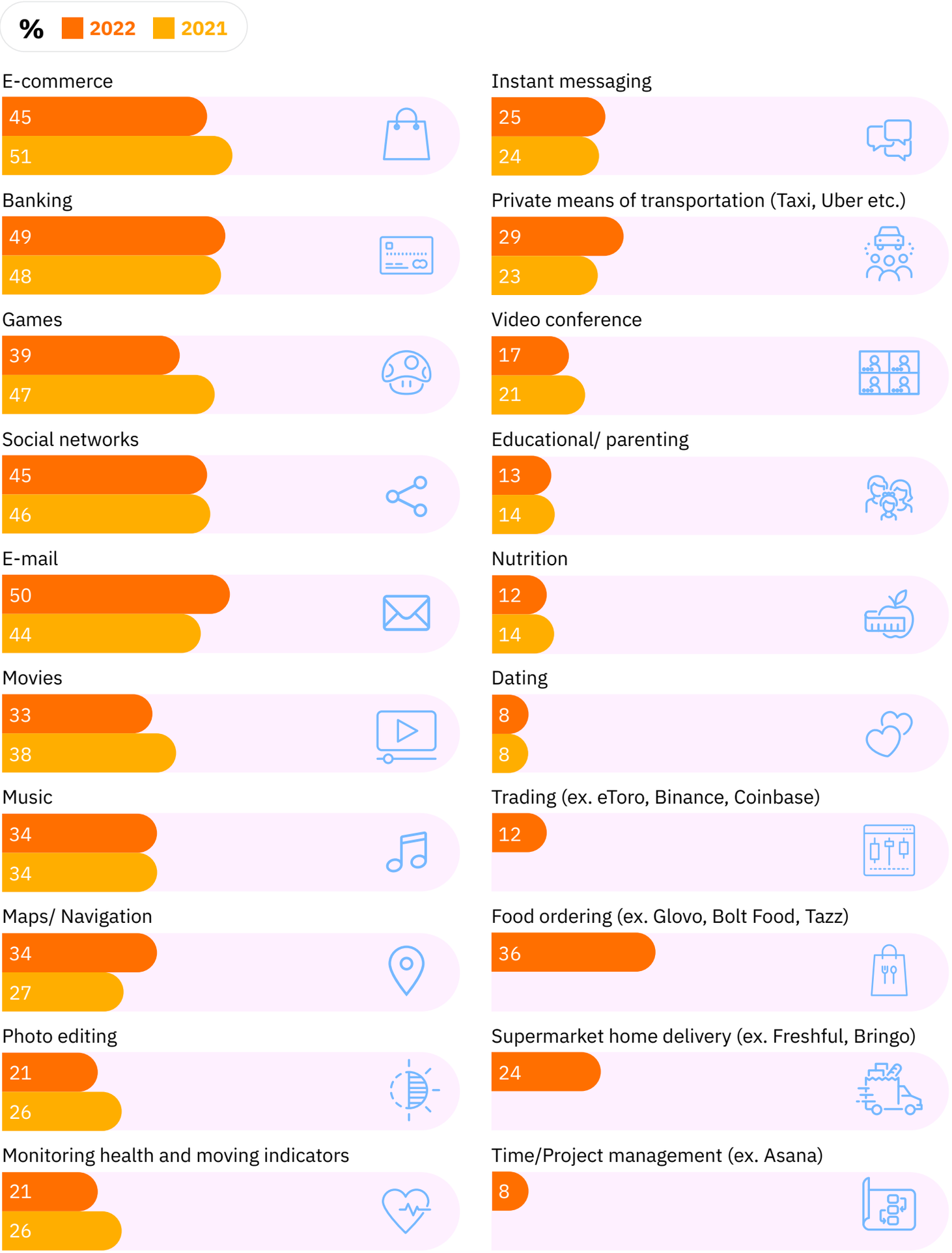




Banking, E-commerce, and Social networks apps are still a priority for consumers, having already become a norm for everyday life. Email remains a traditional channel that won't go away any time soon.

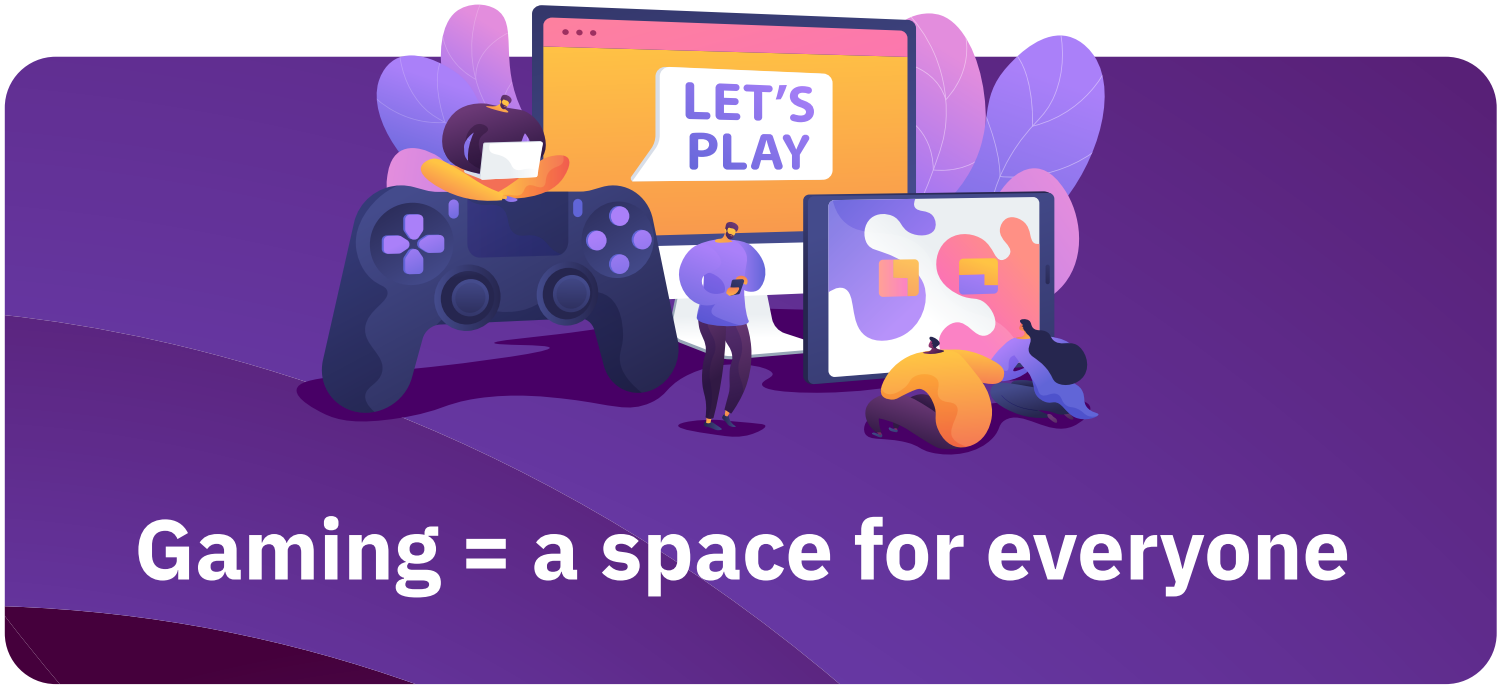
Also, food ordering apps are popular in 2022, as consumers today seek convenience and choice in their purchasing.

However, people seem to be more interested in spending time outdoors, experiencing the offline world, as we can see a growing interest for apps that enable people to get around: maps/navigation & private means (Taxi, Uber).



