Augmenting the physical experience
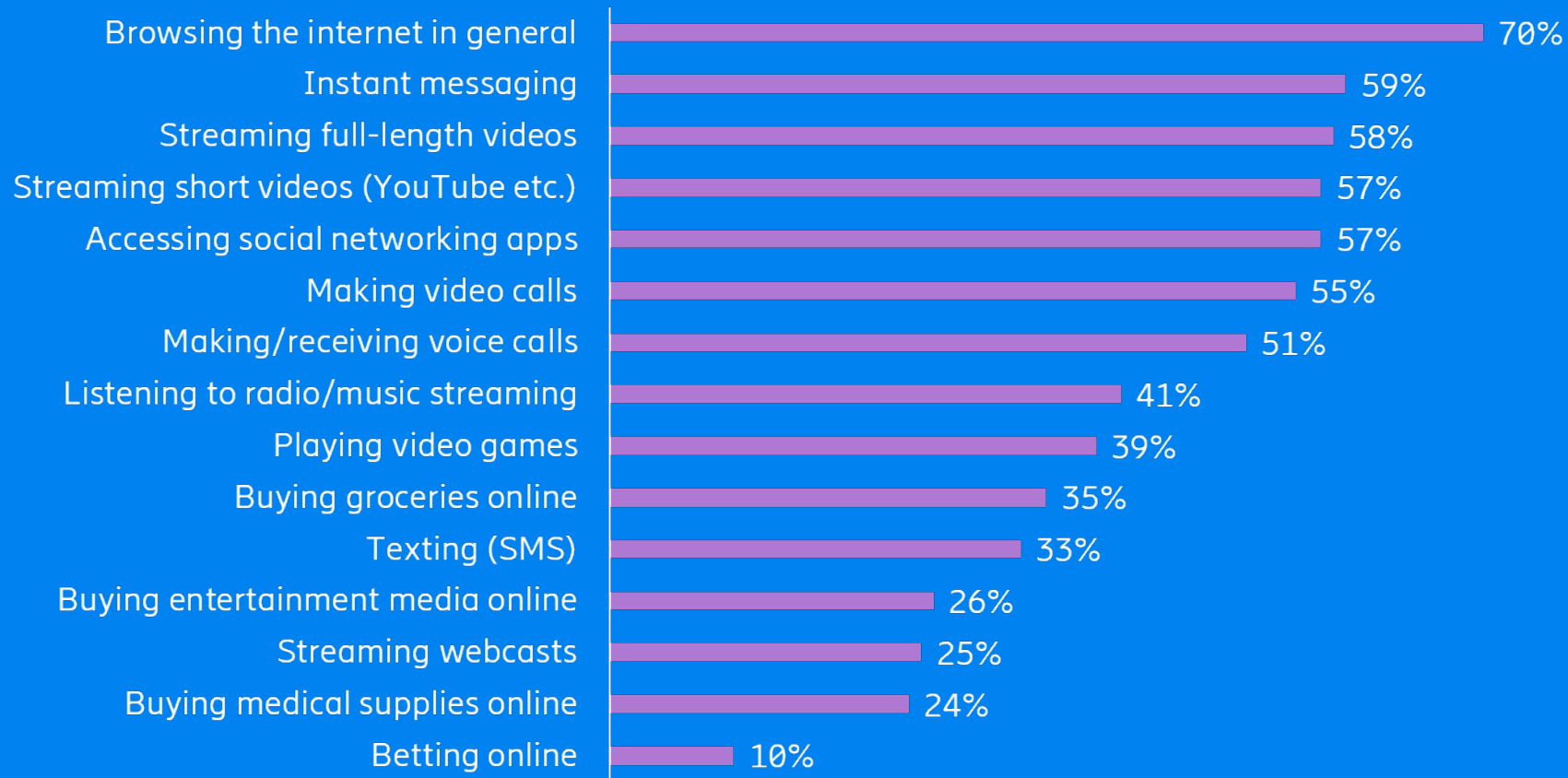
Consumer applications today and 2030

Michael Björn, Ph.D.   Ericsson Consumer & Industry Lab   2023-06-15

Covid-19 fast forwards the future

Share who started or increased use on any device due to the COVID-19 crisis

Activity	%
Browsing the internet in general	70%
Instant messaging	59%
Streaming full-length videos	58%
Streaming short videos (YouTube etc.)	57%
Accessing social networking apps	57%
Making video calls	55%
Making/receiving voice calls	51%
Listening to radio/music streaming	41%
Playing video games	39%
Buying groceries online	35%
Texting (SMS)	33%
Buying entertainment media online	26%
Streaming webcasts	25%
Buying medical supplies online	24%
Betting online	10%

~9 in 10

Internet activities have increased for 9 in 10, with half having increased their usage of 6 or more activities.

