

The world in 2025

– connected intelligent and sustainable



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Ericsson Research



700+ researchers
50+% Ph.D.
11 countries
4 continents



2G, 3G, 4G, 5G

it's all invented here

>50%

involvement in all of Ericsson patents

Global networking

cooperating in a world-wide network of leaders

Competence and
people

Leading research in
our industry's
technologies

Collaboration with
leading universities
and industries

Ericsson Research Consumer & Industry Lab



100,000
Respondents

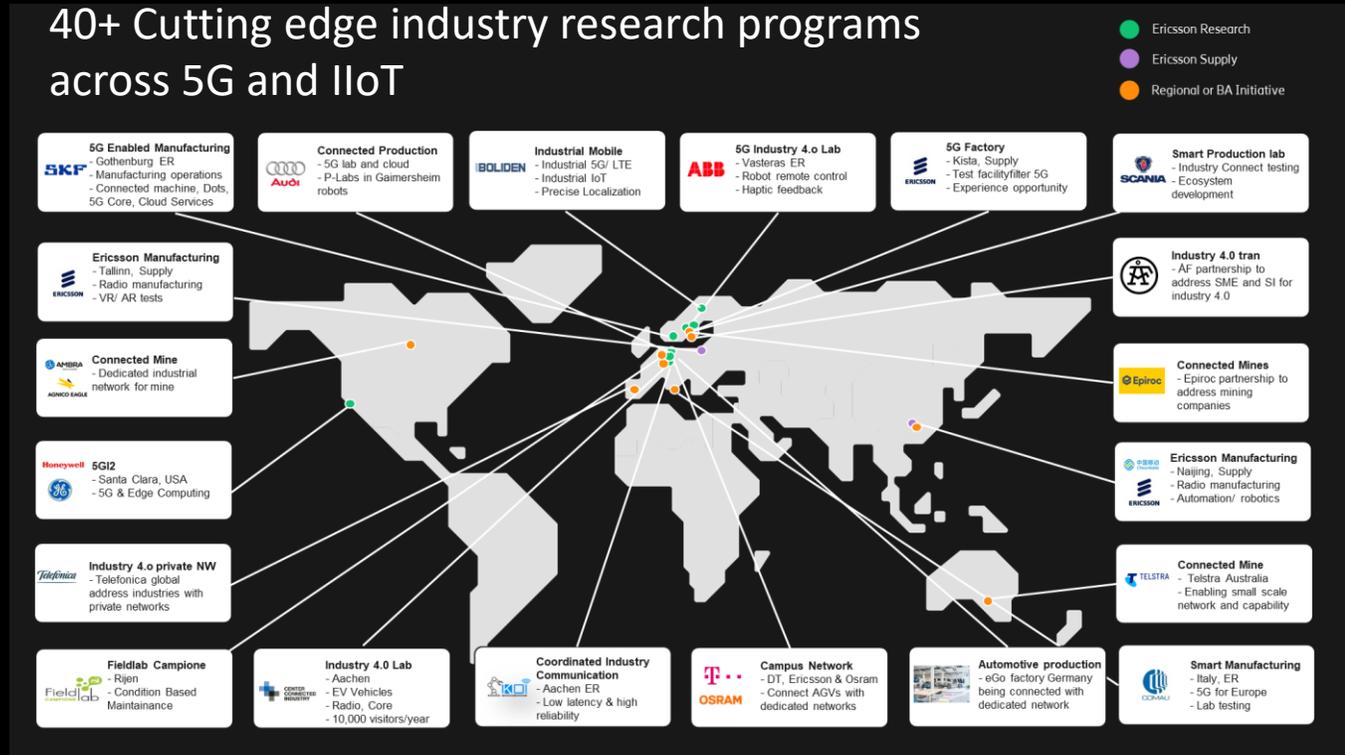
Representing
1.1 billion



More than
40
countries

15
Megacities

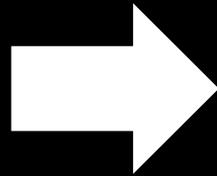
40+ Cutting edge industry research programs across 5G and IIoT