eLearning

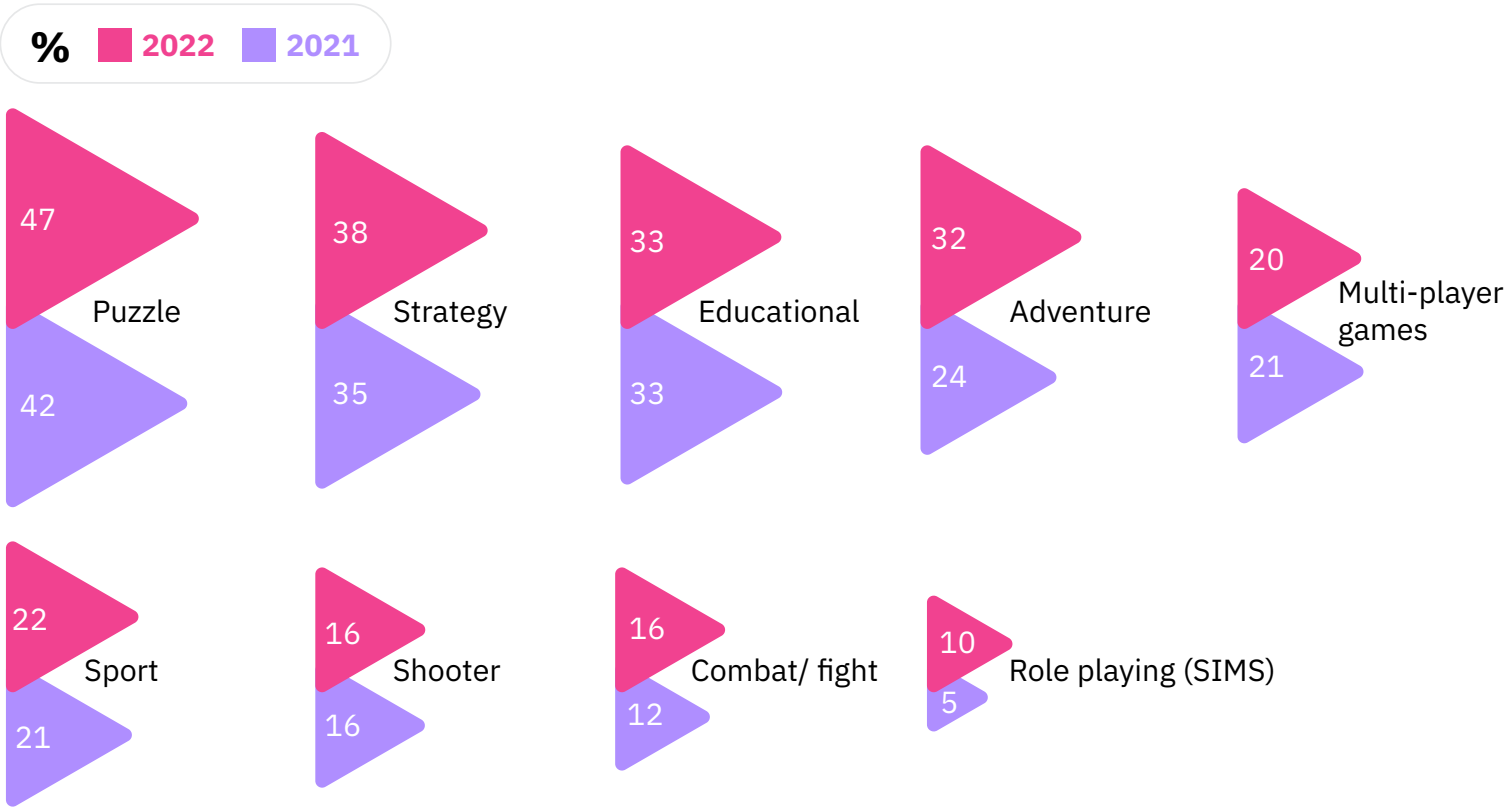
Finance management



Gaming = a space for everyone

Like other forms of media, gaming benefited from the pandemic. Consumers are seeking to entertain themselves, especially after being confronted with so much anxiety and stress in the past years.

Online games have been making serious gains among older consumers too, especially with puzzle games.

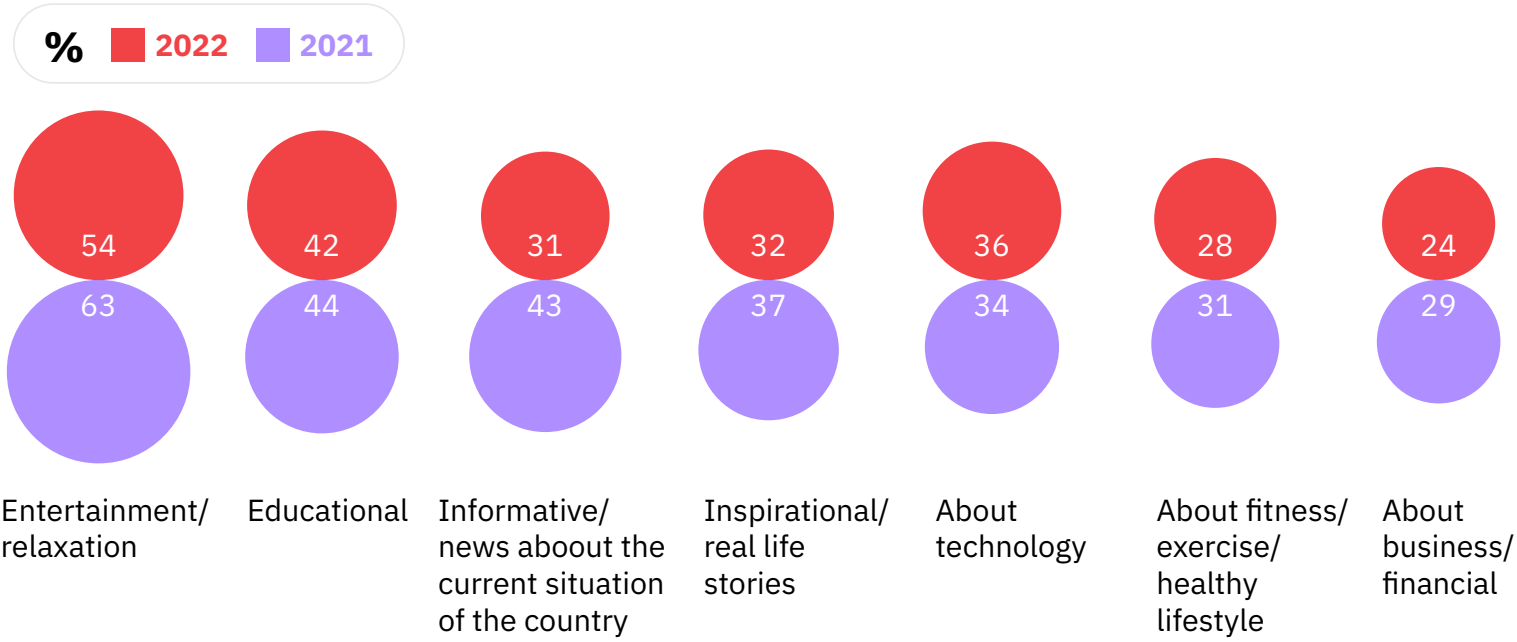


Podcasts topic preferences are changing

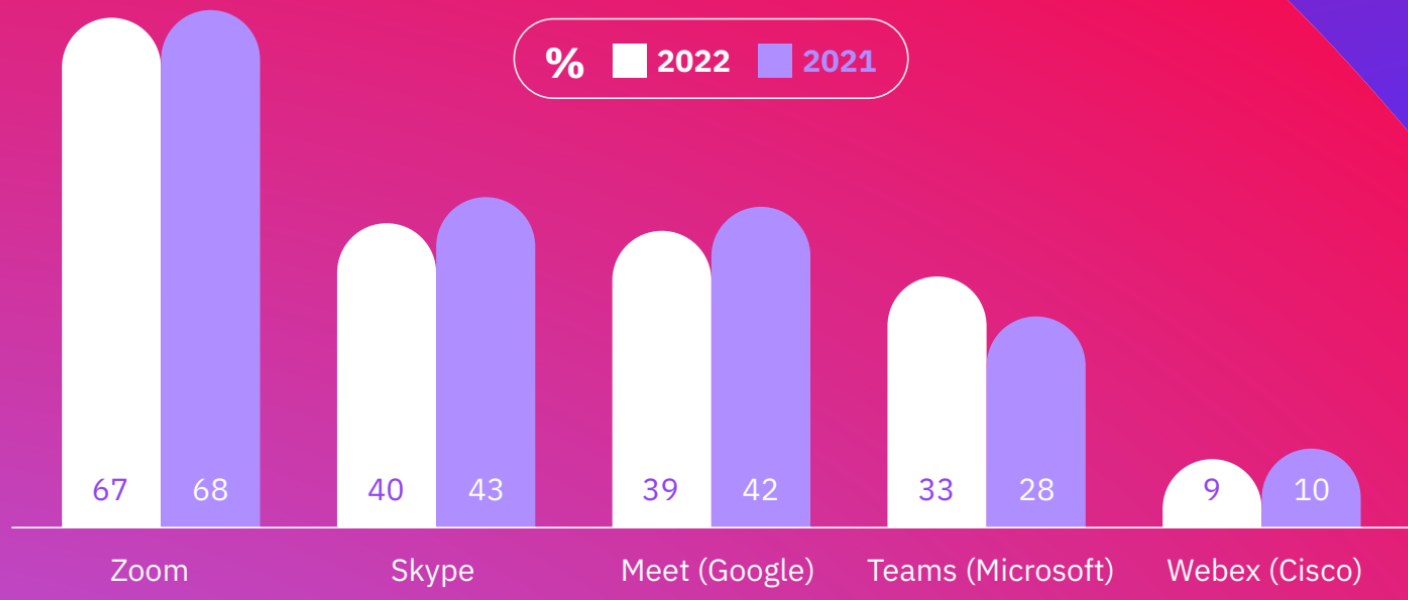
Podcast have been the content phenomena of recent years, giving consumers the possibility to engage with their preferred content at any time, anywhere (e.g., while commuting, working out, or cleaning the house).

