

# Voice of the Industry: Digital Consumer (Q3 2018 Results)

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## Abstracts

New technologies are creating massive upheavals in customer expectations and changing competitive realities. Nearly every company finds itself embarking on a digital transformation in order to maintain relevancy in the digital era. In order to better understand how companies are responding to this epochal shift, Euromonitor conducted a Digital Consumer Industry Insights Survey of 602 professionals globally in September.

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