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic (June 2020)

Less is more digital

Digital product replacements may become status markers as physical overconsumption may become expensive and socially criticized.

34%
Dematerialization of consumption habits could accelerate as a third of consumers believe they will use shopping apps that suggest digital alternatives to physical products.
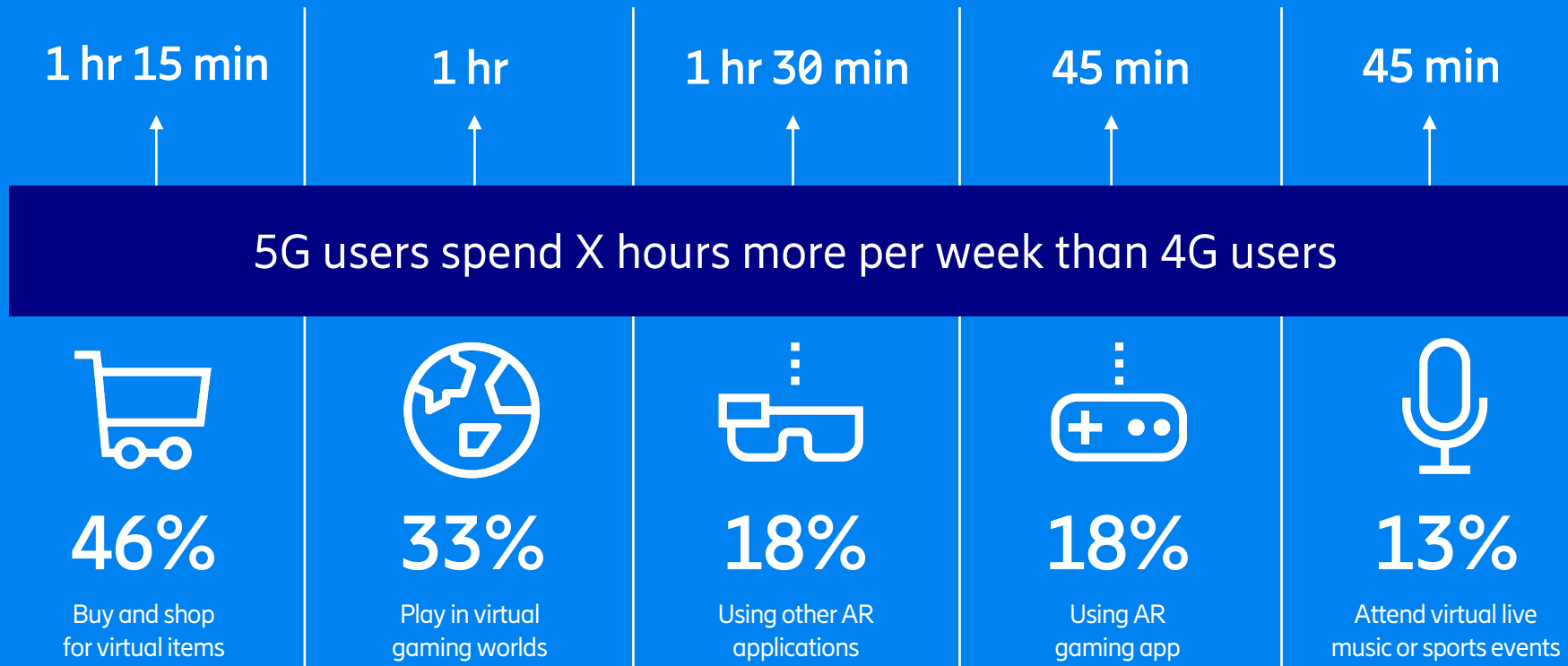
75%
Three in four think AR/VR devices will help eliminate branding and product information on packages with digital versions.