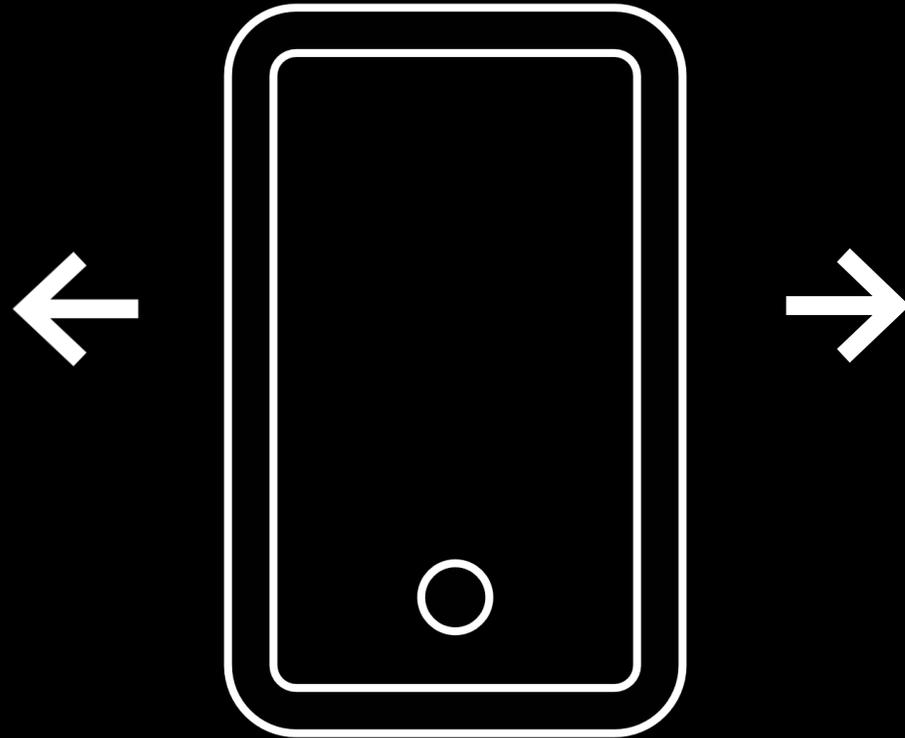
Start with the past to understand the future!



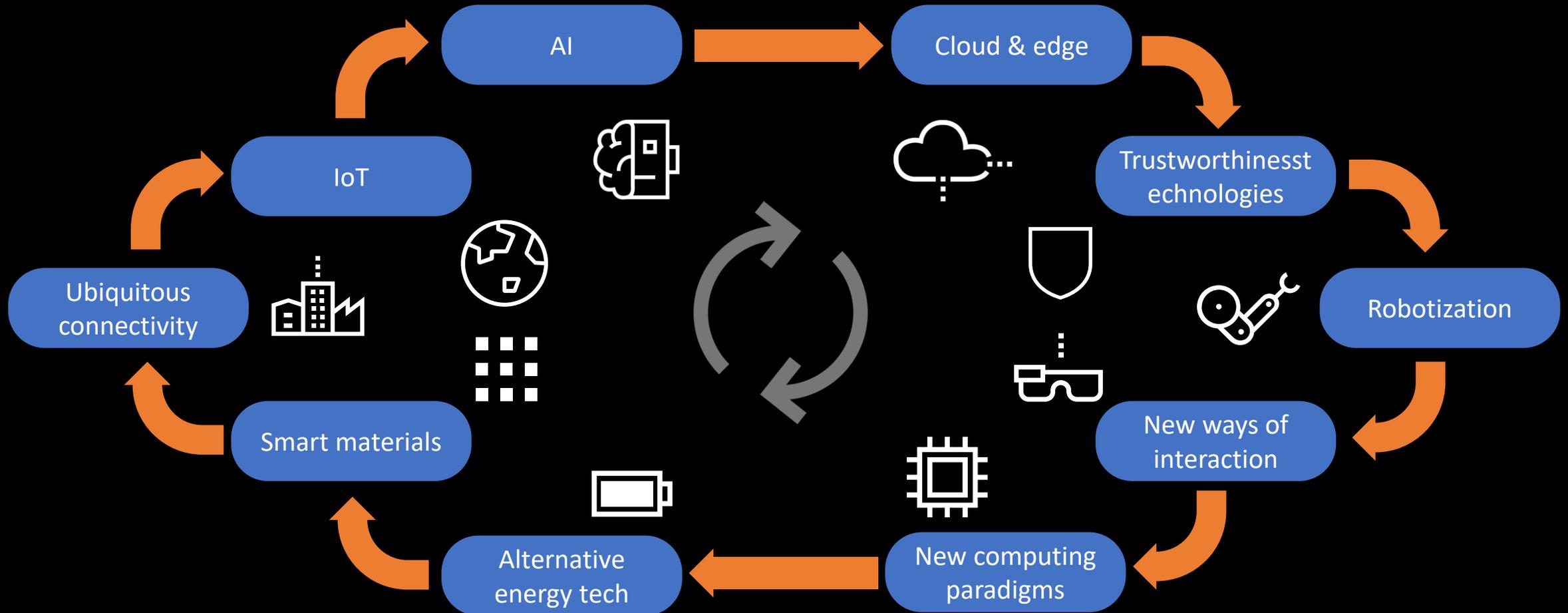
Tech enables new value & redefines our needs! ☰



