



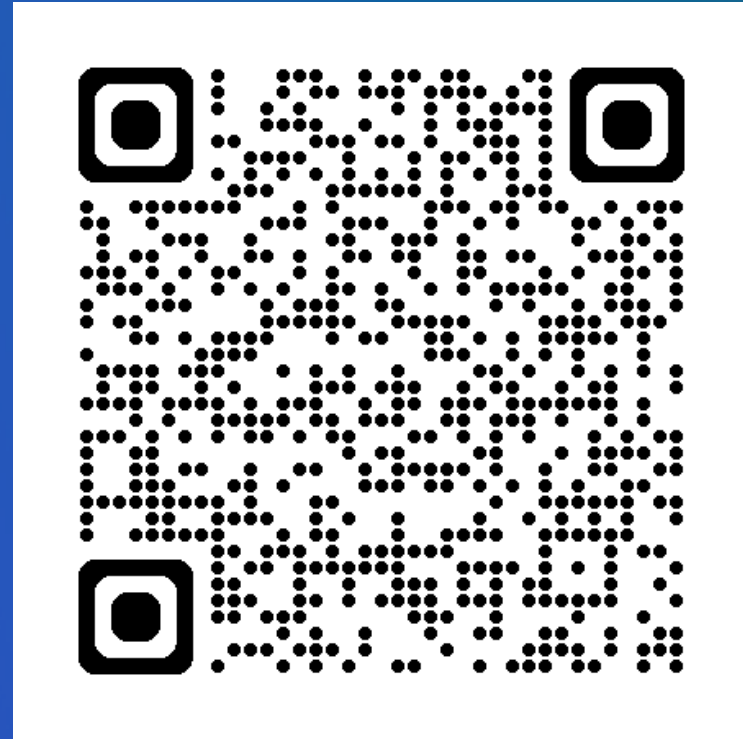
Powered by The Consumer Technology Association®

