

Voice of the Industry: Digital Consumer

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Abstracts

New technologies are creating massive upheaval, with companies embarking on digital transformations in order to maintain relevancy. In order to better understand how companies are responding to this epochal shift, Euromonitor conducted a Digital Consumer Voice of the Industry Survey of 840 industry professionals globally in November 2019. The survey asks industry professionals what technologies they see being important and for what particular use case today and in the future.

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