



# Voice of the Industry: Digital Survey

January 2024

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## INTRODUCTION

Scope

About Euromonitor International's Voice of the Industry Survey series

Key findings

## DIGITALISATION DRIVES BUSINESS RESILIENCE

Technology takes centre stage in an era of economic uncertainty

Digital engagement, fulfilment and personalisation guide digital commerce development

## PLANNED INVESTMENT IN TECHNOLOGIES

Digital technologies forge ahead in business transformation

Artificial intelligence overshadows cloud as the most impactful technology in 2023

AI is expected to generate the greatest impact for businesses over the next five years

Cloud continues to remain primed for planned investments over the next five years

Rising optimism in technology acceleration leads to greater levels of planned investments

Leading technologies for planned investment over the next five years

## SPOTLIGHT ON KEY TECHNOLOGIES

The 2023 edition of the Voice of the Industry: digital survey spotlights six key technologies

Technology spotlight: generative AI and its impact on commerce

Leading sectors for planned investment in generative AI

Carrefour uses generative AI solutions to enhance the shopper experience

Technology spotlight: AR/VR and its impact on commerce

Leading sectors for planned investment in AR/VR

Coca-Cola launches interactive campaign inviting fans to “#TakeATaste Now”

Technology spotlight: Web 3.0 and its impact on commerce

Leading sectors for planned investment in Web 3.0

Fenty Beauty launches its presence in the metaverse through Roblox

Technology spotlight: cloud and its impact on commerce

Leading sectors for planned investment in the cloud

McDonald's leverages the cloud and AI infrastructure as it plans 10,000 store expansion

Technology spotlight: internet of things and its impact on commerce

Leading sectors for planned investment in the Internet of Things

Matter Smart Home Standard expands, introducing support for nine new IoT device types

Technology spotlight: 5G and its impact on commerce

Leading sectors for planned investment in 5G

Celcom and DHL launch 5G-powered autonomous inventory management system in Malaysia

## WHAT TO EXPECT FROM NEW TECH

Companies to embrace new technologies at a faster pace in 2024

Generative AI and blockchain expected to drive wider use cases in the future

Key takeaways

## APPENDIX

Definitions

Definitions (continued)

About Euromonitor International's Voice of the Industry Survey series

Respondents

About the Voice of the Industry Series Respondents

About Euromonitor International's Syndicated Channels Research

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
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