

DYNAMIC
DIGITAL
CONSUMERS
LIVE FROM CES 2017



Hello, I'm John Curran, Managing Director with Accenture, and I'm here at CES sharing the hot trends and insights from the 2017 Accenture Digital Consumer Survey, covering 26,000 consumers in 26 countries.

- 1.** Artificial intelligence or AI is taking a central role in consumers' lives; the majority of people we surveyed already interact with AI powered live chats or mobile apps on a monthly basis.
- 2.** Engaging experiences like Virtual and Augmented Reality are really spurring the demand for smartphones this year
- 3.** Technology access models are emerging; in fact, seventy-seven percent of people are open to leasing new technology or buying used
- 4.** Consumers want to manage their data; ninety percent of consumers are concerned with the security of their online financial transactions

For more information on the 2017 Accenture Digital Consumer trends like these visit accenture.com/digitalconsumers