However, in 2022, we can see that consumers are shifting their attention. Entertainment and informative podcasts are losing popularity compared with the previous year, but podcasts remain a good resource for education, especially for younger generations who may look for alternatives to formal trainings.

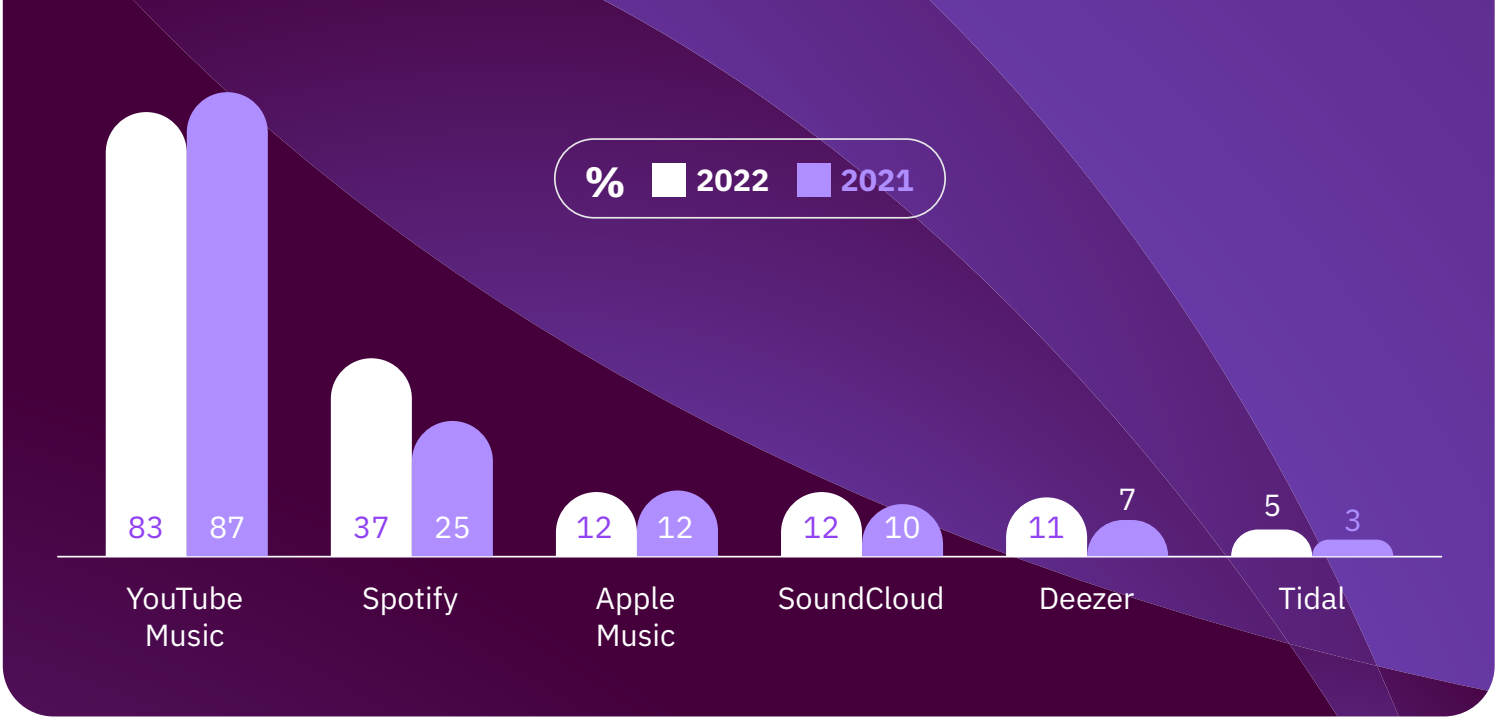
Also, a slight increase can be noticed for tech podcasts, which can be explained by a rising interest in this topic, so that people want to keep themselves updated on how technology evolves.



Zoom is the main video conference used, but Teams wants a seat at the table too.



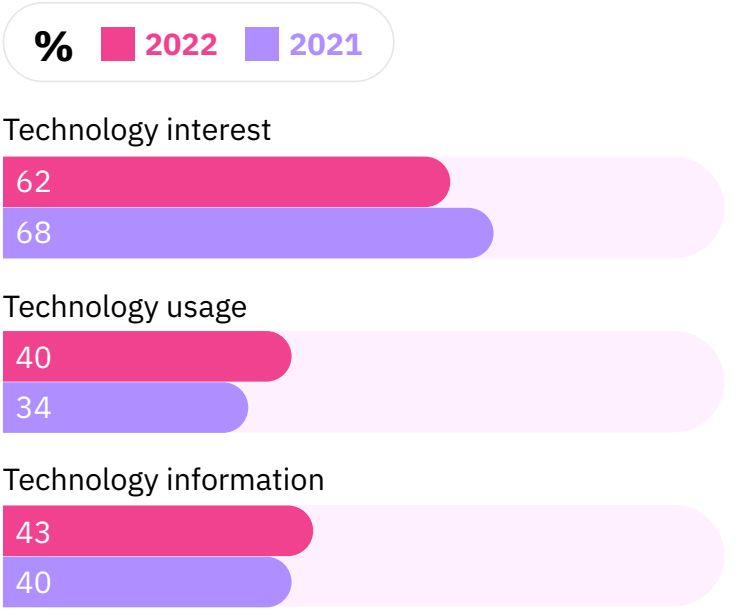
YouTube still occupies the top spot in the music streaming industry, but Spotify's growth continues.

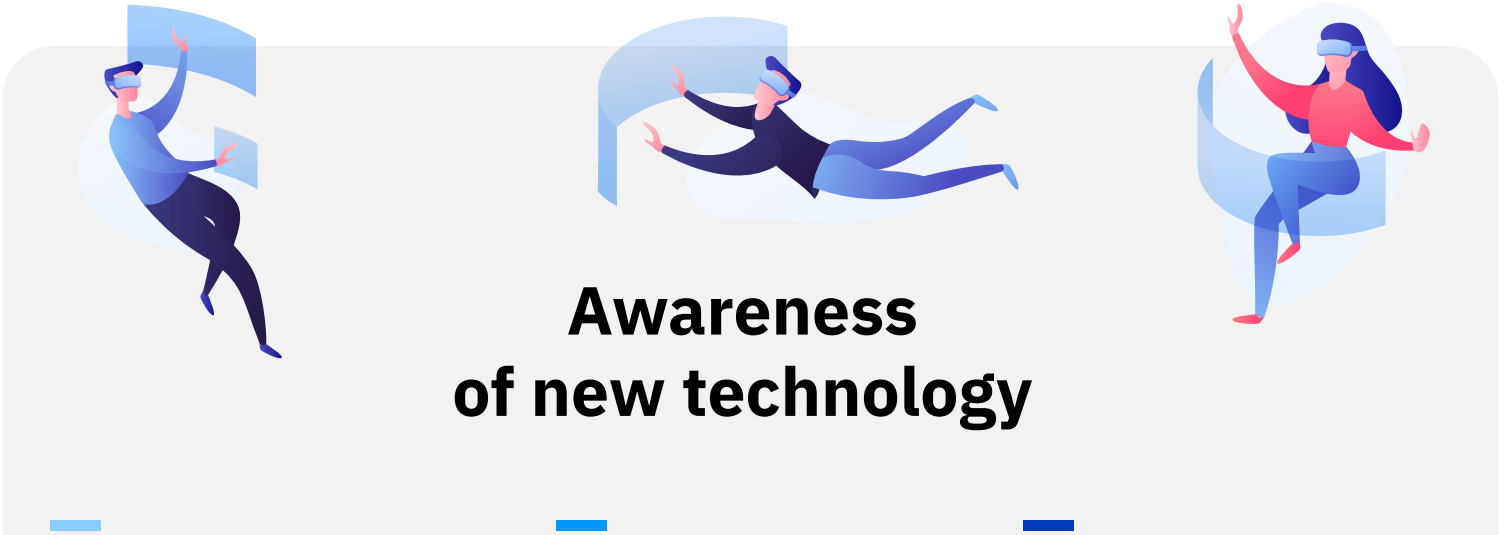


Technology becomes part of the every day

With different technologies gaining widespread communication and adoption by enriching people's lives, people begin to take life-changing gadgets for granted.

However, people are still hooked on new tech, continuing to inform themselves about it and integrate it in their daily living, especially millennial men.



