

Tech Trends 2022

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McKinsey
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Publisher: McKinsey & Co.

Summarized report: Technology trends outlook

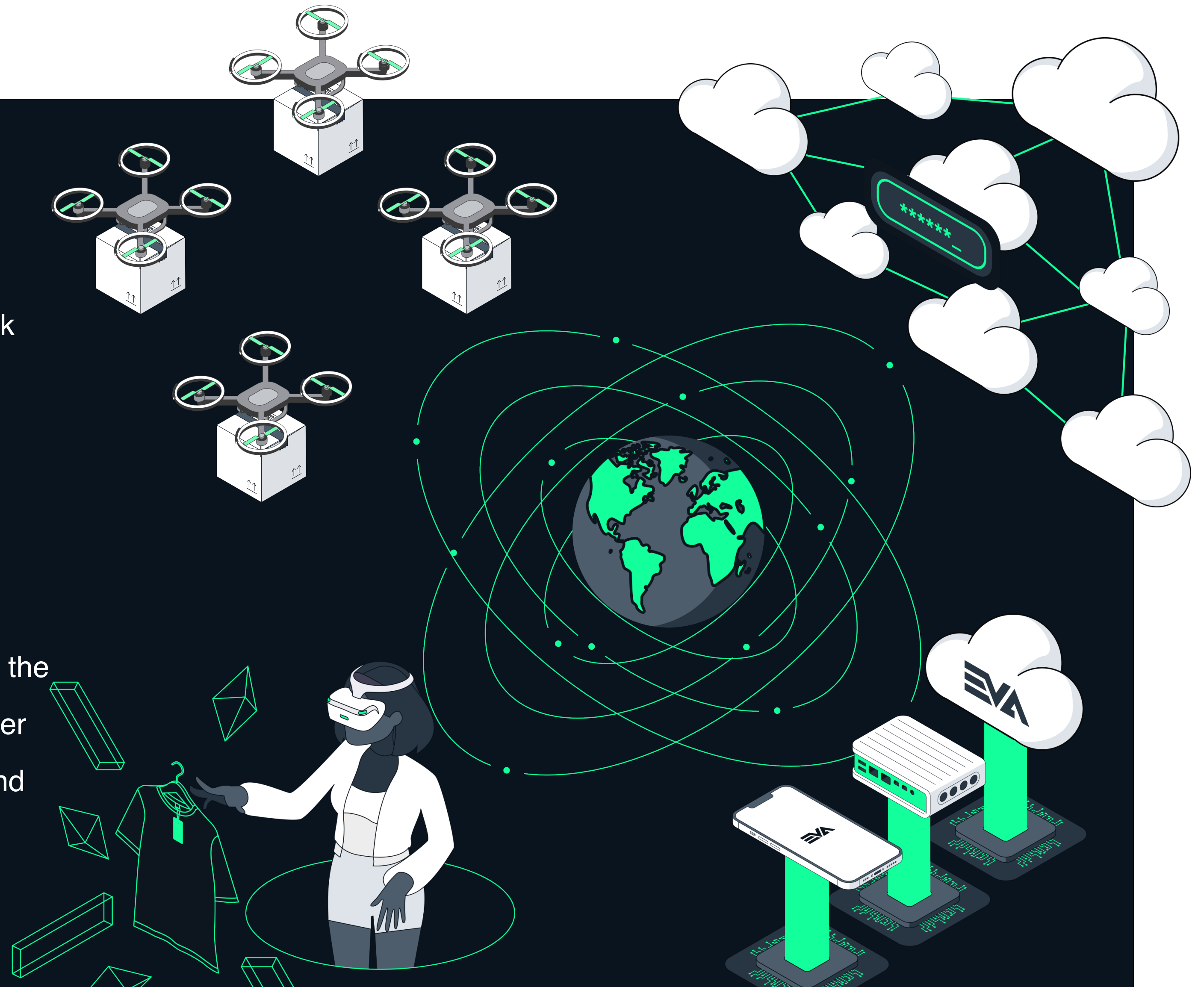
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Publication type: Research

Publication date: August 2022

Target audience: Executive

Publication purpose: (1) Identify and interpret the most significant technology trends (2) Help better comprehend how tech trends are developing and interacting.