Tomorrow's Tech – 2025



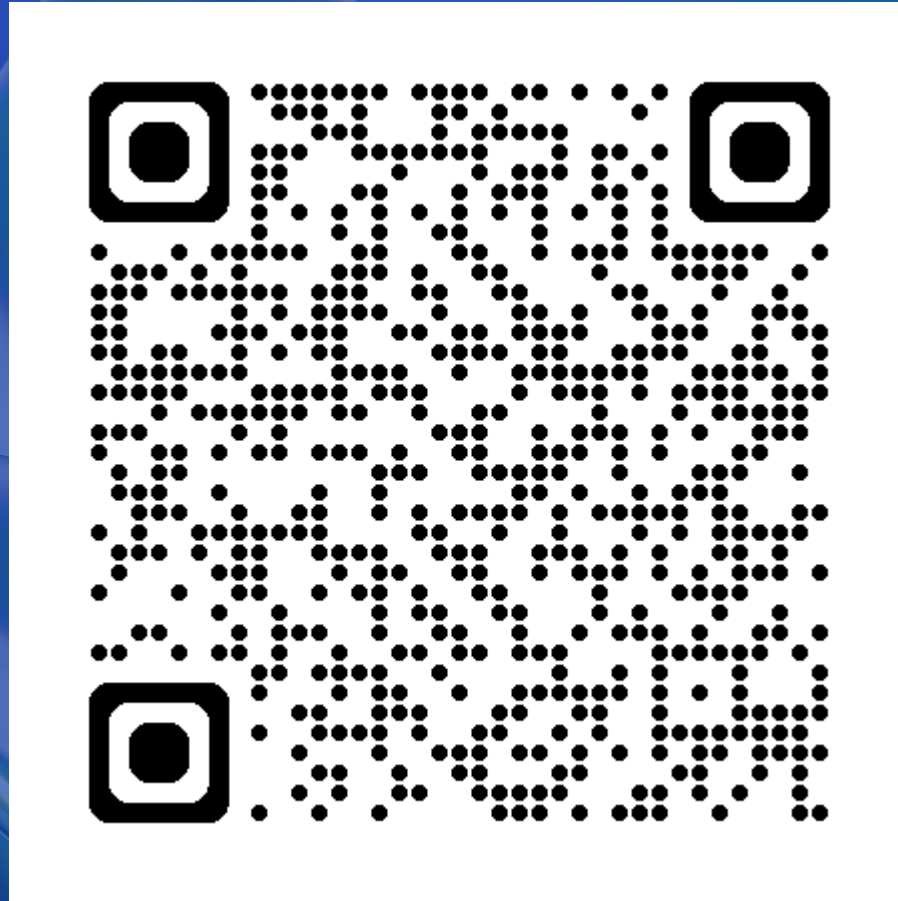
Brian Comiskey

Senior Director, Innovation & Trends



Melissa Harrison

VP Marketing & Communications



Tomorrow's Tech 2025



Shifting Demographics & Purchasing Patterns

Gen Z Demographics



32%

Largest Global Generation

27%

OECD Workforce

Gen Z Purchasing Habits



60%

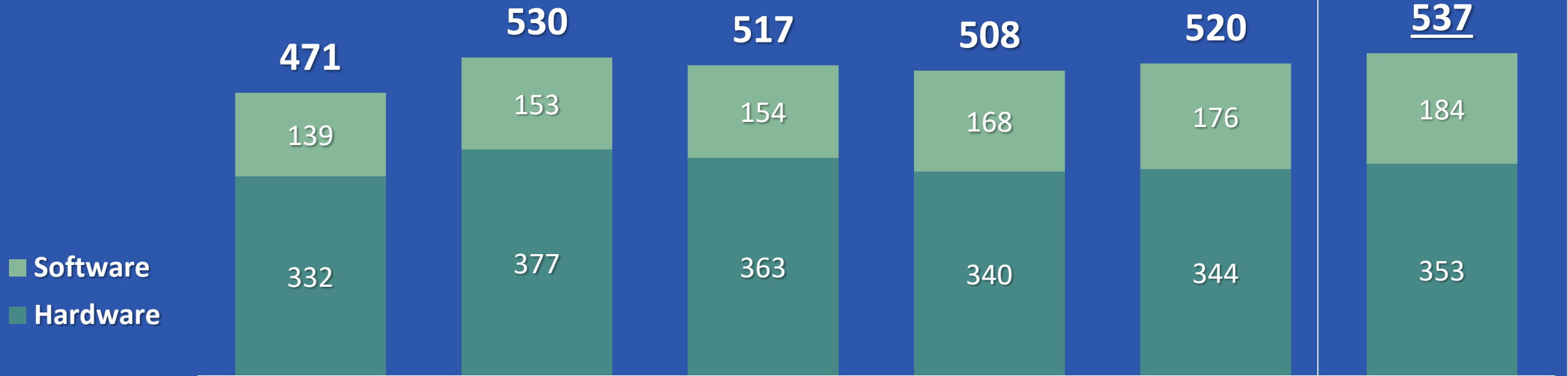
Early adopters of
Tech in U.S.

2.5x

Likely to purchase
goods with
sustainability values

Forecasting the U.S. Tech Market

Total Industry Retail Revenue (\$ Billions)



	2020	2021	2022	2023	2024	2025
Hardware		13.5%	-3.9%	-6.2%	1.1%	2.6%
Software & Services		9.6%	0.8%	8.9%	5.2%	4.6%
Total		12.4%	-2.5%	-1.7%	2.5%	3.2%