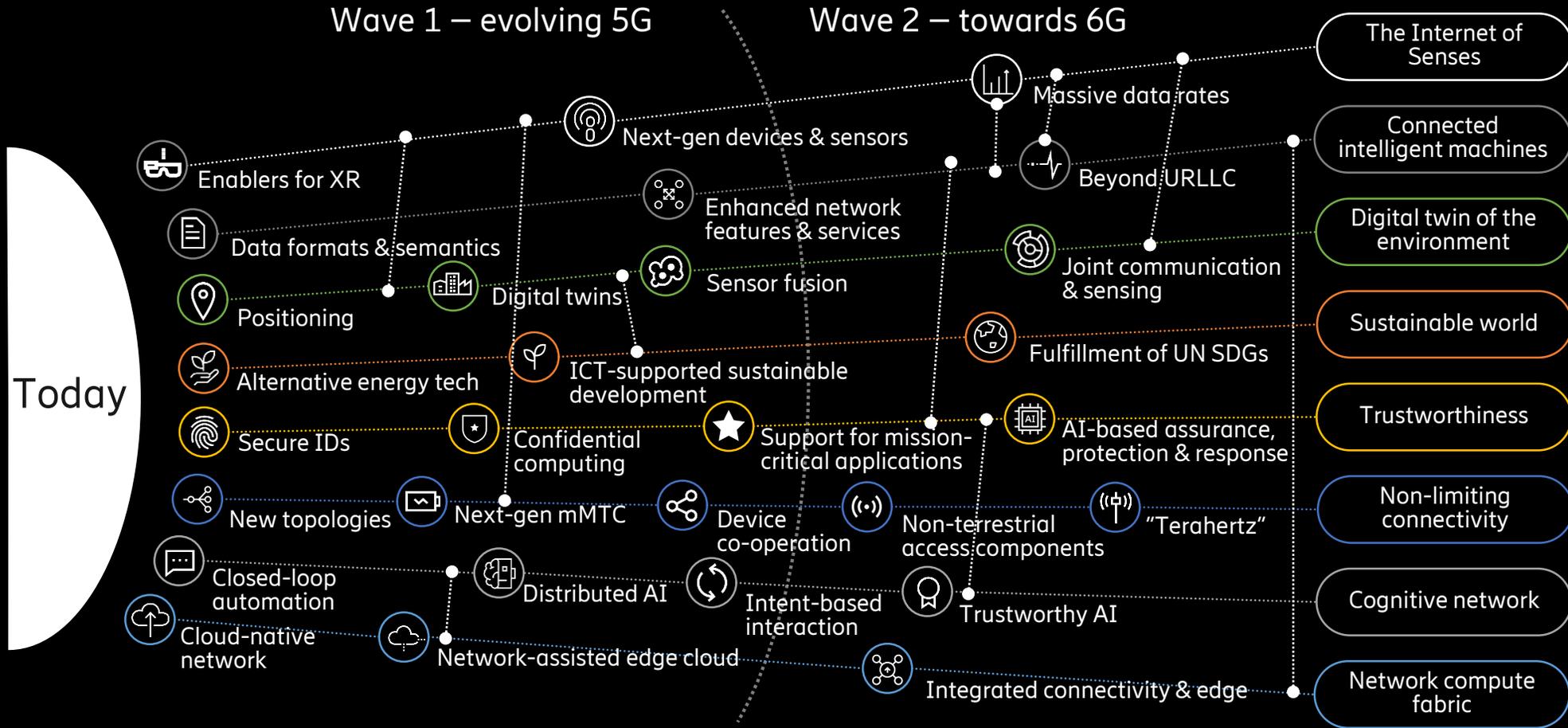
The most important movement in the world?