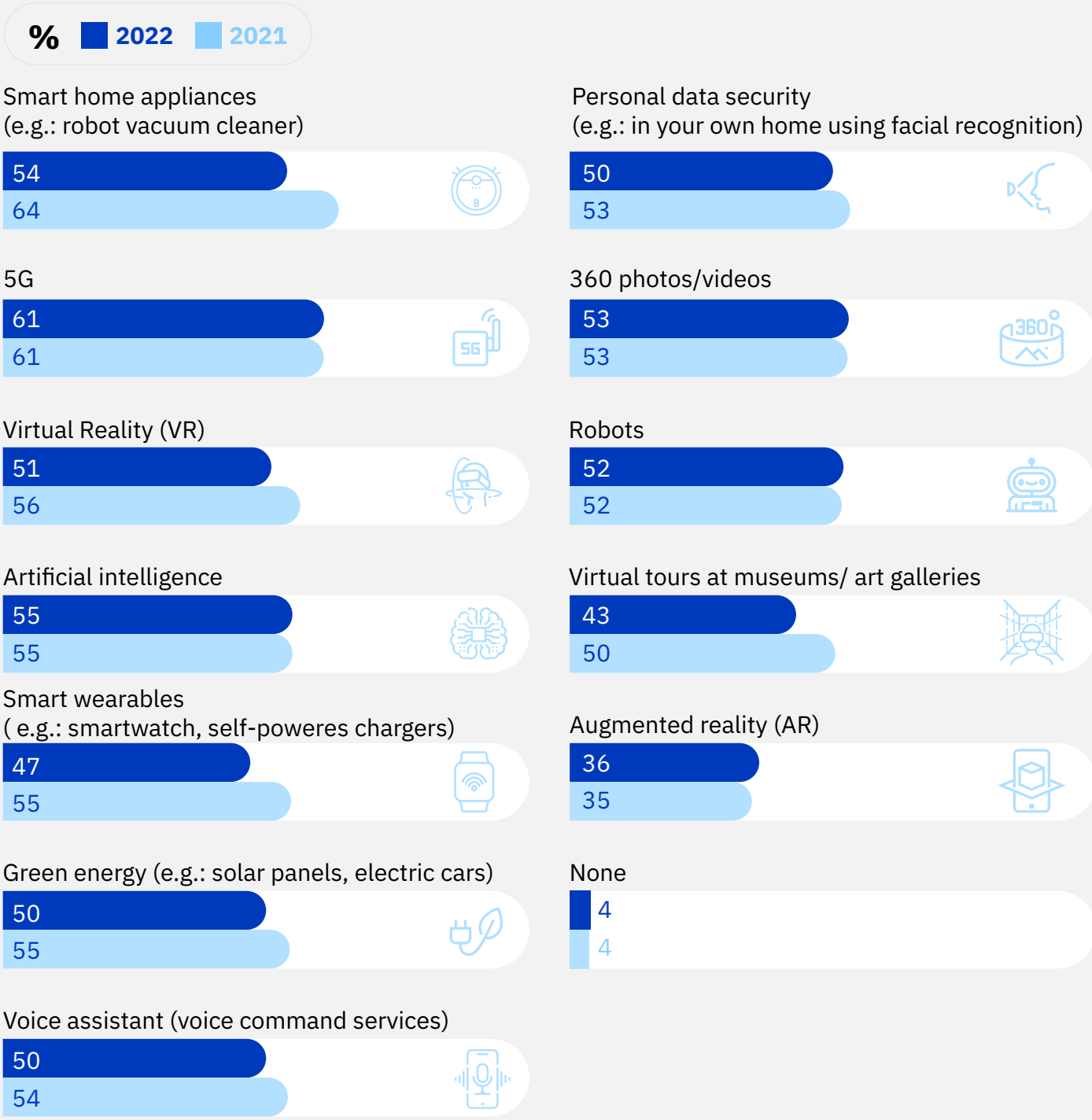


Awareness of new technology

Most popular technologies among urban internet users are those that empower user experience, enhances convenience and efficiency such as 5G, artificial intelligence, and smart home appliances.

However, the downtrend for some of these technologies can be explained by the fact that people no longer consider them new. They integrated the smart devices into their life, and it seems natural to enjoy their benefits on a regular basis.

On the other side, people become more curious about the new tech that is just beginning to be discovered locally, such as augmented reality that is on an upward trend this year.

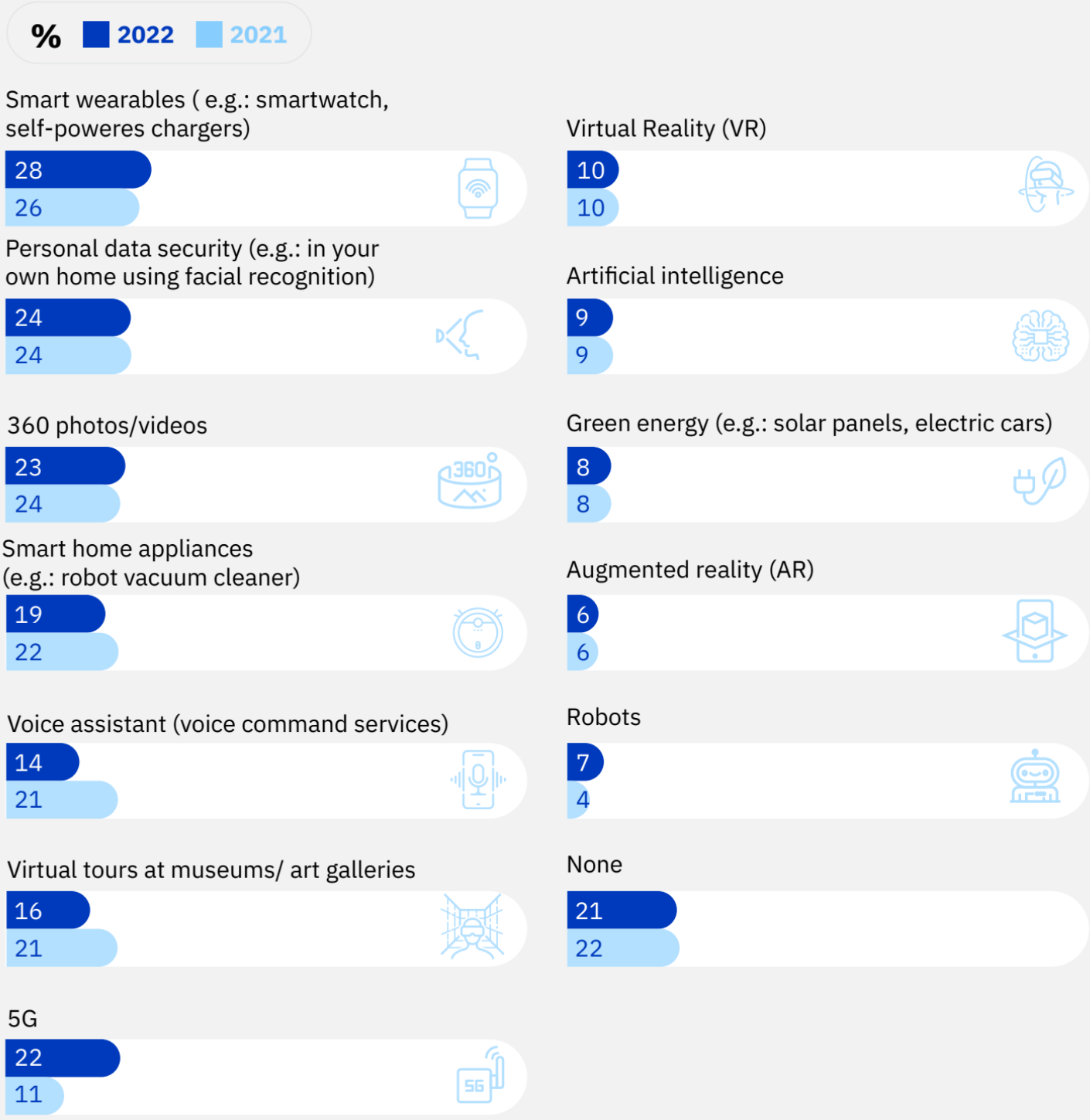


Usage of new technologies

Consumers desire convenience and ease of use which is why the most used technologies are those that are the most accessible and easy to understand.

Smart wearables are the most used technology in 2022 as well, with people growing their interest for monitoring their health and fitness activity. Also, 5G technology seems to be very appealing for people, with adoption growing significantly since last year.