Future of Shopping

\$7B

AI Retail Market

\$2B

Virtual Try-It-On
Market

64%

U.S. consumer use
AI tools shopping
online

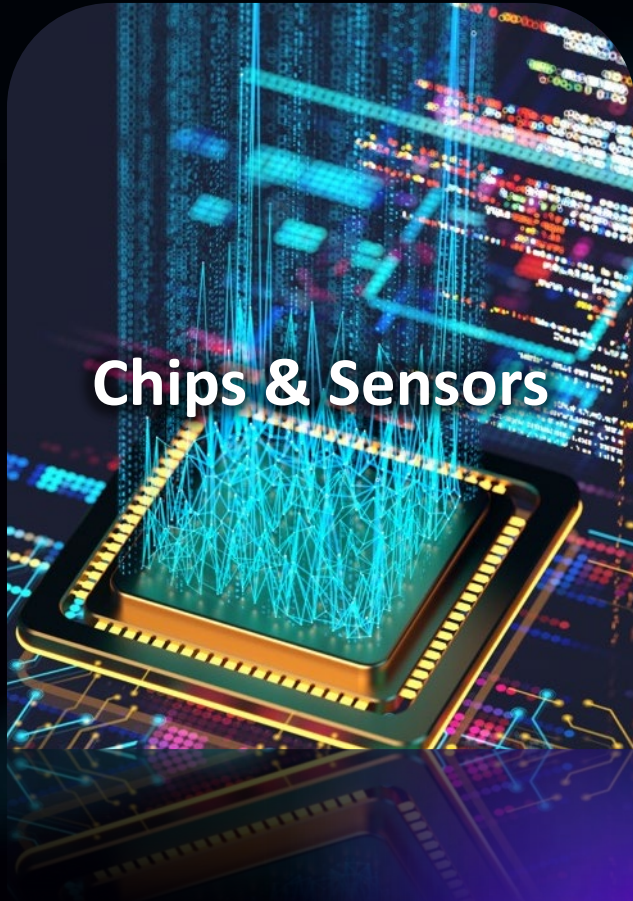
40%

More likely to
purchase with AI
personalization



Digital Coexistence

The Modern Enterprise



+



=



Cybersecurity



Cloud

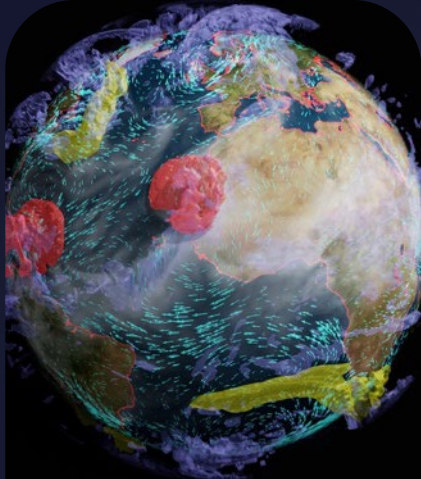


AI & Robotics

Frontiers of AI Innovation



AI Agents