Tech Trend 1

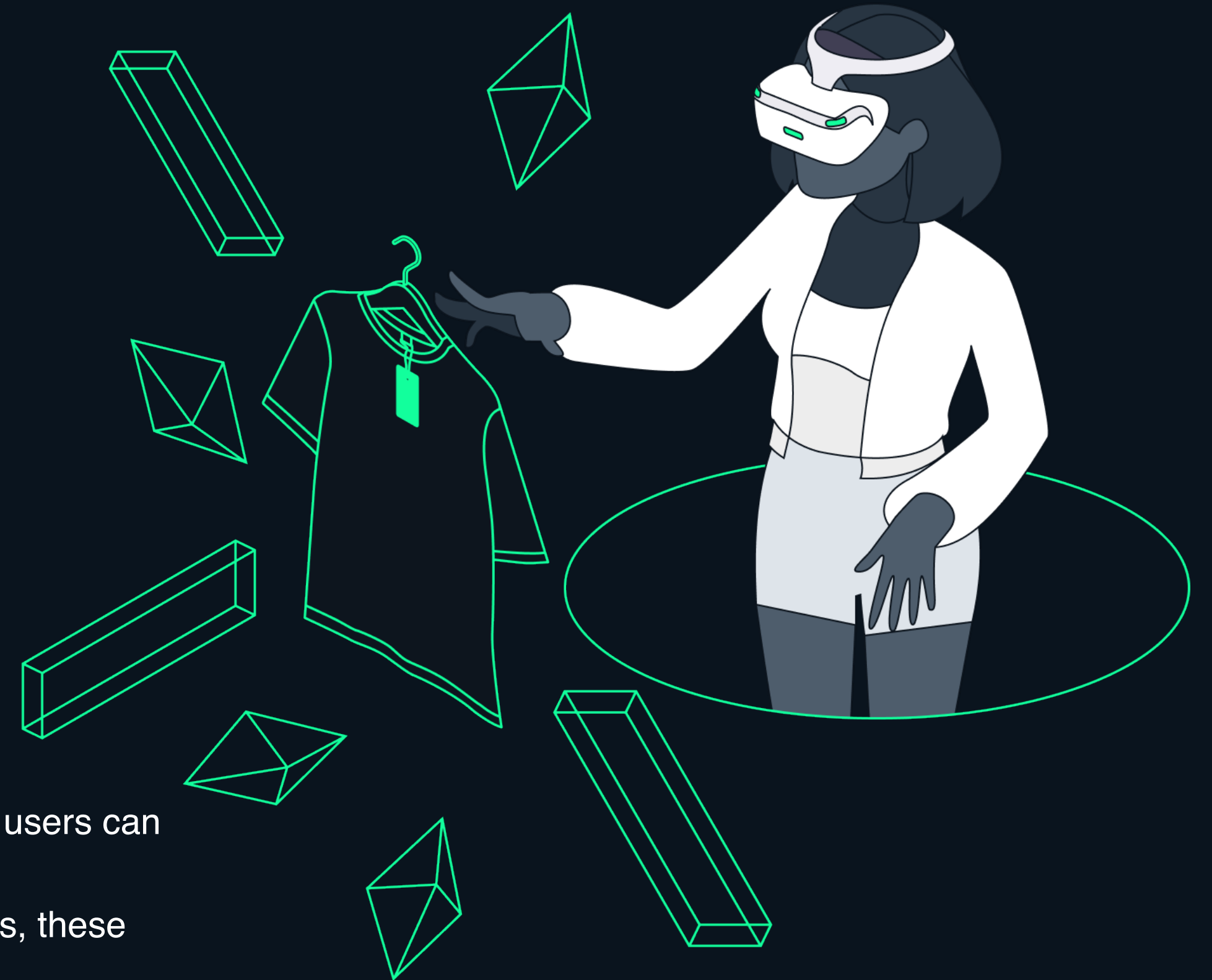
Immersive-reality technologies

What the trend implies

- Spatial computing: Adding virtual 3-D objects to physical spaces.
- Augmented reality (AR): Adding information to real-world settings.
- Virtual reality (VR): Immerse users in entirely virtual settings.
- Mixed reality (MR): Something between AR and VR, adding virtual elements to the real world so that users can interact with both.
- On-body and off-body sensors: Embedded in handheld or wearable devices or mounted around users, these instruments detect objects and bodies for representation in virtual settings.
- Haptics. Convey sensations to users, usually as vibrations. Location services: Mobile devices to locate users more precisely in the physical world, so that AR and MR overlays can be shown in the right places.

Retail industry relevance

Some retailers are using immersive reality technologies to offer shoppers a sense of how products look and feel—for example, by letting them “try on” apparel or visit virtual stores. A recent McKinsey survey found that about one-third of customers who are active in the metaverse have purchased real-world items there.



