



Euromonitor  
International

# Voice of the Industry: Digital Survey Insights 2024

March 2025

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## EXECUTIVE SUMMARY

Why read this report?

About Euromonitor International's Voice of the Industry survey series

Key findings

## INTRODUCTION

Businesses ramp up digital transformation efforts, despite a rough economic climate

Digital engagement remains the cornerstone of digital commerce development

## PLANNED INVESTMENT IN TECHNOLOGIES

Rising impact of traditional AI and generative AI overshadows other technologies

Democratisation of AI will continue to reshape businesses

Tech investments shift from hardware driven automation to software defined AI solutions

Tech enthusiasm reflects in over promise for planned investments

## SPOTLIGHT ON KEY TECHNOLOGIES

The Voice of the Industry: Digital Survey highlights six technologies

Generative AI empowers consumer insights and task automation

Budget and risk management constraints stand as biggest challenges in Gen AI adoption

AR/VR paves the way for immersive commerce, but growth is restrained and niche

Blockchain to play key role in privacy centric digital solutions and fraud prevention

Development in decentralised cloud storage and DApps pave way for Web 3.0

Data gathering and performance optimisation to be key area of impact for IoT

Cloud to support greater personalisation and faster innovation over the next 5 years

## WHAT TO EXPECT FROM NEW TECH

Digital investments to accelerate in 2025, while clear ROI remains a priority

## CONCLUSION

Opportunities for growth

Evolution of AI-driven digital commerce

Questions we are asking

## APPENDIX

Definitions

Definitions (continued)

## SHOPPERS ARE REDEFINING VALUE IN RETAIL AMID A NEW ECONOMIC REALITY

About Euromonitor's Syndicated Channels Research

### 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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/voice-of-the-industry-digital-survey-insights-2024/report](https://www.euromonitor.com/voice-of-the-industry-digital-survey-insights-2024/report).