

100%

The global
retail
agency

CES[®]

Navigating the Future.

Key insights from CES 2024

100% is The Global Retail Agency.

Because you can't always be there, we bring the latest global insights and trends to you.

100% Group work in over 60 countries worldwide, designing and delivering some of the most outstanding retail experiences. We make it our aim to capture our global adventures and share the insights with our clients and partners.

In January, we took part and observed the latest in innovation and global trends at CES24 in Las Vegas.

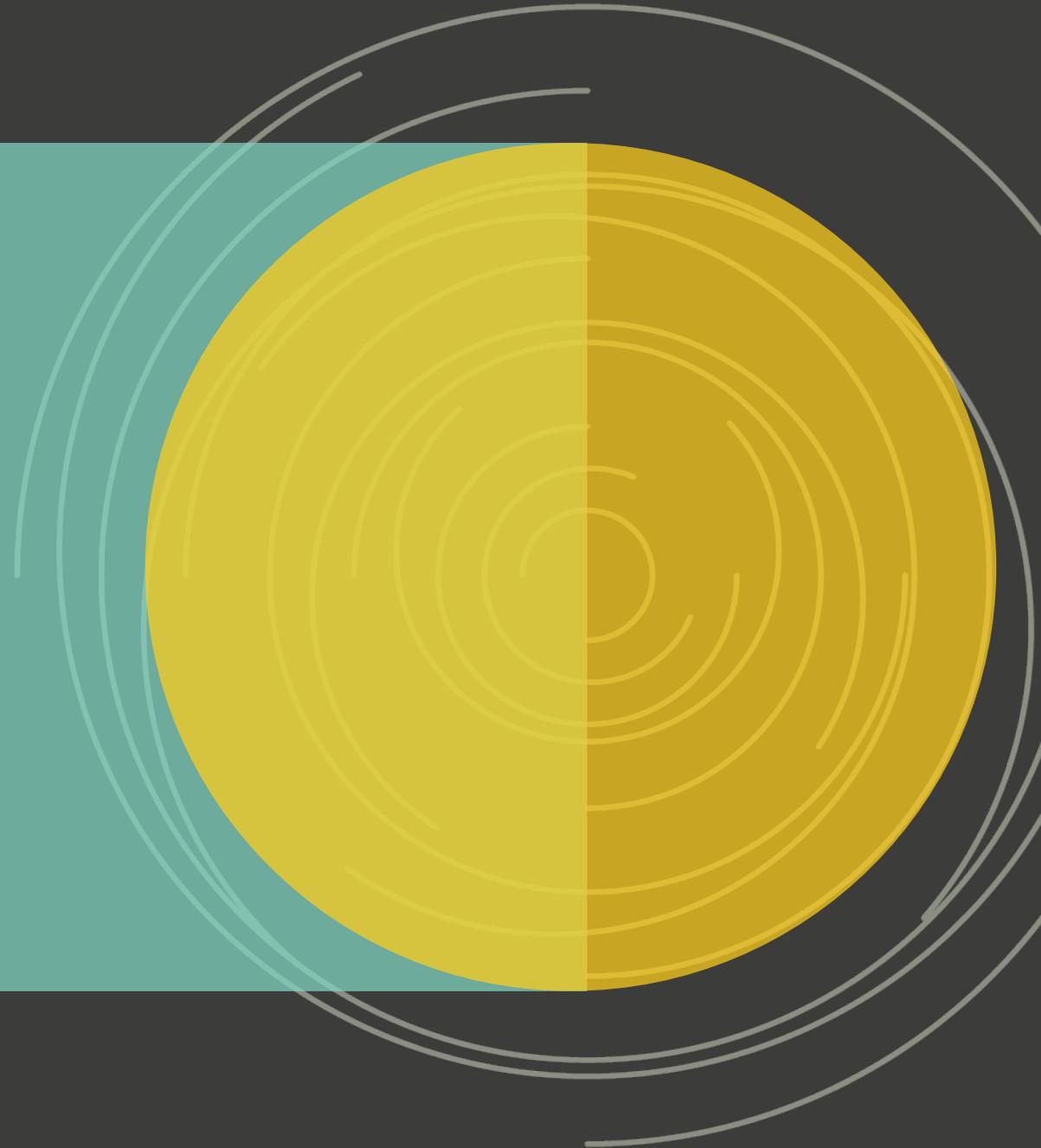
Our guide and insights report looks at predictions, trends and the future landscape of technology and its possible influence over the consumer and how they might buy.

