

# Voice of the Industry: Digital Consumer (Q1 2018 Results)

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## Abstracts

Nearly every company now finds itself in the midst of a digital transformation as it aims to maintain relevancy in the digital era. In order to better understand how companies are responding to this epochal shift, Euromonitor International conducted an Industry Insights Survey of 1,445 professionals globally. The survey gauges where companies are placing their tech bets and how industry players see these initiatives impacting commerce in the future. This report explores those survey results.

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