

Future of Technology - UK - 2023

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This report looks at the following areas:

- The impact of generative AI on internet search engines, smart home control and gaming
- Concerns surrounding AI and the discussion about AI regulation
- The future technology consumers are most excited about
- The technologies people think will have the biggest impact on their lives.

Despite Mark Zuckerberg describing the metaverse as “the future of the internet”, consumer engagement is relatively low compared to other new technologies. Just 9% have used it, while 48% have not used it and are not interested in doing so. Just 10% of consumers think the metaverse is a technology that will have the biggest influence on their daily lives in the future.

The cost-of-living crisis has squeezed spending on technology, with 45% of people saying that the crisis means it is more likely they will spend less on technology (February 2023). However, consumers are set to be in a stronger financial position in the coming years, with the Bank of England estimating inflation to fall to 2% by late 2024, which will boost the technology market.

Nearly two thirds (64%) of consumers who know about AI are at least somewhat concerned about the increasing prominence of the technology, with 17% being very concerned. The biggest concern people have is AI making jobs redundant, with even the creative industries being at risk from Generative AI technology.

Generative AI has the potential to affect a range of technology sectors. While it is currently associated primarily with the new Bing and Google Bard search engines, it is also set to affect smart home control, for example, by enabling users to give vaguer commands to voice assistants. Generative AI in search engines will speed up the process of booking events, hotel and restaurant reservations, while also enabling brands to offer more personalised advertising to each user.



“While generative AI is currently likely to be associated with the new Bing and Google Bard search engines, the technology has the potential to affect several key technology categories.”

– Zach Emmanuel, Consumer Technology Analyst

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