Usage of early metaverse apps/services is growing along with 5G uptake

Share of 5G users using early metaverse apps weekly and increase in time spent per week on metaverse related services/applications by 5G users when compared to 4G users

| 1 hr 15 min | 1 hr | 1 hr 30 min | 45 min | 45 min |

5G users spend X hours more per week than 4G users

46%	33%	18%	18%	13%
Buy and shop for virtual items	Play in virtual gaming worlds	Using other AR applications	Using AR gaming app	Attend virtual live music or sports events

1 hour

5G users on average spend 1 hour more per week in metaverse-related services than 4G users.

1.6x

In the US, 1.6 times more 5G users engage in early metaverse activities on a weekly basis than 4G users.
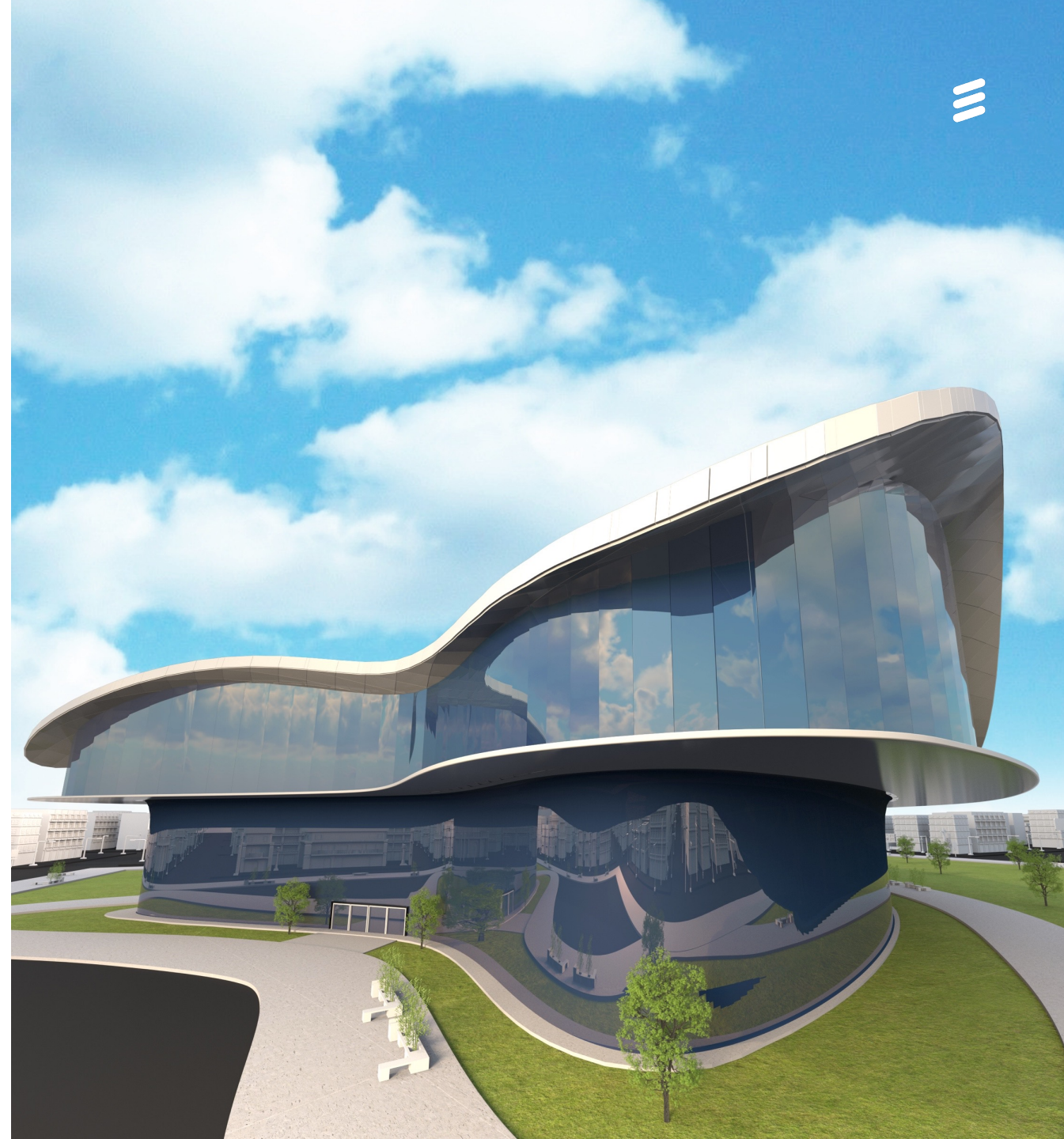
A scenario for 2030:
The Everyspace Plaza

By 2030, internet could be integrated in the physical world.