Chatbase



Digital Twins
NVIDIA



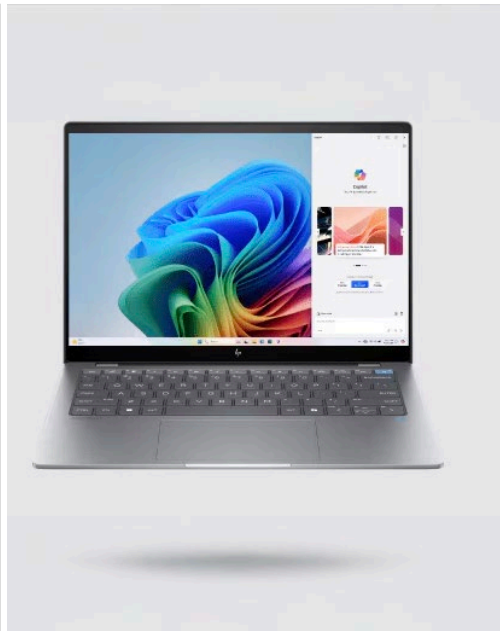
Humanoid Robots
**Enchanted
Tools**



The Consumer AI Upgrade Cycle



Smartphones



Laptops



TVs



Smart Glasses



Vehicles

Perceptions of AI

93%

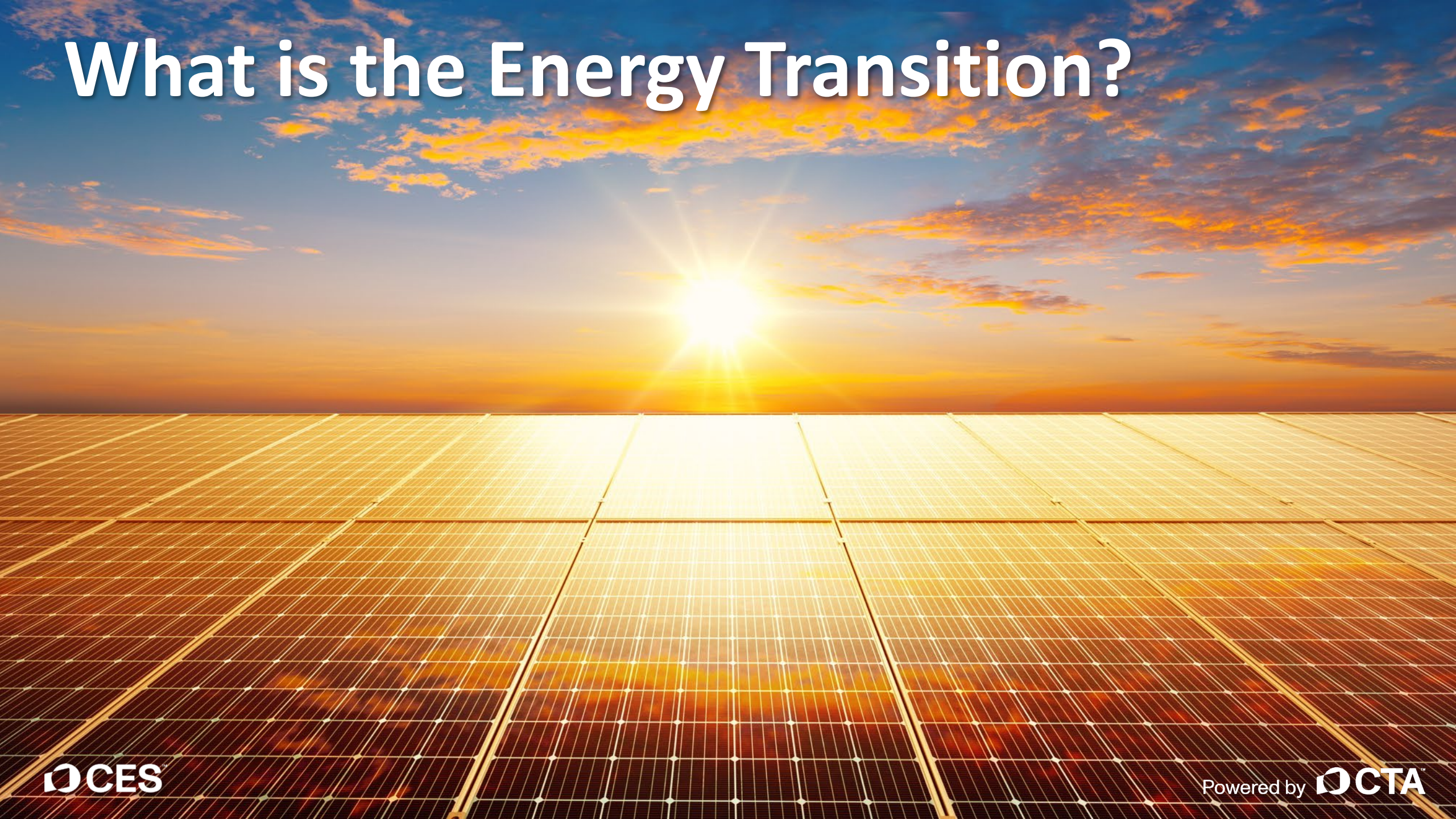
U.S. adults familiar with Generative AI

61%

U.S. adults use AI tools at work.

Human Security

What is the Energy Transition?