The retail landscape is a continuous movement of innovation, consumer behaviour and economical influence and at 100% we want you to be informed and prepared to take advantage and incorporate new thinking into your brands next move.



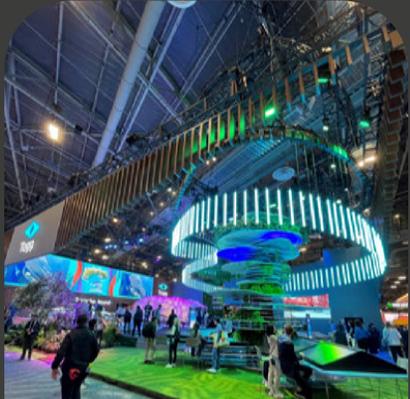
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Introduction

Welcome to "Navigating the Future: Key Insights from CES 2024" a straightforward and concise guide to the most impactful trends and advancements showcased at this year's CES. Focusing on the significant strides in technology and retail that are shaping our future. From advancements in Artificial Intelligence to the evolution of the retail experience, this report captures the key innovations that stood out at CES 2024. It's designed to provide you with a clear understanding of how these developments might influence industries and consumer habits in the times ahead.



Forecasting the Future: AI Predictions vs Realities

Before CES 2024, we tasked AI with predicting the event's trends by analysing information from the CES website. Here, we compare those predictions with what really happened at the event. This comparison gives us a unique view into how well AI can forecast tech trends and showcases the ever-changing nature of the tech industry.

AI Predicted Trends:

- 1. 5G Connectivity:** Expected to enhance IoT, transportation, and more.
- 2. Advanced Air Mobility and Marine Tech:** Anticipated innovations in diverse transportation modes.
- 3. Artificial Intelligence (AI):** Predicted to continue revolutionising industries and enhancing user experiences.
- 4. Augmented and Virtual Reality (AR/VR):** Forecasted to create immersive experiences across various sectors.
- 5. Mobile Gaming:** Projected transformation with the integration of AR, VR, AI, and more.



Images produced by AI visualising its predictions.

Trends Observed:

- 1. AI Integration Everywhere:** AI's ubiquitous presence aligns with predictions, showcasing its integration across domains.
- 2. Home Automation & Smart Living:** Reflects the predicted trend of enhanced connectivity and smart solutions.
- 3. Personal Wellbeing & Nature Tech:** A trend not explicitly predicted but highlights the growing focus on health and wellness.
- 4. Mobility & Sustainability:** Resonates with the predicted advancements in transportation, emphasising sustainability.
- 5. Retail Experience Evolution:** Integration of technology in retail, aligning with the broader predictions of enhanced user experiences.



Images taken at CES 2024.

Comparative Analysis:

The AI predictions for CES 2024 closely matched the actual trends, especially in AI integration, connectivity, and transportation advancements. Notably, AI and 5G technology predictions were confirmed by CES innovations. Predictions of AR/VR and mobile gaming advancements were evident in immersive experiences.

However, actual trends went beyond connectivity and entertainment, emphasising technology's role in personal wellbeing and retail evolution. Sustainability and addressing consumer needs emerged as industry priorities.

Conclusion:

The juxtaposition of AI-predicted trends and actual trends at CES 2024 underscores the nuanced and multifaceted nature of technological evolution. While AI provided a solid foundation in predicting key trends, the actual event showcased an expansive array of innovations, reflecting the industry's continuous push towards integration, sustainability, and enhanced user experiences. As we reflect on CES 2024, it's evident that the tech world remains a vibrant landscape of innovation, with each year offering new frontiers to explore and understand.