10 technological forces shaping the intelligent, sustainable and connected world

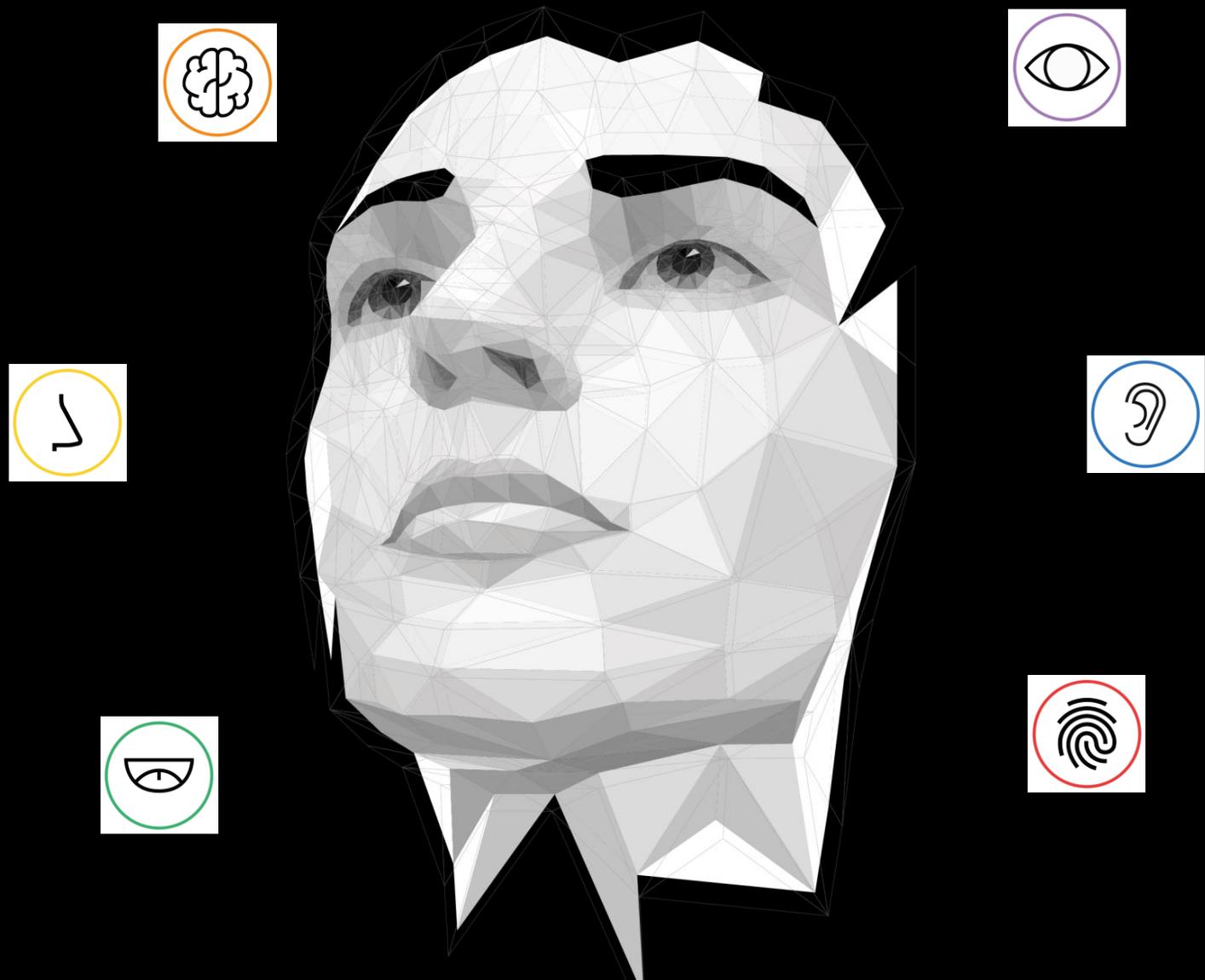


Technology journeys

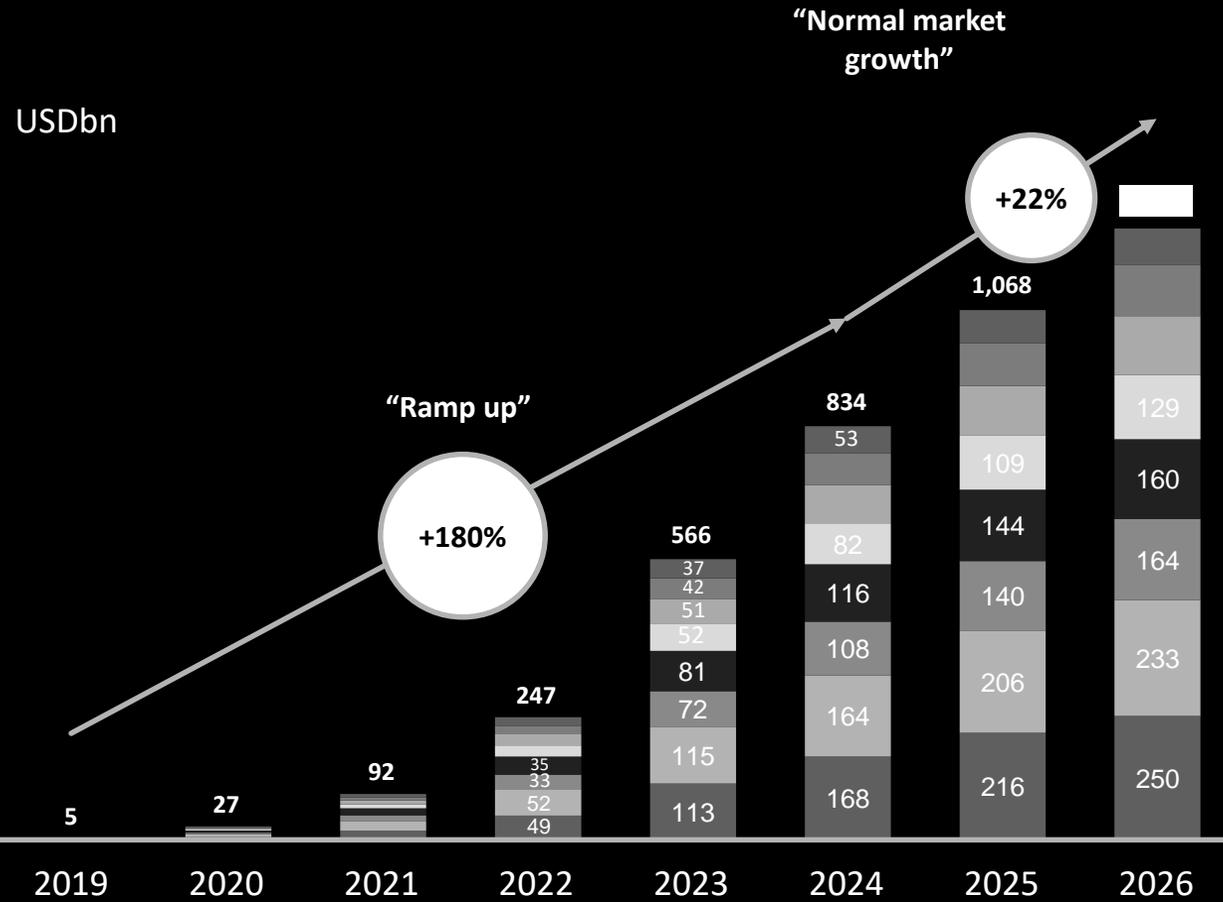


6G

2030 - Welcome to the internet of senses!



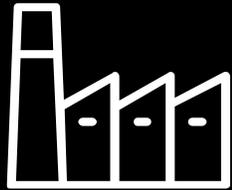
5G enabled digitalization revenues for ICT players



- Financial services
- Automotive
- Media & entertainment