Advancing the Energy Transition



Infrastructure



Grid Resiliency



Experimentation



PowerfoyleTM
by Exeger

Sustainable Innovation at CES



Hydrific



Haus.me



Panasonic

Bolstering the Food Supply Chain



Automation



Yield



Conservation



Community

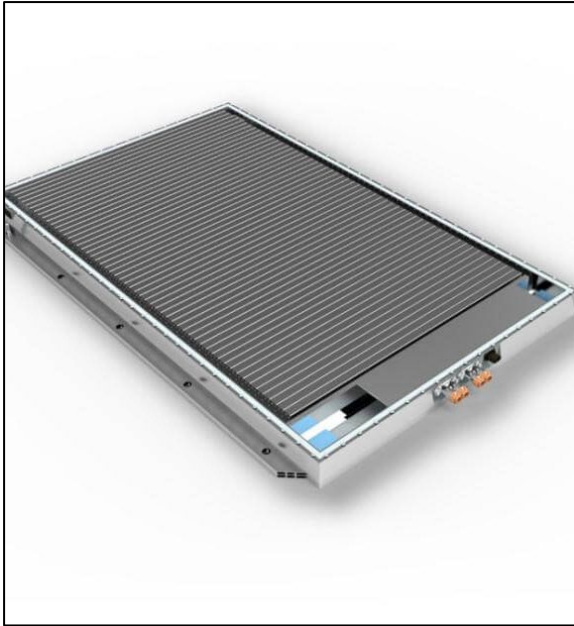
Driving Innovation in Mobility

- **Electrification**
- **Connectivity**
- **Autonomy**
- **Industrials**

Electrified Ecosystem at CES



Vehicle
Scout Motors



Battery Tech
BYD Battery



Infrastructure
Blink Charging



Micromobility
AIMA E-Bike

Connectivity at CES



BlackBerry

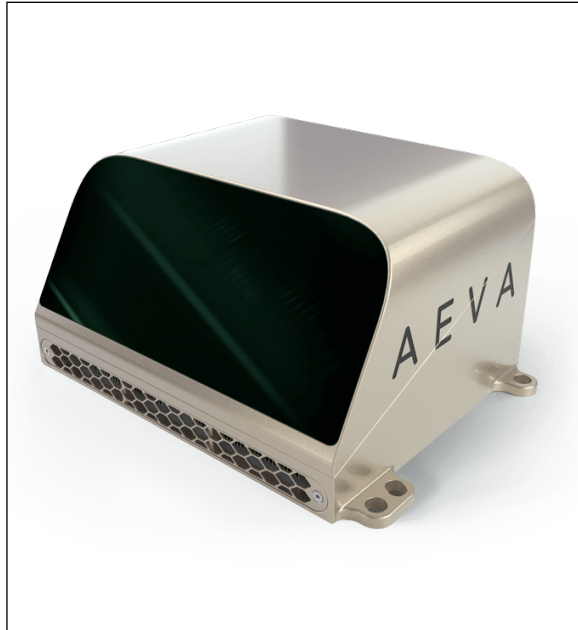


Continental



Qualcomm

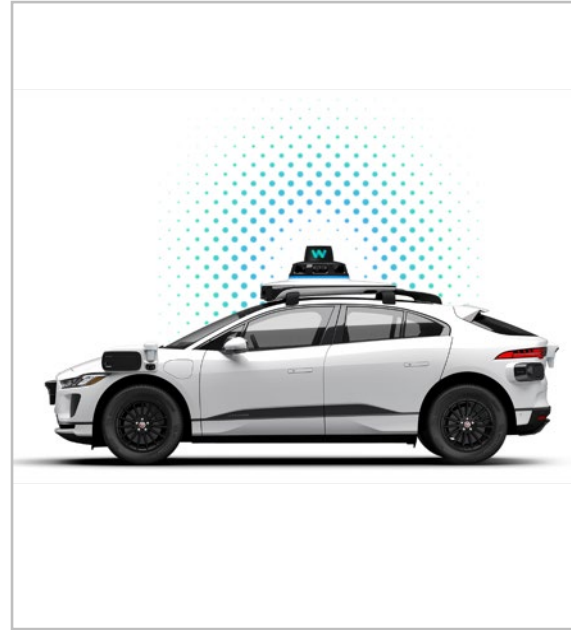
Advancing Autonomy at CES



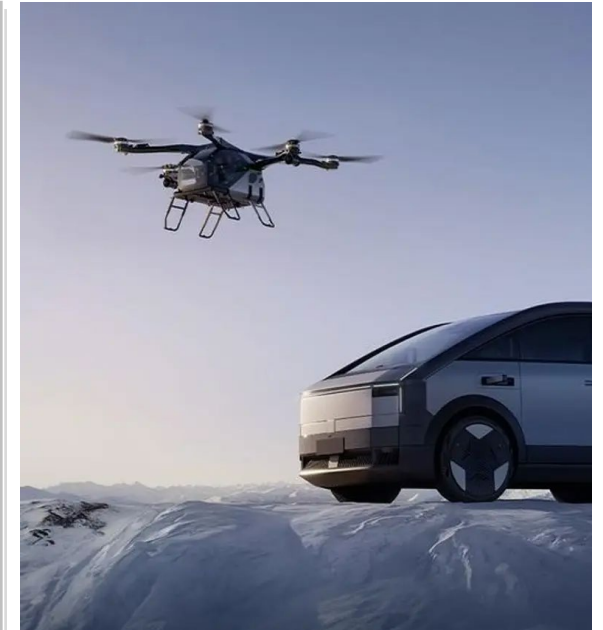
Aeva



Mobileye



Waymo



Xpeng AeroHT



Mobility Scales at CES



Agricultural
Komatsu



Construction
Caterpillar



Industrials
Volvo Group



Smart Home Comfort

- TV Command Centers
- Health Integration
- Energy Management
- AI Personalization

Smart Home at CES



Samsung



Narwal



Tuya



Pawport

Content Meets Culture



Video



Audio



Gaming

C Space @ CES

Deloitte.