Tech Trend 2

Web3

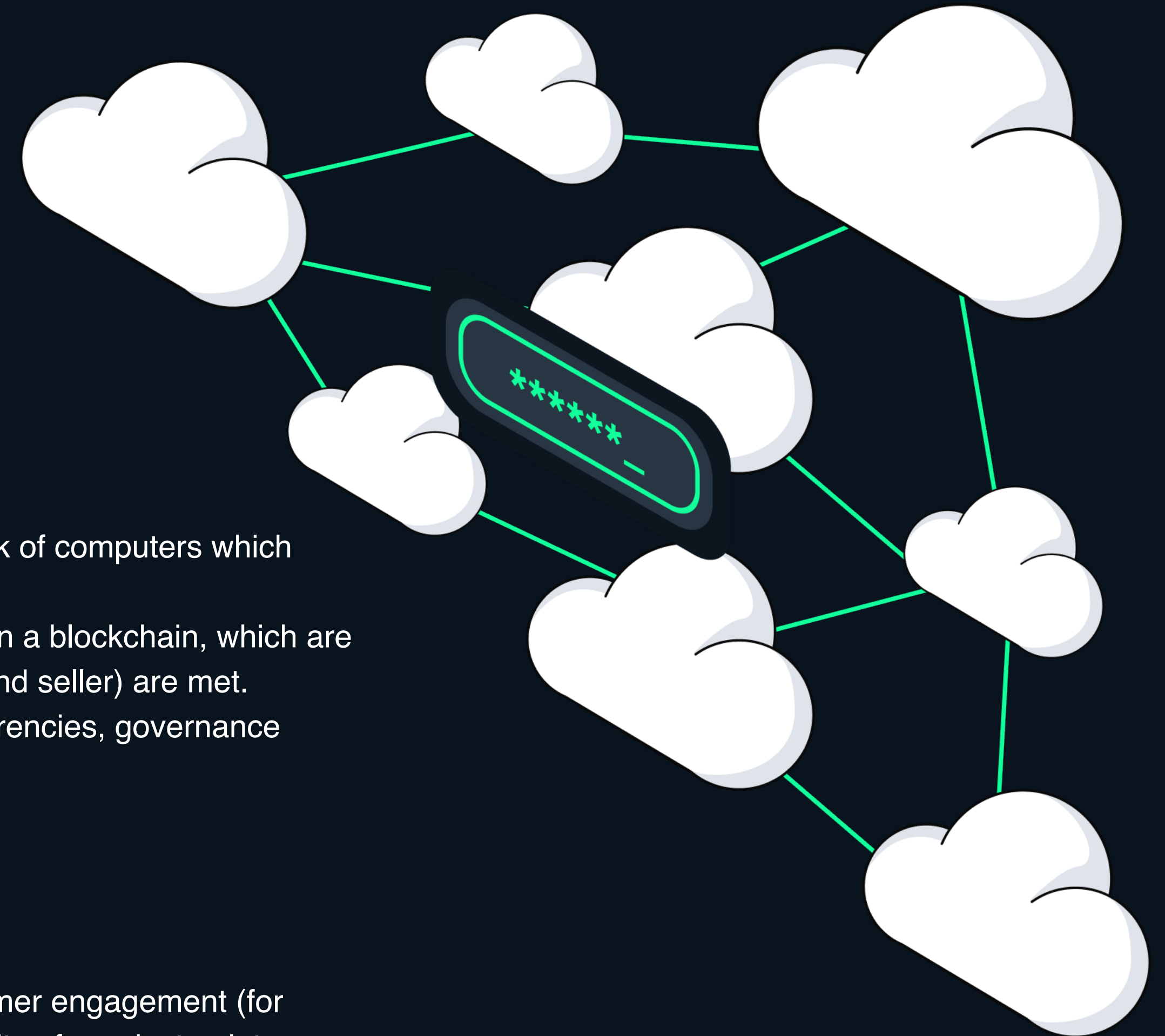
What the trend implies

The technologies comprising the Web3 stack include the following:

- Blockchain. This is a digitally distributed, decentralized ledger that exists across a network of computers which work together to facilitate the recording and confirmation of transactions.
- Smart contracts. These are software programs established in immutable code and data on a blockchain, which are automatically executed when specified conditions (such as terms agreed on by a buyer and seller) are met.
- Digital assets. Examples of these digitally native intangible items include native cryptocurrencies, governance tokens, stablecoins, NFTs, and tokenized assets.

Retail industry relevance

Retailers are using Web3 technologies to create new offerings, devise new modes of customer engagement (for example, ecosystem loyalty programs, access to unique experiences), assure the authenticity of goods, tap into new royalty-based revenue streams, accept novel payment methods (such as “stablecoins”), and track and orchestrate logistics across loosely coupled global supply chains.



