Disruptive technologies in consumer products

Powerful technologies and solutions can improve efficiency, increase profitability, and enhance customer experience.

**Blockchain**
- Increased transparency in trading, traceability of products, information, supply, and inventory
- US$13.9B

**Artificial Intelligence**
- Drives automation, innovation, decision-making, product personalization, and on-time services
- US$190.6B

**Digital Reality**
- Creates more effective marketing campaigns, interactive product visualizations, virtual product experience, and product personalization
- US$55B

**Cloud Computing**
- Creates the environment enabling existing and new technologies, hardware, software, and disruptive technologies
- US$278.3B

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**Illustrative use cases for businesses: Increase efficiency and profitability**

- Improved traceability and visibility
- Efficient product recall and delivery
- Immutable and genuine financial transactions
- Better product development and smart inventory management

**Illustrative use cases for consumers: Enhance customer experience**

- Access to detailed product information
- Improved customer experience and engagement with the brand
- Virtual engagement with products
- Increased data storage and analysis of personal data from a host of connected products

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**Overcoming the barriers to adoption**

- Addressing challenges that hinder effective competition and innovation in a digital environment
- Upskilling existing talent with digital skills and developing digital leaders
- Making digital systems and infrastructure a priority

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**What the consumer products industry could focus on**

- Allowing machines and skilled manpower to work together, harness data-driven insights, and create the desired impact
- Accelerating the adoption of disruptive technologies in all areas

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**How disruptive technologies are transforming the personal and professional life of Sara, a supply chain executive**

**At Work**
- An AI-enabled dashboard provides insights on critical indicators from the factory floor
- Automated tasks manage the production process
- Material produced at the factory is tagged and monitored, allowing consumers to check origin and freshness details via QR readers

**At Home**
- A humanoid robot cleans Sara’s home and cooks her meals
- AI-powered applications help in cosmetics before purchasing them

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**Endnotes**
2. ABI Research, “Hardware vendors will win big in meeting the demand for edge AI hardware,” May 29, 2018.
4. PR Newswire, “Future of global digital reality market, forecast to 2021—VR application in the manufacturing sector is projected to increase by 98.9 percent,” February 2020.
5. PR Newswire, “Forecast 2025—VR application in the manufacturing sector is projected to increase by 1,200 percent,” February 2021.