Disney

FOX

WESTERN GROWERS

groupm

SiriusXM



pwc

LG Ad Solutions

Microsoft Advertising

NBCUniversal

ROKU

TikTok

yahoo!

OMG Omnicom MediaGroup

SAMSUNG Ads

reddit

Uber Advertising

SAG-AFTRA

iHeart MEDIA

AdsWizz

Google TV

instacart

KATZ DIGITAL

Kroger PRECISION MARKETING | POWERED BY Z151

Kubota

Madhivē

MARS

Roundel™

sam's club map



Scope3

WARNER BROS. DISCOVERY

Meta

XPERI

As of 12/23/24

Longevity

Longer Living



GLP-1s



**Precision
Medicine**



Remote Care

Aging In Place

80%

U.S. consumers consider smart home tech as age tech.

52%

U.S. consumers own at least one of the top ten perceived age tech products.



Healthier Living



onMed: CareStations

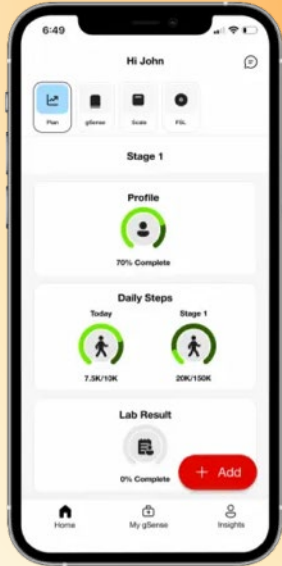


Withings: BPM Pro 2



Whoop: Whoop Wearable

Better Living



Mental Health
Nutrix



Accessibility
Glidance



Beauty
Browmagic: L'Oréal

L'ORÉ
GROU



The background features a vibrant, abstract composition of liquid splashes. The colors range from deep blue to bright pink, with smooth gradients and highlights that suggest a glossy, reflective surface. The splashes are dynamic and fluid, creating a sense of movement and energy.

Tomorrow



Powered by The Consumer Technology Association®

Thank You

Brian Comiskey

Senior Director,
Innovation & Trends

Melissa Harrison

VP Marketing
& Communications



Tomorrow's Tech 2025

NVIDIA Earth 2 <https://blogs.nvidia.com/wp-content/uploads/2021/11/earth-2.jpg> (slide 11)

Enchanted Tools Mirokai https://images.prismic.io/enchanted-tools/ef652a63-2089-433e-81e5-9fc1db1b7d9c_Mirokai%CC%88+robots.jpg?auto=compress%2Cformat&rect=0%2C0%2C853%2C1183&w=1200&q=80 (slide 11)

Smartphones [https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?\\$720_N_JPG\\$](https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?720_N_JPG) (slide 12)

Laptops https://www.hp.com/content/dam/exclusive/omnibook-x-ai-pc-assets/Group_12324@2x.png (slide 12)

TVs [https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?\\$720_N_JPG\\$](https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?720_N_JPG) (slide 12)

Smart Glasses https://about.fb.com/wp-content/uploads/2024/04/01_Skyler-frames_Carousel-1.jpg?fit=1920%2C1672 (slide 12)

Vehicles <https://www.bmwusa.com/more-bmw/neue-klasse.html> (slide 12)

Hydrific <https://shop.hydrificwater.com/products/droplet-preorder> (slide 18)

Haus.me <https://haus.me/wp-content/uploads/2019/10/mTwo.jpg> (slide 18)

Panasonic <https://assets.newatlas.com/dims4/default/f646565/2147483647/strip/true/crop/1294x728+0+0/resize/1920x1080!/quality/90/?url=http%3A%2F%2Fnewatlas-brightspot.s3.amazonaws.com%2Fa7%2Fff%2F02ad0c0a4efdbbbc51af1e148ed5%2F-en240909-7-1.jpg> (slide 18)

Automation https://electrek.co/wp-content/uploads/sites/3/2024/11/Kubota_KATR_2-1.jpg?quality=82&strip=all&w=1024 (slide 19)

Yield https://www.deere.com/assets/images/region-4/products/technology-products/precision-ag-technology/data-management/connect-mobile/connect_mobile_r4E005086_large_f73db5ebccd13263b34da525efd9c617e6c972fe.jpg (slide 19)