Using next-generation connectivity and high-tech gear.

85%

An incredible 85 percent of urban early adopters want to use at least 10 of 15 tested hybrid mall facilities themselves.

Methodology

San Francisco
New York
Mexico City
São Paulo
Dublin
London
Stockholm
Moscow
Delhi
Shanghai
Tokyo
Johannesburg
Jakarta
Sydney

The report is based on an online survey of 7,115 early adopters in 14 major cities, aged 15–69, who are either currently regular users of augmented reality (AR), virtual reality (VR) or virtual assistants, or who intend to use these technologies in the future.

Respondents rated 15 hybrid shopping mall facilities, the technology they would be most likely to use and which concepts they believe have the highest potential for issues. The result is an overview of the 10 spaces consumers
believe will become a reality by 2030.

#01 The All-now Arena

Become a part of the performance at a fully immersive concert hall, sports arena, interactive museum, art gallery or movie theatre.

78%

Nearly 8 out of 10 consumers believe event halls with telepresence technology will allow artists to digitally perform as if they were there in person.

25%

One quarter of respondents who don't want to visit a multisensory-enabled event hall believe the immersive aspect could have negative effects.

#02 The Immersive Beauty Salon

Visitors will be able to have make-up applied that adapts its colors and patterns based on surroundings, and an AI-selected new hairstyle.

39%

Of all consumers, 4 out of 10 see cost as the main barrier when it comes to using an immersive beauty salon.

41%

Four out of ten AR/VR users want to embed trackers in their nails and use their hands as AR/VR controllers.

#03 The Meta Tailor

Find the perfect outfit for yourself and your digital avatar, and let robot sewing machines and 3D printers create low-cost, custom-made outfits.

72%

Of AR/VR users, 72 percent foresee tailors that use programmable materials for clothes to become waterproof or provide ventilation.

76%

Three-quarters anticipate AI-controlled AR/VR fitting booths where you can try out clothes virtually in any environment before deciding.

#04 The Anyverse Pool

Swim through the stars, walk on any planet in the universe or explore the deepest depths of the oceans in an XR pool.

66%

Two-thirds of consumers expect swimming pools with oxygenated VR headsets that create the feeling of space in zero gravity.

52%

More than half want to use oxygenated VR headsets to dive into amazing underwater worlds full of real or imagined creatures.

#05 The Hybrid Gym

The next-generation gym will combine health and social aspects, giving you both a full-body workout and peace of mind.

47%

Almost half of consumers want to use treadmills and exercise bikes that use AR and VR to immerse them with others in online environments.

70%

Mental fitness centers using multisensory AR/VR with individually AI-tailored scenery are expected by 7 out of 10 consumers.

#06 The Print-a-Wish Multifactory

Sustainable shopping becomes a reality. Recycle old products while shopping for new ones, and 'repair not replace' old furniture and appliances with on-demand repair and production.

78%
Almost 8 out of 10 consumers foresee make-your-own factories that allow visitors to select customized designs for any product by 2030.