- Public transport
- Healthcare
- Public Safety
- Manufacturing
- Utilities

- › Ramp up starting in the **first years** after the expected launch of 5G (~2018)
- › Full **commercial deployment** not expected before 2023
- › Ramp-up will continue until 2024
- › 2024 growth will decrease and follow the **normal market**

Industry 4.0



CONNECTED MANUFACTURING

Connected machines / robots /
AGVs / sensors/products in
work in the factory



CONNECTED WORLD

Connected products in use

Ericsson Research Industry Lab



Annual 360 MEUR net saving
Reduction of 16 million tons of CO₂ emission



Annual 2.5 MEUR net saving
Reduction of 9,400 metric tons of CO₂ emissions

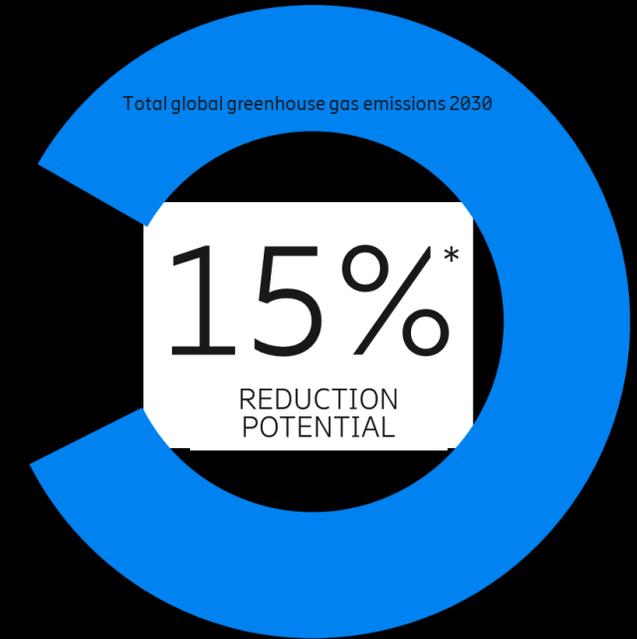
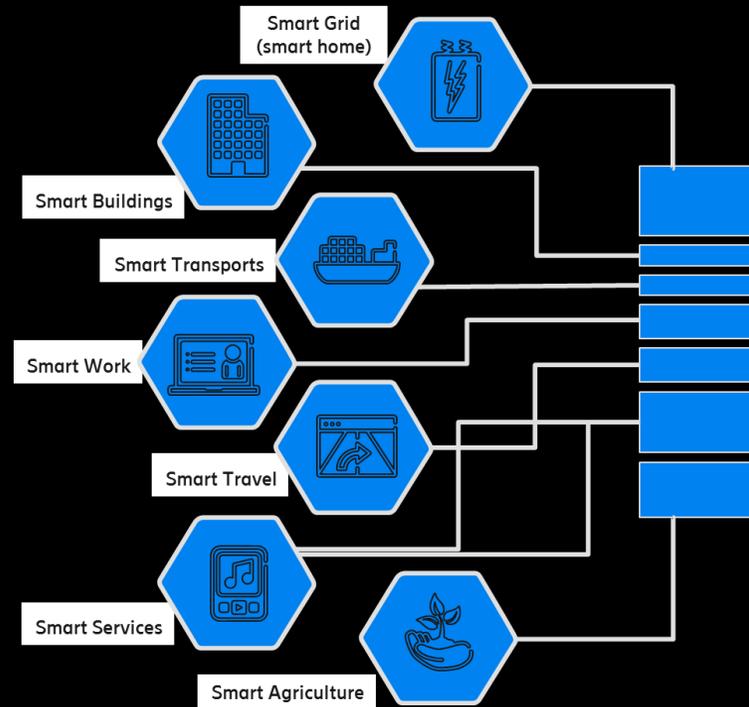


