



# Voice of the Industry: Digital Survey

February 2022

Table of Contents

About the report

About Euromonitor's Voice of the Industry survey series

Key findings

Technological sophistication supports digital transformation agenda in the new normal

COVID-19 elevated technology's strategic importance, speeding digital transformation

Most companies view digital as key, few setting pace in the industry

Lack of required skills remains key challenge while internal alignment and funding improve

Delivery, fulfilment and new ways of paying drive significant shift in digital commerce

Digital technologies continue to transform and innovate consumer-facing industries

More companies planned to accelerate technology-related investments in 2021

Cloud remained the most impactful technology, followed by artificial intelligence

Artificial intelligence expected to be the most impactful technology in the next five years

Wider use cases keeps cloud ahead of the list for planned investments in the next five years

Gaps in perceived business impact and planned investment challenge digital effectiveness

Lack of use case and limited knowledge remain key barriers to adoption of most technologies

Reasons for not investing in new technologies during 2021 (1)

Reasons for not investing in new technologies during 2021 (2)

The Voice of the Industry: digital survey spotlights six technologies

Technology spotlight: artificial intelligence

Impact of artificial intelligence on commerce

Leading sectors with planned investment in artificial intelligence

Technology spotlight: augmented reality/virtual reality

Impact of AR/VR on commerce

Leading sectors with planned investment in AR/VR

Technology spotlight: Internet of Things ( IoT )

Impact of Internet of Things on commerce

Leading sectors with planned investment in Internet of Things

Technology spotlight: cloud

Impact of cloud on commerce

Leading sectors with planned investment in cloud

Technology spotlight: 5G

Impact of 5G on commerce

Leading sectors with planned investment in 5G

Technology spotlight: blockchain

Impact of blockchain on commerce

Leading sectors with planned investment in blockchain

Tech-as-a-service ( TaaS ) to emerge faster, leading to accessible technology solutions

Pandemic strengthened commerce use cases for new and mature technologies

Key takeaways

About Euromonitor's Voice of the Industry survey series

About the Voice of the Industry: digital survey geographic coverage in 2021

About the Voice of the Industry: digital survey respondents in 2021

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **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.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/voice-of-the-industry-digital-survey/report](http://www.euromonitor.com/voice-of-the-industry-digital-survey/report).