54%
Over half of consumers want to shop in a factory outlet that recycles their old products when purchasing new ones.
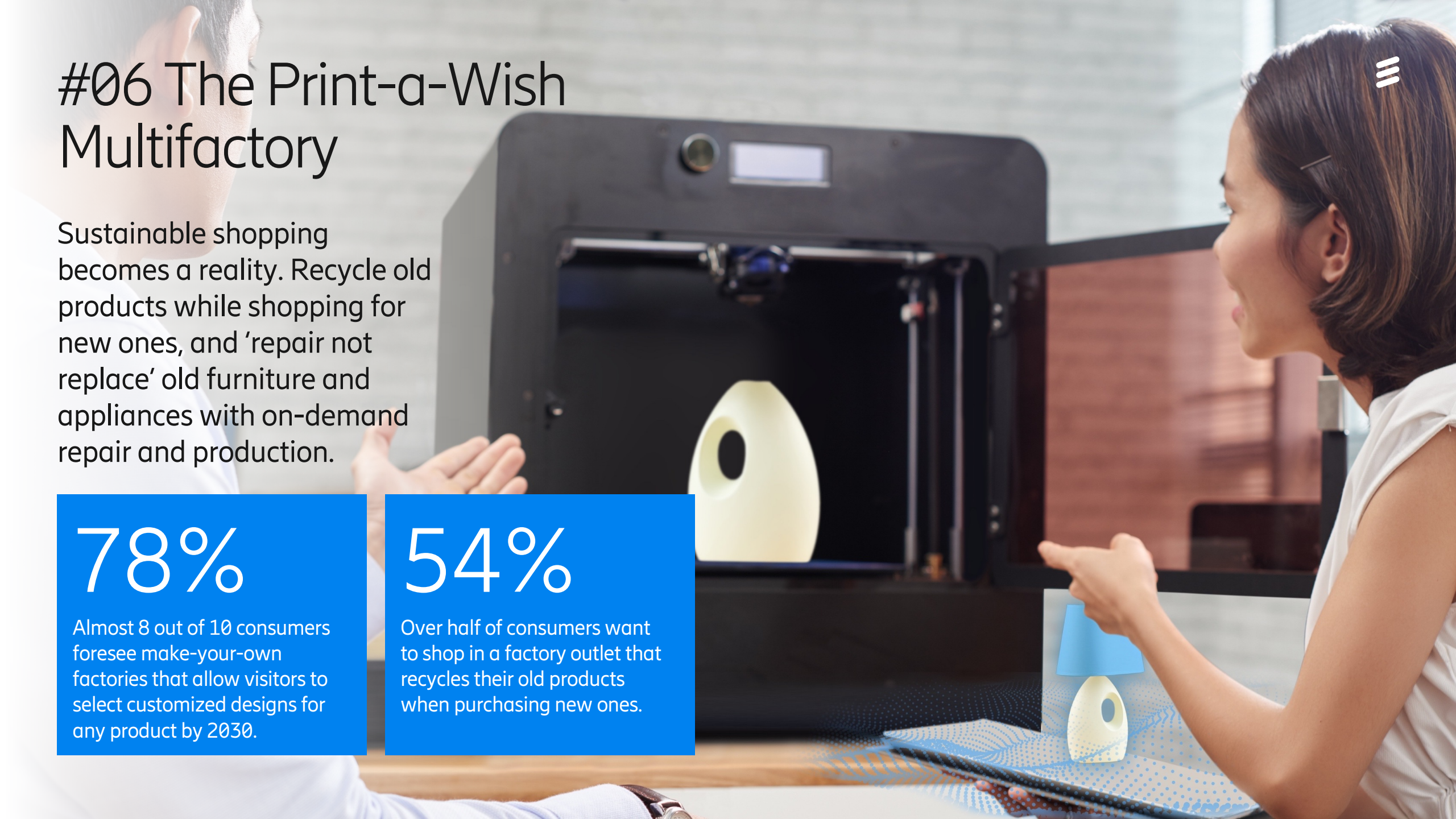
# #07 The Restaurant at the Node of the Universe

A restaurant where you can eat anything you want with anyone, anywhere in the world.

73%
Nearly three-quarters of consumers think restaurants will let you eat virtually together with friends in other restaurants.