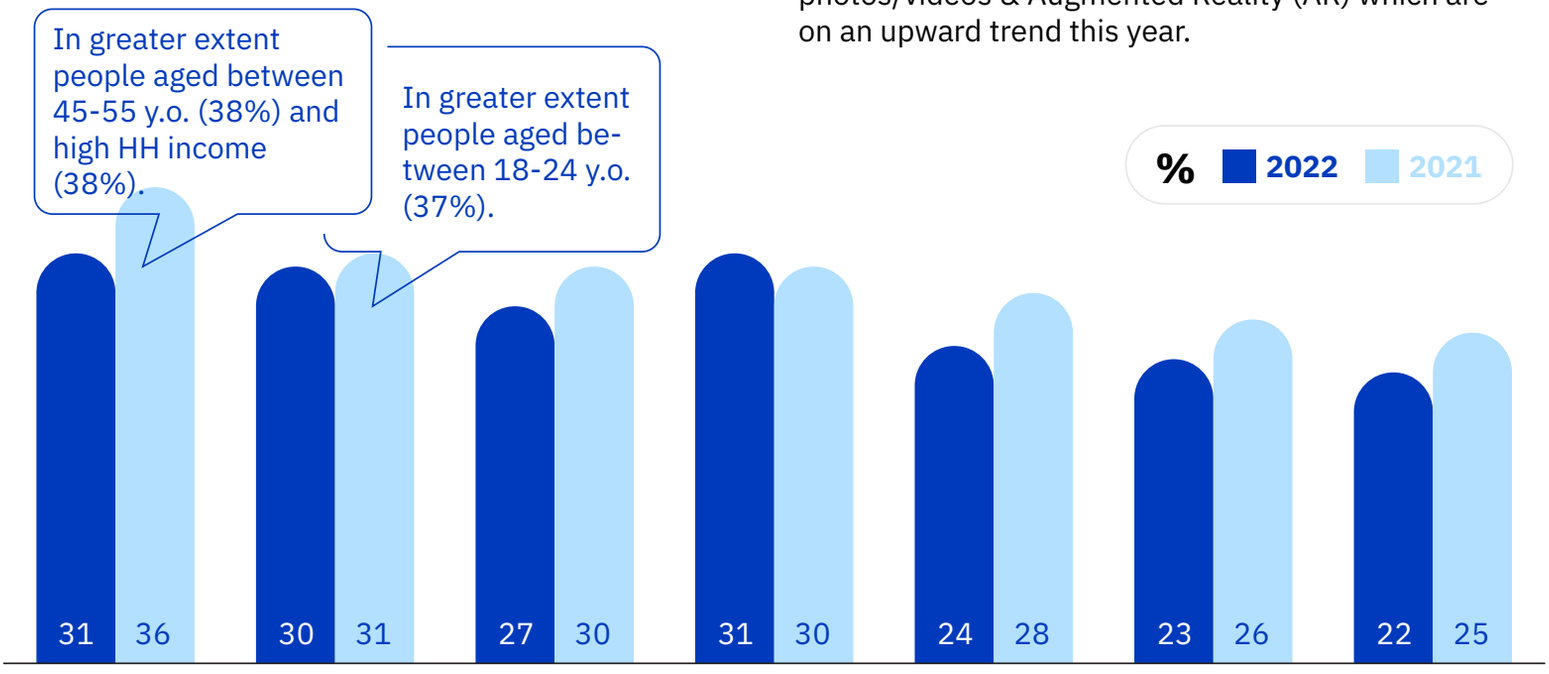
The least used technologies such as: VR, AR, robots still have room for education and need time in order to grow. However, people are starting to show their interest as we can see a growing trend for robots.

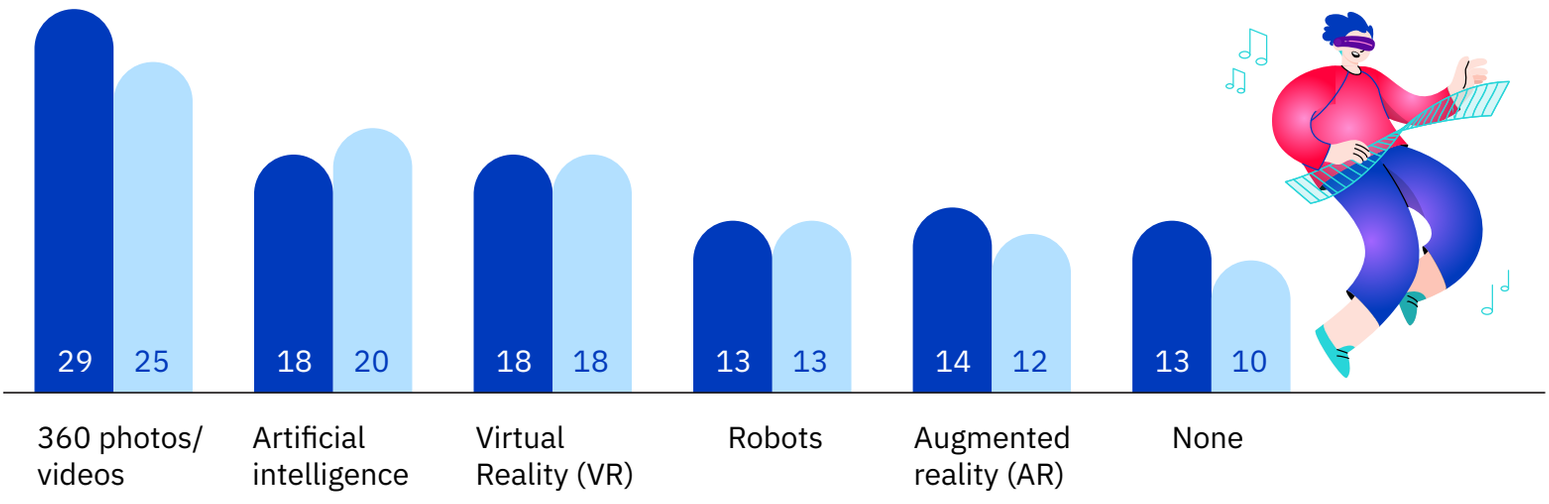


Technologies people intend to use in the near future

Urban internet users are open to new technologies usage, especially smart home appliances and 5G, followed by smart wearables, in order to upgrade their life conditions, thus simplify their lifestyle.

Even so, since some of these technologies, like smart appliances, voice assistant, are no longer considered new, consumers may shift their attention and curiosity to more intriguing ones such as 360 photos/videos & Augmented Reality (AR) which are on an upward trend this year.