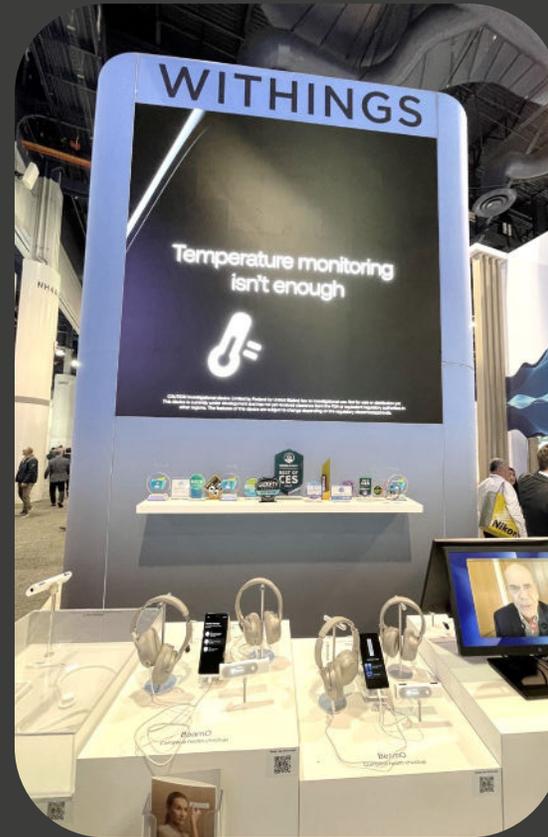
Key Trends.

Here's a comprehensive trend report and review of CES 2024, highlighting the key trends, innovations, and notable exhibits.

1.

AI Integration Everywhere:

AI was a dominant theme, seamlessly integrating into various domains, from virtual assistants and smart home devices to vehicles and healthcare gadgets. Companies are leveraging AI to enhance functionality, user experience, and inter-device connectivity.



2.

Home Automation & Smart Living:

There was a significant focus on making homes smarter and more connected. Innovations ranged from advanced home appliances to sophisticated home ecosystems that enhance lifestyle and efficiency.



3.

Personal Wellbeing & Nature Tech:

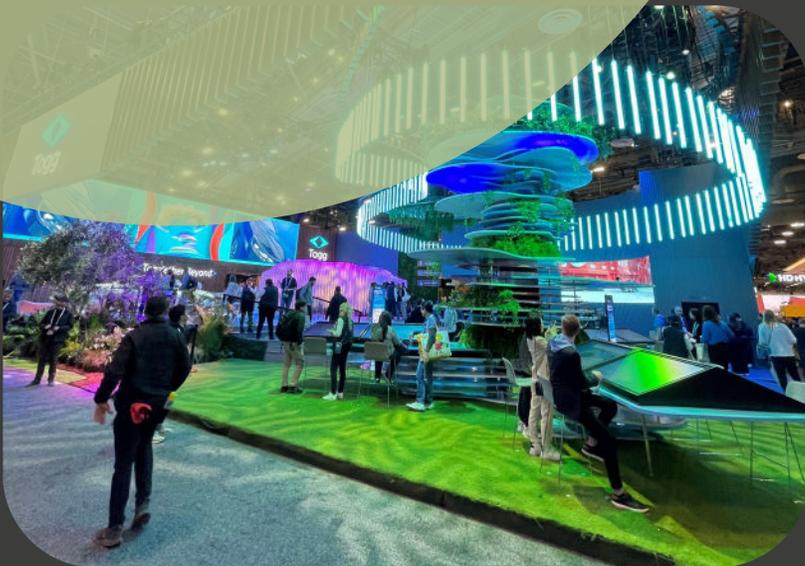
Technology for personal wellbeing, including fitness wearables, sleep tech, and nature-inspired technology, was prominently featured, underscoring the growing consumer interest in health and wellness.



4.

Mobility & Sustainability:

Both large and smaller companies showcased advancements in mobility and sustainability. The trend included innovations in electric vehicles, hydrogen power, and sustainable urban transportation solutions.