Conservation <https://www.nuvilab.com/images/main/scanner1.webp> (slide 19)

Scout Motors <https://www.scoutmotors.com/newsroom> (slide 22)

BYD Battery <https://en.byd.com/news/byds-new-blade-battery-set-to-redefine-ev-safety-standards/> (slide 22)

Blink Charging <https://assets.isu.pub/document-structure/230331231349-145de387100a8334ccfce81e77cef136/v1/2ebbf1b96c42ce9ac6286d2f56b05703.jpeg> (slide 22)

AIMA E-Bike https://chinamotorworld.com/wp-content/uploads/2021/06/AIMA-Electric-Lightweight-Motorcycle-A500-Released_Chinese-motorcycle-news_MEGA-CHINAMOTOR_03-1024x876.jpg (slide 22)

Blackberry <https://www.blackberry.com/content/dam/blackberry-com/media-gallery/videos/auto-industry-leader.mp4> (slide 23)

Continental https://cdn.continental.com/fileadmin/_processed_/f/d/csm_continental_pp_driver-identification-display_385x217mm_hires_rgb_5679548894.jpg (slide 23)

Qualcomm [https://www.qualcomm.com/content/dam/qcomm-martech/dm-assets/images/products/automotive/investor-day/auto-connectivity/AutoConnectivity_Portfolio_Solutions_.png?\\$QC_Response\\$&fmt=png-alpha](https://www.qualcomm.com/content/dam/qcomm-martech/dm-assets/images/products/automotive/investor-day/auto-connectivity/AutoConnectivity_Portfolio_Solutions_.png?$QC_Response$&fmt=png-alpha) (slide 23)

AEVA <https://www.aeva.com/aeries-ii/> 6 (slide 24)

Mobileye <https://www.mobileye.com/technology/eyeq-chip/> 6 (slide 24)

Waymo <https://waymo.com/> 6 (slide 24)

Xpeng Aero HT <https://www.aeroht.com/> (slide 24)

Komatsu <https://www.komatsu.com/en/products/wheel-loaders/> 6 (slide 26)

Caterpillar https://s7d2.scene7.com/is/image/Caterpillar/CM20230217-70b7e-16124?_gl=1*1ozk40f*_ga*MTg5MzMwMzUxNi4xNzM0MTE4NDE0*_ga_HV64Y8JPBF*MTczNDExODQxMy4xLjEuMTczNDExODQxMS4yLjAuMA.. (slide 26)

Volvo Group <https://www.volvogroup.com/en/about-us/organization/our-global-presence.html> (slide 26)

Samsung https://substackcdn.com/image/fetch/w_1456,c_limit,f_webp,q_auto:good,fl_progressive:steep/https%3A%2F%2Fsubstack-post-media.s3.amazonaws.com%2Fpublic%2Fimages%2F2f28a066de-1887-4b8f-b83a-65487a8f3814_1084x558.png (slide 28)

Narwal <https://us.narwal.com/cdn/shop/files/FM--PC.jpg?v=1709204652&width=2000> (slide 28)

Tuya <https://www.dusuniot.com/wp-content/uploads/2023/09/tuya-smart-home-solution-1-1024x683.jpg> (slide 28)

Pawport <https://www.twice.com/wp-content/uploads/2024/01/unnamed-60-726x492.png> (slide 28)

onMed – CareStations https://cdn.prod.website-files.com/66d0cd7afdd5da1b06e6b351/674f327201a643afe4bc9878_CES%20CS%20social%20image.avif (slide 35)

Withings <https://www.withings.com/us/en/> (slide 35)

Whoop – Whoop Wearable https://images.ctfassets.net/rbzqg6pelgqa/7qqetYXHYiAwZxcWNpZAJI/b2c461922cb7191099a960dc83004d5e/3-4_honnoild-PS.jpg?fm=webp&q=75&w=2048 (slide 35)

Nutrix https://www.nutrix.tech/_next/image?url=%2Fimages%2Fnutrix-tech%2Fgsense%2Fuserempowerment.png&w=828&q=75 (slide 36)

Glidance <https://glidance.io/> (slide 36)

L'Oréal – Browmagic <https://static.designboom.com/wp-content/uploads/2023/01/loreal-brow-magic-designboom-01.jpg> (slide 36)