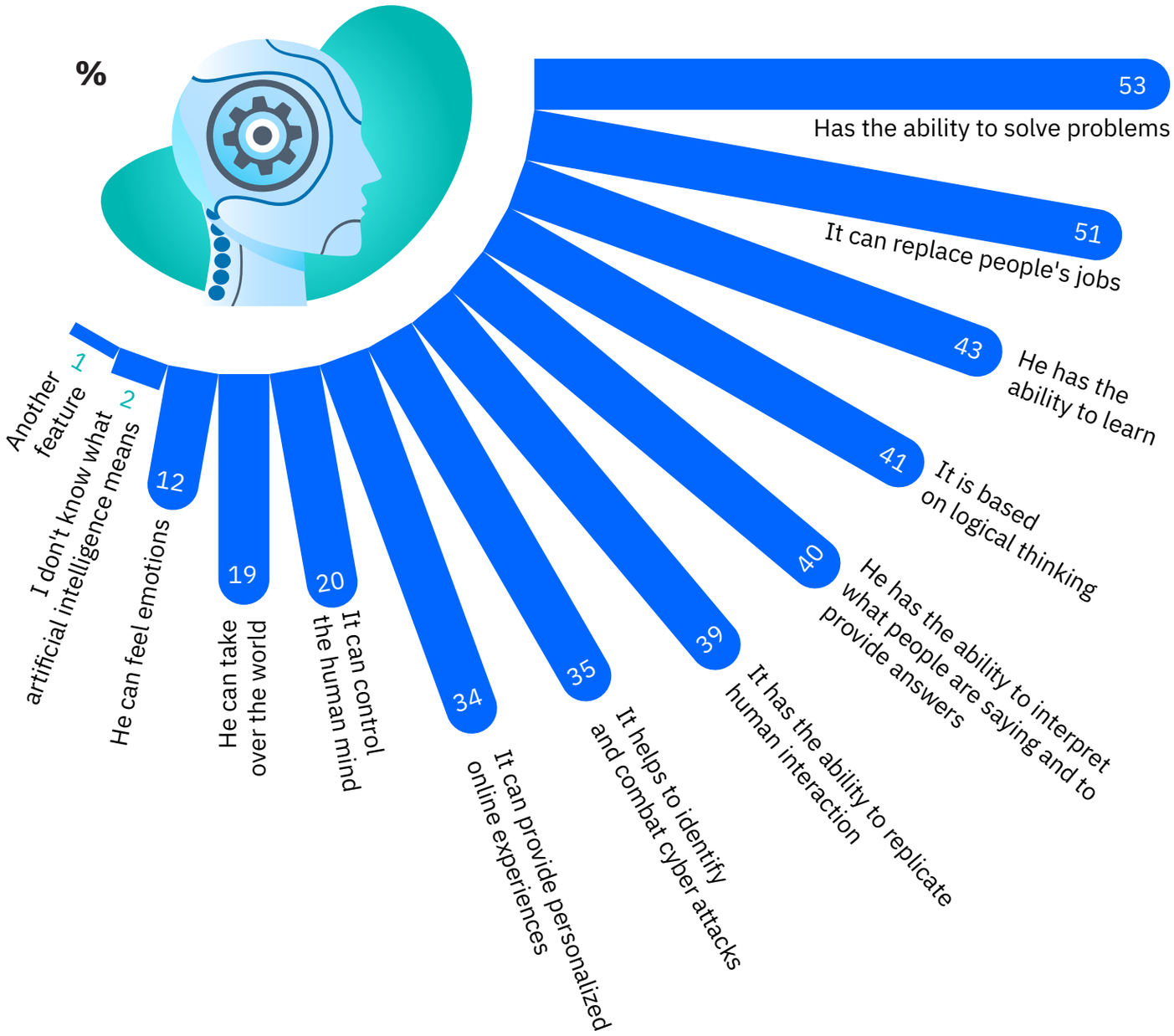




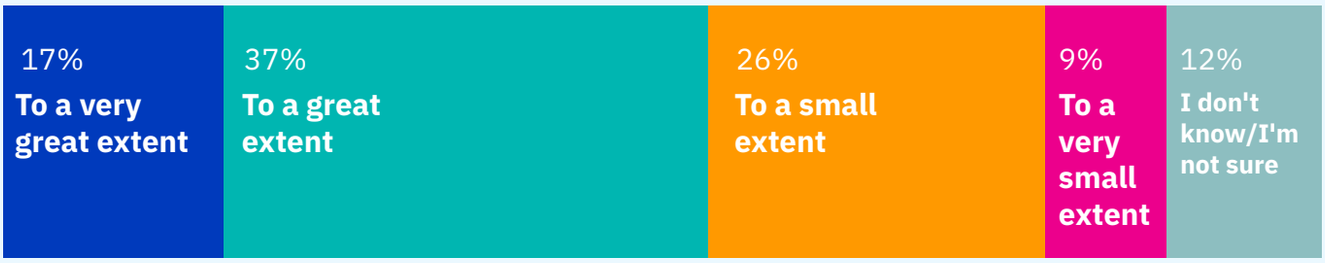
How people understand Artificial Intelligence

Consumers recognize and understand AI's core abilities: they know AI can solve problems, learn new things or understand speech.

However, AI can also stir up concerns in people's minds worrying about machines replacing people's jobs (51%).

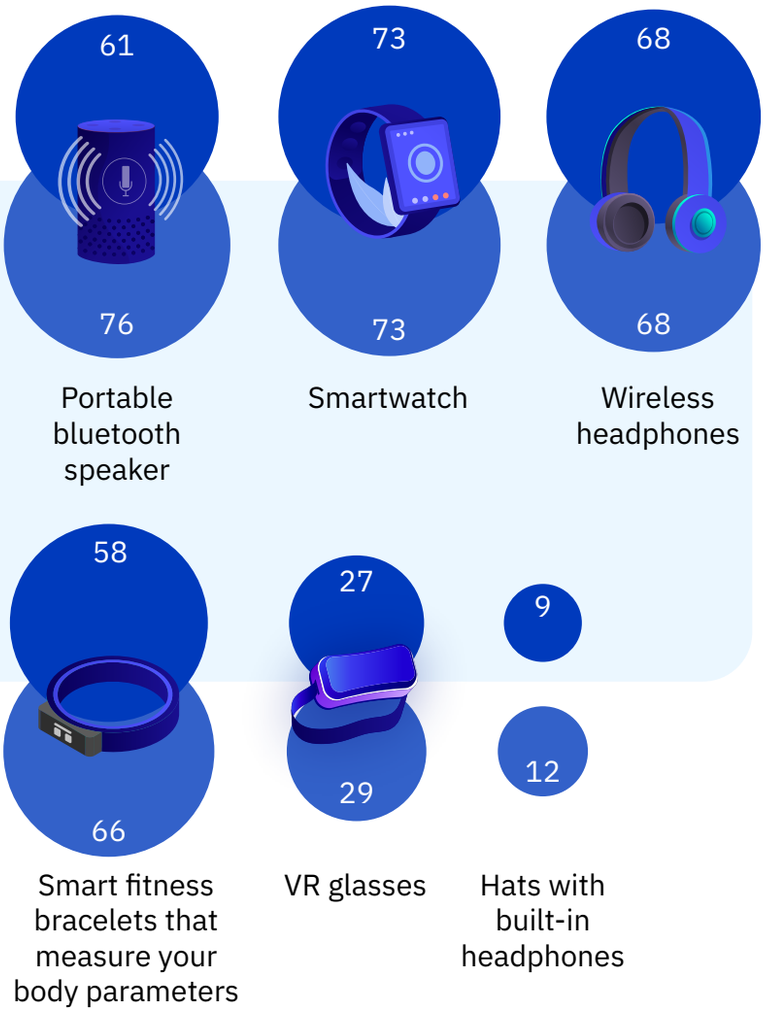


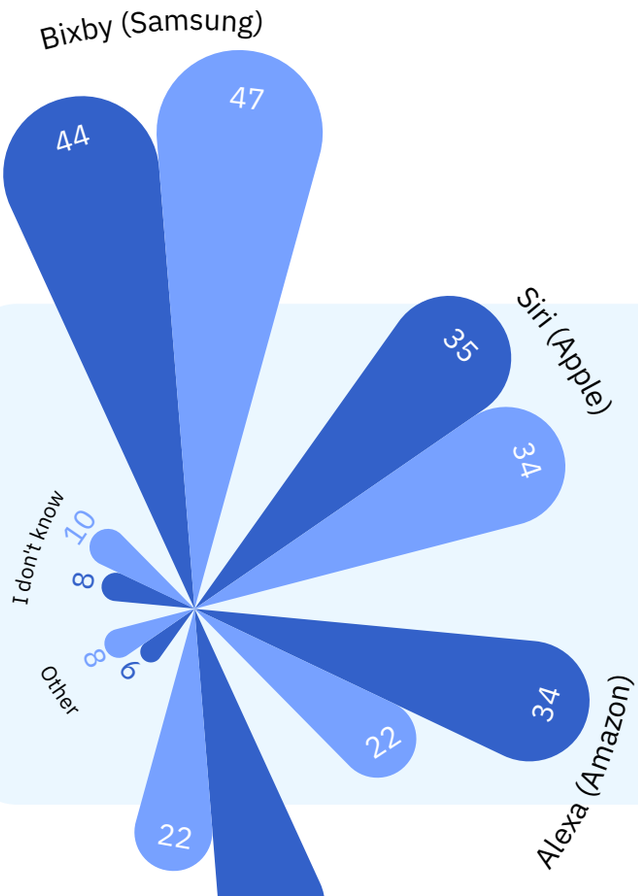
54% people feel comfortable interacting with brands that use Artificial Intelligence (AI), especially men



Smartwatch and wireless headphones are the most used wearables, both for men and women.

% 2022 2021





Bixby by Samsung is still the most used voice assistant service among urban internet users, but Alexa & Cortana are catching up.

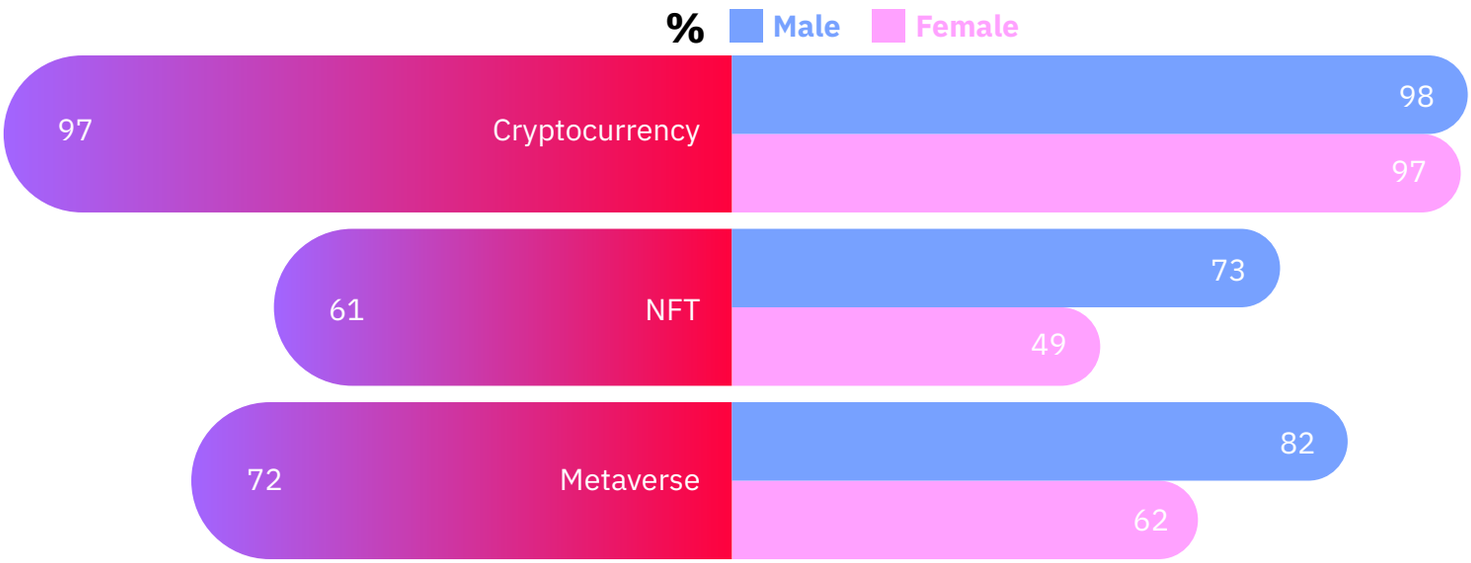
% 2022 2021

30

Cortana (Microsoft)

77% of people have heard of at least one Web 3 technology

Cryptocurrency is well known by both men and women, but when it comes to NFT and Metaverse, men are more prone to have heard about these technologies.

