

# Consumer Market Trends

IDC's *Consumer Market Trends* program advises enterprises, consumer-facing companies, public sector institutions, and other ecosystem participants on what technology-enabled products, devices, and services will resonate with consumers in the next 5-10 years.

## MARKETS AND SUBJECTS ANALYZED

- Consumer technology engagement with digital services, devices, and experiences across key consumer market segments such as entertainment, social media, generative AI, online learning, wellness, and shopping
- Emerging technology over a 1- to 5-year horizon
- Evolving consumer experiences in a 5- to 10-year horizon
- Consumer technology outcomes and top consumer priorities
- Consumer outlooks and how consumers view technology
- Generational differences in consumer technology adoption

## CORE RESEARCH

- Market Forecast: Consumer Spending on Digital Goods and Services
- Market Perspective: Consumer Brand Sentiment
- Survey: Consumer Psychographics and Opinions of Technology
- Market Forecast: Consumer Participation in the Gig/Creator Economy
- Market Perspective: Consumers as Enterprise IT Buyers and Technology Decision Makers
- Survey: Gen Z and Millennial Technology Adoption

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Consumer Market Trends](#).

## KEY QUESTIONS ANSWERED

1. What key technologies will transform consumer life experiences across key segments over the next 10 years?
2. How are consumers engaging with emerging technologies?
3. What are the ways in which consumer engagement with technology differs by generational cohort?
4. What can the consumer market tell us about corporate IT decision makers?
5. What are the key factors that influence consumer purchase decisions?
6. How do consumers feel about major legacy and digital-native brands?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the future of consumer market, including:

Adobe, Airbnb, Afterpay, Amazon, Apple, AT&T, Capital One, Coinbase, Credit Karma, Disney, DoorDash, eBay, GoDaddy, Google, Home Depot, iHeart Radio, Instacart, Johnson & Johnson, Klarna, LinkedIn, Lyft, Meta Platforms (Facebook and Instagram), Microsoft, NBC Universal, Netflix, Nike, Nintendo, OpenAI (ChatGPT), Pandora, Pinterest, Procter & Gamble, Rec Room, Reddit, RedFin, ReelShort,

Samsung, SkillShare, Snap, Sony, Spotify, Strava, Target, Telsa, ThumbTack, Ticketmaster, Tidal, TikTok, TripAdvisor, TrueBill, Trulia, Turo, Twitch, Uber, Udacity, Udemy, Venmo, Verisign, Verizon, Verisign, Vimeo, Vivid Seats, Warner Bros. Discovery, Waze, Wealthfront, Whoop, X (Twitter), YouTube, Zillow, Zomato, and ZoomCar