



# Digital Innovators: Artificial Intelligence

April 2021

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## INTRODUCTION

Scope of Digital Consumer

Key findings

What is AI and what are the key applications

AI showed the biggest growth compared to previous year's survey

Data security concerns hinder growth: potential corporate misuse

Data security concerns hinder growth of AI: potential criminal misuse

Extinction of the middle man?

Artificial intelligence is affecting almost every industry

Case study: AI for a more sustainable food and drink ingredient mix

Case study: Picnic BV – AI allows agility in delivering online grocery order

Case study: AI to revolutionise the in-car experience

Case study: AI to fight food waste problem while providing good deals

Case study: AI to facilitate payment and analyse spending patterns

Case study: Sky Q provides more flexibility to the consumer

Case study: Walmart leverages AI to offer consumers two-hour delivery

Few dispute the potential of AI to impact business

Implementation is not straightforward

Will be AI be the new internet?

COVID-19 as a door opener for AI use cases

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