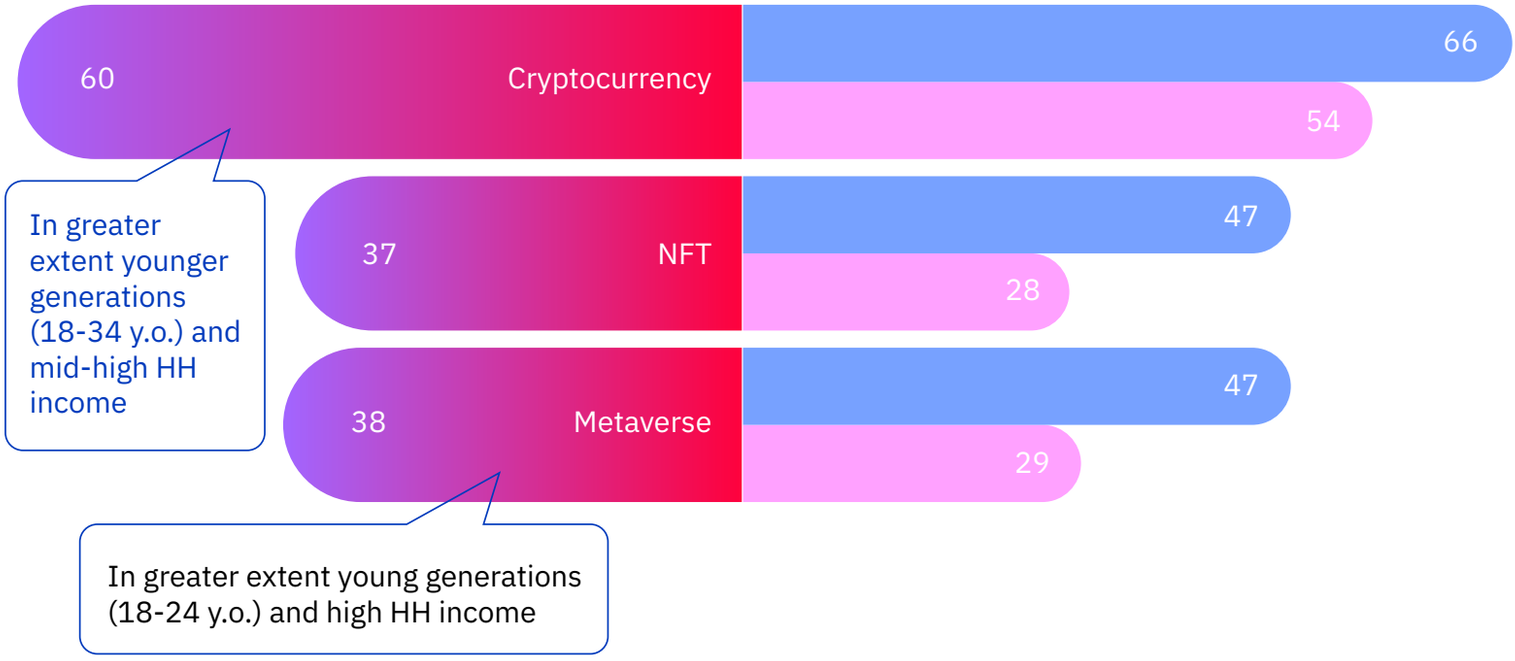


Cryptocurrency

A widely researched topic

Even though, both men & women have heard about Cryptocurrency, men are prone to take it a step further and do research on the subject. The same behavior applies to NFT and Metaverse, even if at a lower rate.

Web 3 technologies seem to be the most appealing to younger generations.

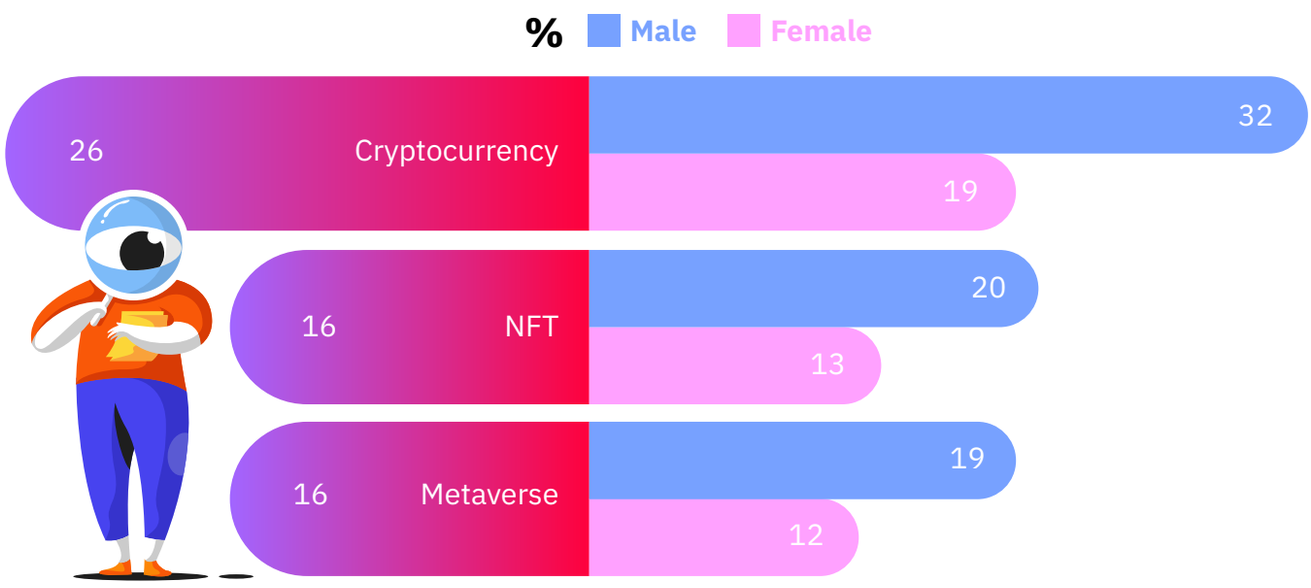


Cryptocurrency

– the preferred way of investing in digital assets

There is a higher adoption of Crypto & Metaverse by younger professionals (18-34 y.o.) and by people that have no children.

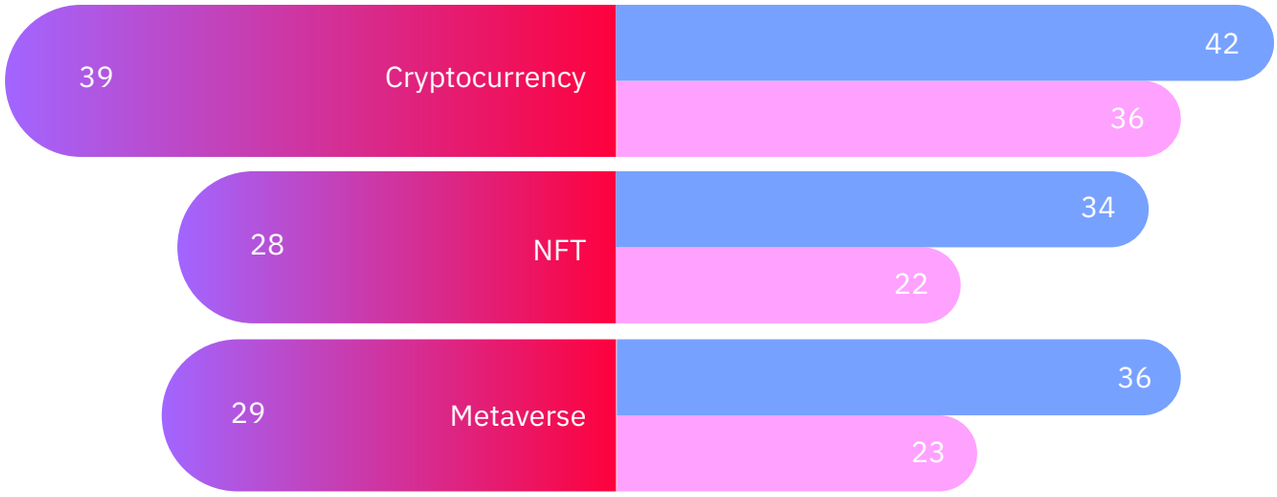
The world of investing is still male-dominated, no matter the assets of interest.