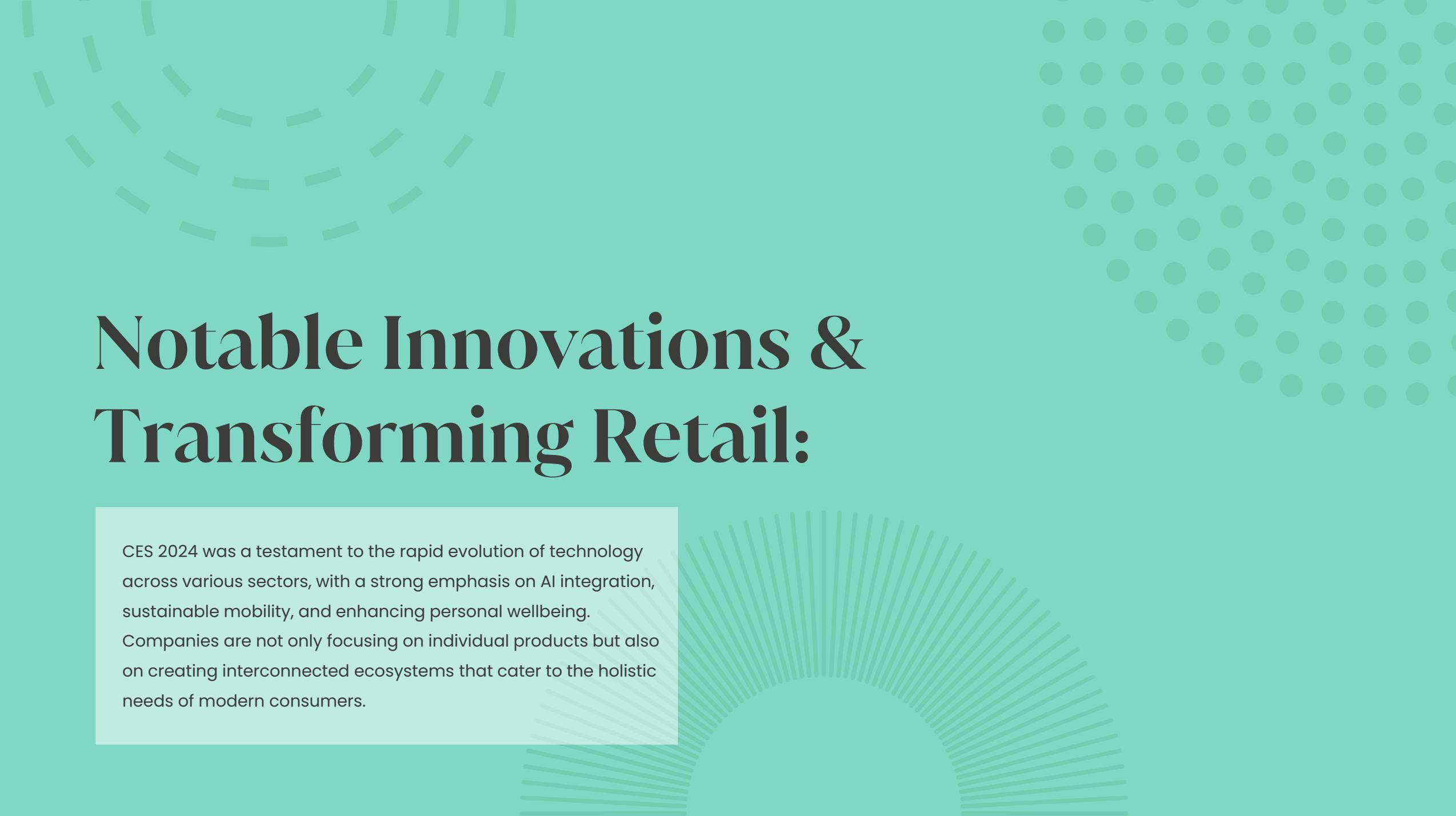


5.

Retail Experience Evolution:

The retail experience is evolving to meet the complexity of modern tech products. Brands are focusing on in-store demos and creating ecosystems rather than isolated product categories to educate and engage consumers more effectively.





Notable Innovations & Transforming Retail:

CES 2024 was a testament to the rapid evolution of technology across various sectors, with a strong emphasis on AI integration, sustainable mobility, and enhancing personal wellbeing. Companies are not only focusing on individual products but also on creating interconnected ecosystems that cater to the holistic needs of modern consumers.

1.

Accessibility Innovations:

Products like GyroGear's hand-stabilising glove and audio-to-audio-based AI by Whispp showcased significant advancements in assistive technologies for the disabled.

2.

Inter-Device Connectivity:

Companies like Samsung and Mercedes-Benz highlighted their efforts in creating seamless connections between smart devices, homes, and cars.

3.

Electric & Hydrogen Vehicles:

Electric vehicles (EVs) from brands like Honda, Kia, and Mercedes-Benz, as well as advancements in hydrogen fuel technology, were significant attractions, indicating a strong trend towards cleaner and more sustainable transportation.

4.

AI in Transportation:

AI's integration into transportation was evident, with companies showcasing everything from AI-powered vehicle sensors and autonomous driving systems to in-cabin hardware that combines with software to enhance the driving experience.

5.