50%
Half of consumers want to eat in a restaurant that uses AI to analyze their tastes and health to produce personalized meals.
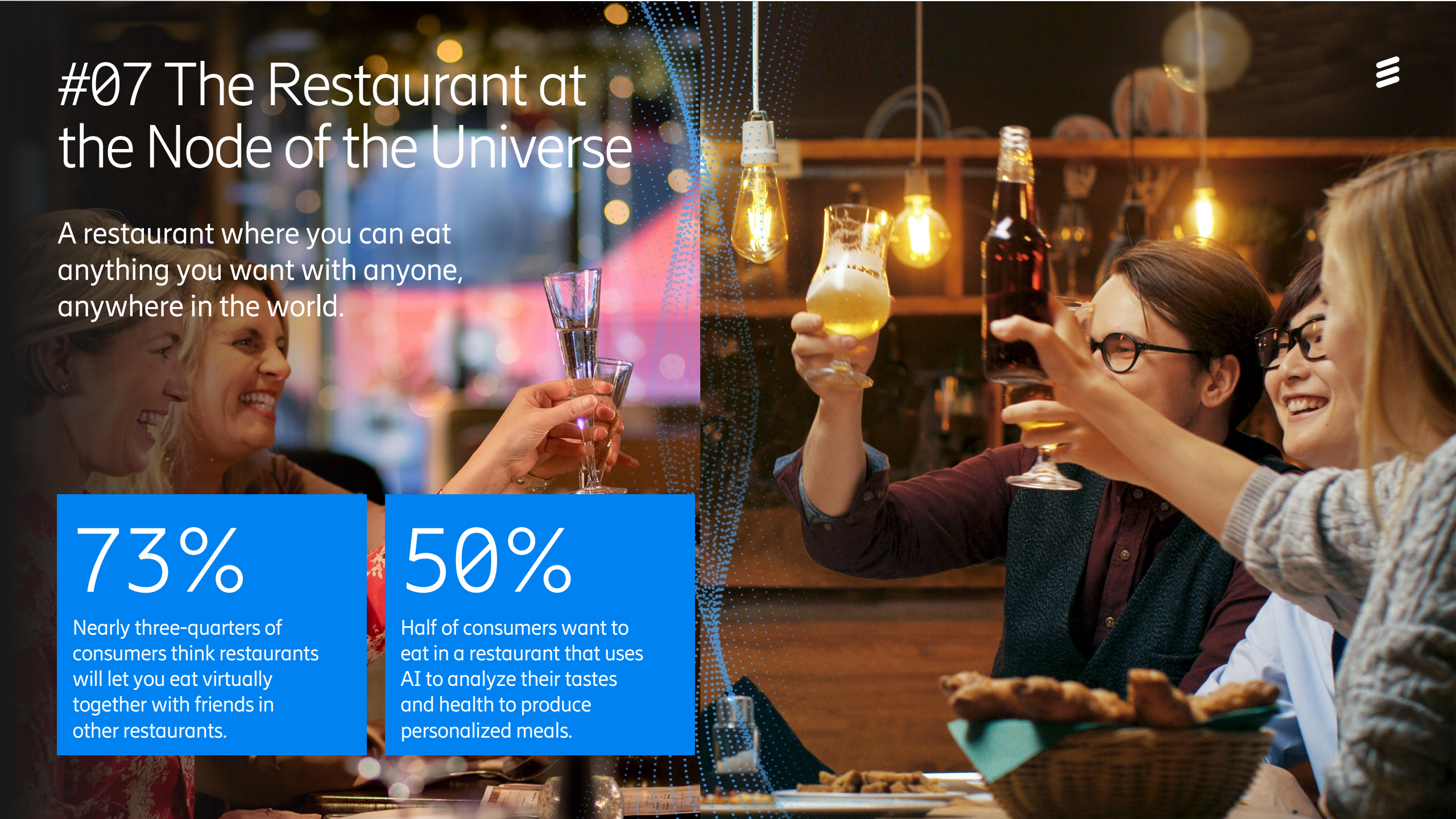
#08 The Neverending Store

Brick-and-portal stores will let you project your own home on to the shop floor so you can try out products as if you are at home.

74%
Three-quarters of consumers say retailers will use AR/VR technology to provide an unlimited range of items that you can try out as if they were real.

78%
Nearly 8 out of 10 consumers assume that retailers in hybrid malls will provide AR/VR classes on how to best use the products you buy.

#09 The Medical Multiplex Center

Long waits at the doctor's office or hospital are a thing of the past. Drop-in AI health scanning equipment could give an accurate health status update within minutes.

50%

Half of consumers want to use a local AI doctor who checks for viruses, bacteria, blood oxygen levels and antibodies every day.

77%

Three-quarters of consumers foresee in-mall medical centers with drop-in AI health scanning that give near-instant health status updates.

#10 The Nature+ Park

Explore the great outdoors. Interact with amazing animals in their habitat, even if they're extinct, or go for a stroll with a friend, even if they're across the world.

73%

Over 7 in 10 foresee an AR/VR zoo where you can interact with any animal, even those that are extinct.

62%

Of consumers, 62 percent anticipate parks that use programmable materials to reconfigure the layout nightly, so every visit is different.

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