More adopters to come

Compared to present owners or users, more people declare that they are interested to get involved in the Web 3 market in the future.

Cryptocurrency remains the most preferred, as it is the most popular in the Romanian market.

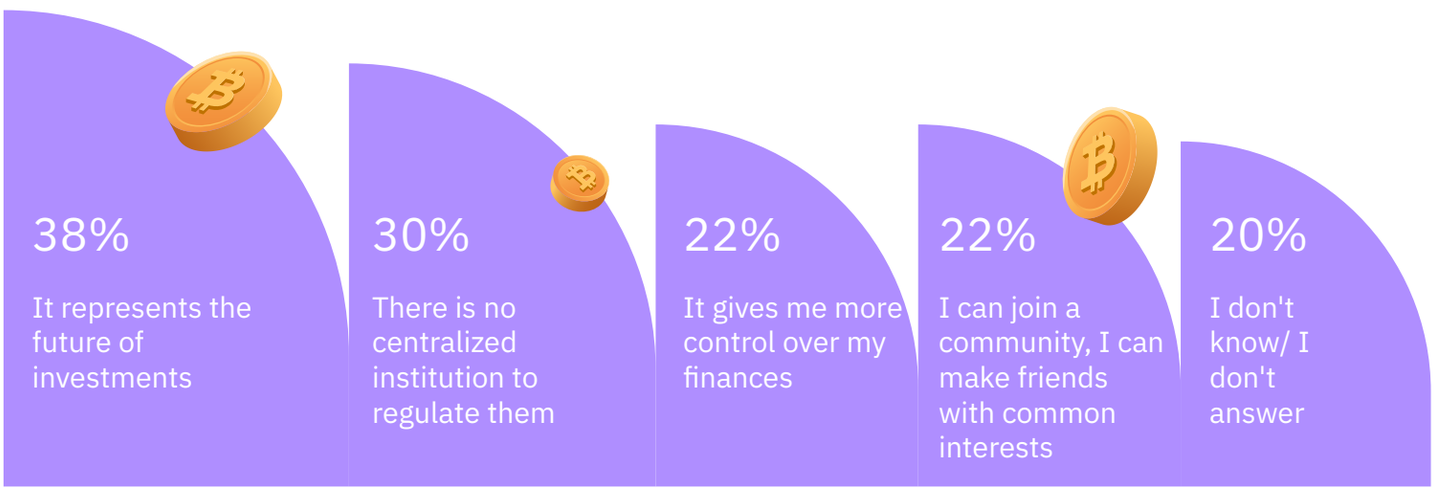


Crypto/NFT most important benefit:

the future of investing

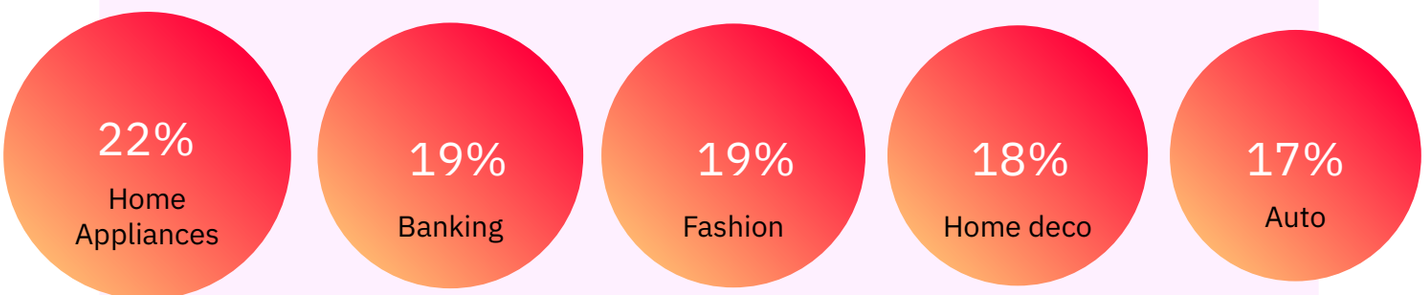
38% of people interested in cryptocurrencies or NFTs believe they may represent the future of investing, especially millennials.

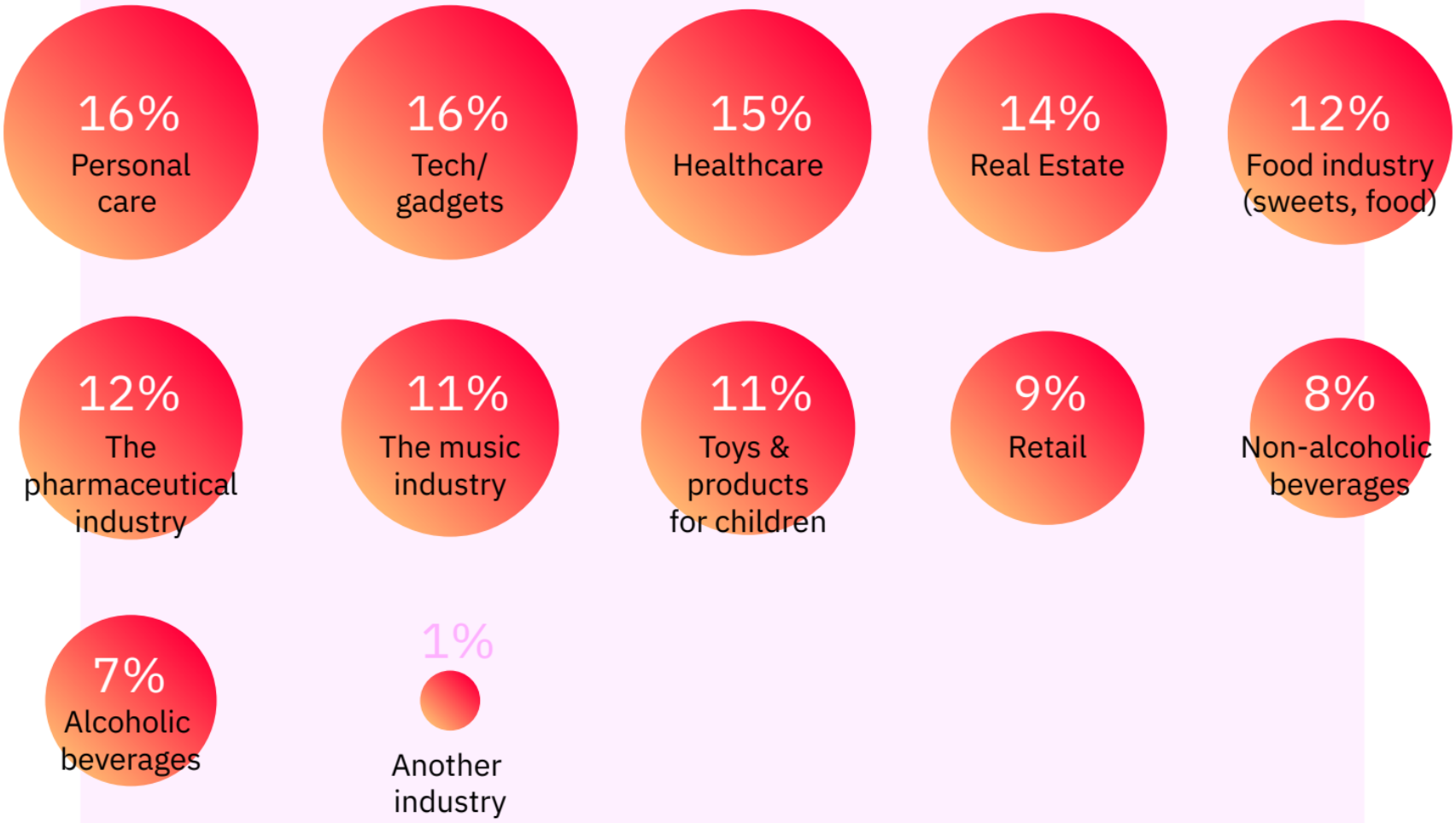
On the other side, more senior people (45+) appreciate more the advantages of the decentralized ecosystem.



The most desired industries that people would like to see in the Metaverse are

Home Appliances, Banking, Fashion, Home Deco.





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