Tech Trend 3

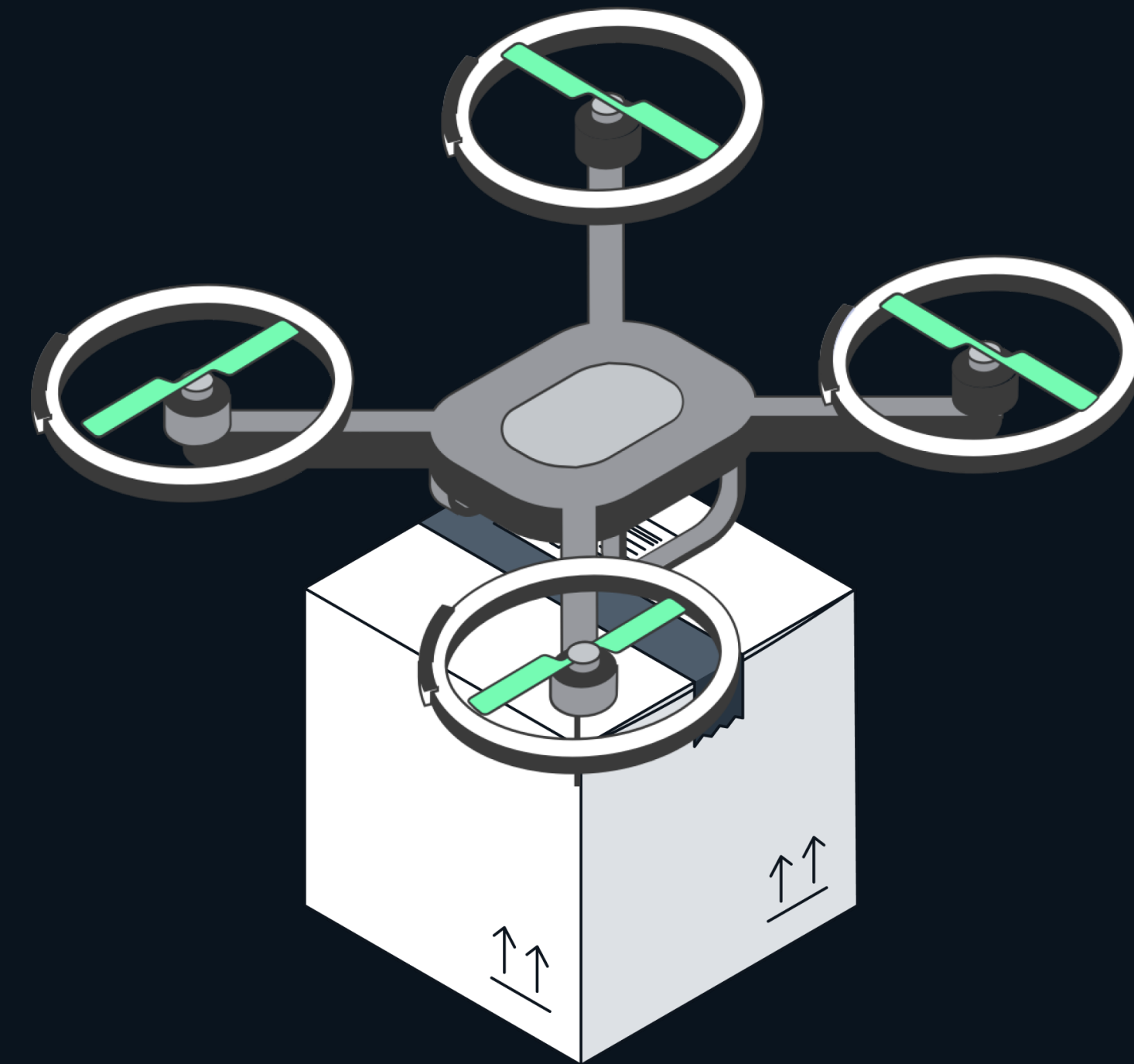
Future of mobility

What the trend implies

A future of efficient, sustainable mobility like: Smart-mobility solutions. Hardware and advanced digital solutions enable the use of alternative forms of transportation in addition to (or instead of) privately owned vehicles.

Retail industry relevance

Companies could use airborne drones to make deliveries.



Tech Trend 4

Advanced connectivity

What the trend implies

Advanced-connectivity technologies provide meaningful performance improvements over current standards. These technologies include the following: Optical fibre, low-power-wide-area (LPWA), Wi-Fi 6, 5G/6G, Low earth orbit (LEO) satellite constellations.

Retail industry relevance

Advanced connectivity enables the development of better digital and cross-channel experiences, resulting in increasingly personalized and targeted shopping experiences for consumers.



Tech Trend 5

Cloud and edge computing

What the trend implies

Cloud and edge networks will consist of a few technology components: data centres, edge devices, networking infrastructure, the internet of things.

Retail industry relevance

Customer experiences are enhanced by frictionless checkout, real-time personalized promotions, and other use cases relying on lowlatency edge computing and analytics applied to a range of in-store data streams from video feeds to diverse types of sensors.



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