Generative AI & Chatbots:

Generative AI and ChatGPT-like technologies were prevalent, showing the potential of AI in improving communication and providing more human-like interactions with technology.

6.

Transparent TVs & Digital Art:

LG and Samsung's transparent TVs indicated a trend towards multifunctional, aesthetically pleasing home electronics that double as digital canvases for art.



Strategies for Adapting to Tech Complexity and Consumer Expectations

The evolution of the retail experience is driven by the need to adapt to the complexity of modern tech products and the changing expectations of consumers. Here are some examples and strategies that showcase how this evolution is manifesting in retail:

1.

Experiential Retail:

Retailers create in-store environments mirroring online shopping for a seamless, interactive experience. Walmart's digital navigation mirrors its app.

2.

Retail Media Networks:

Retailers leverage customer data and multiple channels to become media companies, offering personalized experiences and advertising. Best Buy, Walmart, and Target excel in this.

3.

Cohesive Tech Ecosystems:

Brands invest in systems that integrate sales channels, partners, and tech for a seamless customer experience. Thinx and Allbirds are prime examples.

4.

In-Store Demos:

Retailers engage customers by allowing them to test products. This strategy enhances customer connection, attracting new buyers, and boosting loyalty.

In conclusion:

The retail experience is continuing to evolve by become more integrated, personalised, and experiential, with a focus on seamlessly connecting the digital and physical realms and leveraging technology to meet the dynamic needs and expectations of modern consumers.

Our 5 lucky links – AI – Tech For good – Accessibility & Aging Tech

In an era where artificial intelligence has seamlessly woven itself into the fabric of our lives, the brilliance of AI was omnipresent at this year's CES – even in places you might not expect.

Among the glittering array of technological showcases, a particular strand of innovation caught our eye: AI designed to enhance accessibility and empower those with disabilities.



*Image taken from Wheely-X Website

Wheely-X: Fitness and Fun in Your Wheelchair

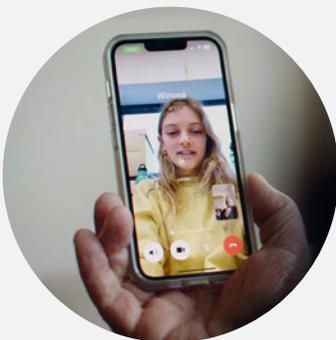
Wheely-X turns wheelchairs into fitness and gaming hubs, merging workouts with interactive entertainment for overall health. Its space-efficient build makes it easy for any wheelchair user to access physical and mental exercises.



*Image taken from GyroGear's Website

Steady Innovation: GyroGear's Gyroscopic Journey

GyroGear's GyroGlove uses gyroscopic tech in a wearable device to stabilize hand tremors, helping users reclaim autonomy and confidence in everyday tasks.



*Image taken from Whispp's Website

Whisper into the World with Whispp!

Communicate effortlessly with Whispp's AI technology, instantly clarifying whispers or unclear speech into your natural voice. This user-friendly app ensures clear, easy conversations without extra downloads, swiftly bridging communication gaps.



*Image taken from AI Guided LinkedIn

GUIDi: Navigate with Confidence

GUIDi, by AI Guided, is a smart, AI-powered belt designed for the visually impaired, offering a new level of independence. Without relying on the internet or GPS, it uses dual cameras and edge AI with haptic feedback for intuitive navigation.



*Image taken from ELLIQ'S Website

ElliQ: Nurturing Connection with AI Companionship

ElliQ offers a breakthrough in companionship for the elderly through AI. It's more than just a robot; it's a companion that chats, reminds, and connects seniors with loved ones.

The seamless approach to retail.

100% has designed its business to enable brands to work with flow, less channels of communication and ultimately removing countless commercial margins throughout the supply chain. We reduce project costs and time to market efficiencies.



[Find out more: End-to-end retail experiences >>](#)



The
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Is there a better, more sustainable way to reach your shoppers? **100%**

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Image References & Useful links:

In our report, we feature insightful images courtesy of the Consumer Technology Association. Below, you'll find a list of the images, organised sequentially from left to right and top to bottom.

- Page 4 – Image 2, 6, 7, 8, 14
- Page 9 – Image 1, 2, 3, 6
- Page 11 – Image 4
- Page 13 – Image 1, 4
- Page 15 – Image 5
- Page 17 – Images taken from brand websites and credited on page.