“EVERY PRODUCT IS A SERVICE
WAITING TO HAPPEN”

The wild card of decarbonization!

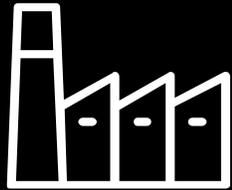


- ICT as the wildcard of decarbonization
- Can enable 1/3 of the first halving with current technologies
- Influences the decisions of 3 billion producers and consumers every day.
- AI, cloud computing, internet of things, etc...additional potential to be explored



*Potential GHG reduction by 2030 due to ICT in a high reduction scenario. Note: 7% in a medium scenario.

Connected world



CONNECTED MANUFACTURING

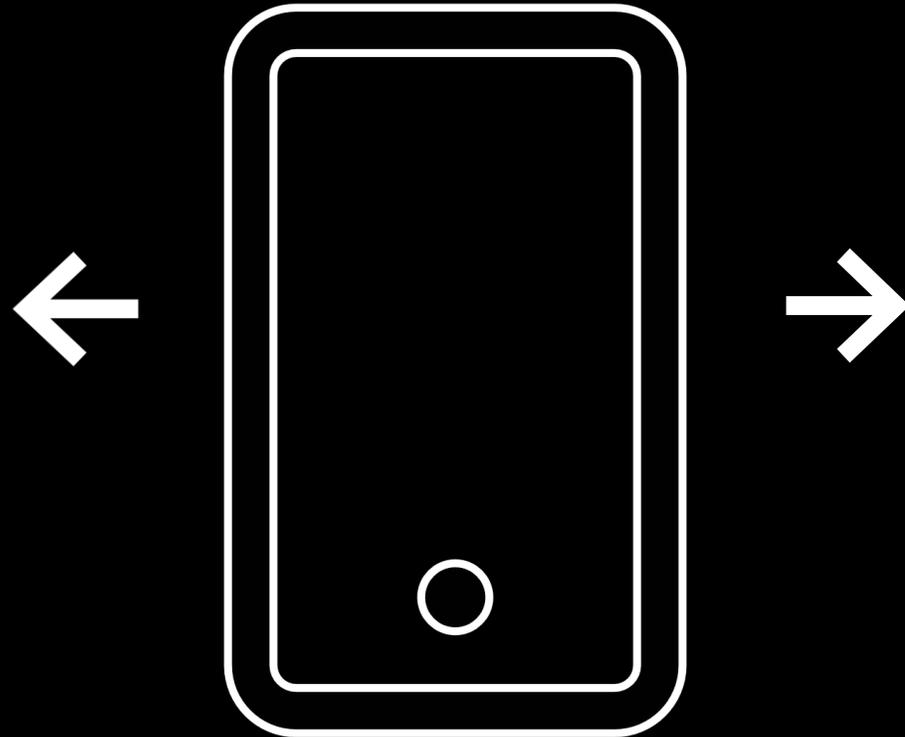
Connected machines / robots /
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work in the factory



CONNECTED WORLD

Connected products in use

Today - the most important movement in the world?





Consumers are 5G ready - worldwide!



Almost 7 out of 10 - Excited & willing to pay!



2025: 5G – An immersive revolution!

The future is immersive!

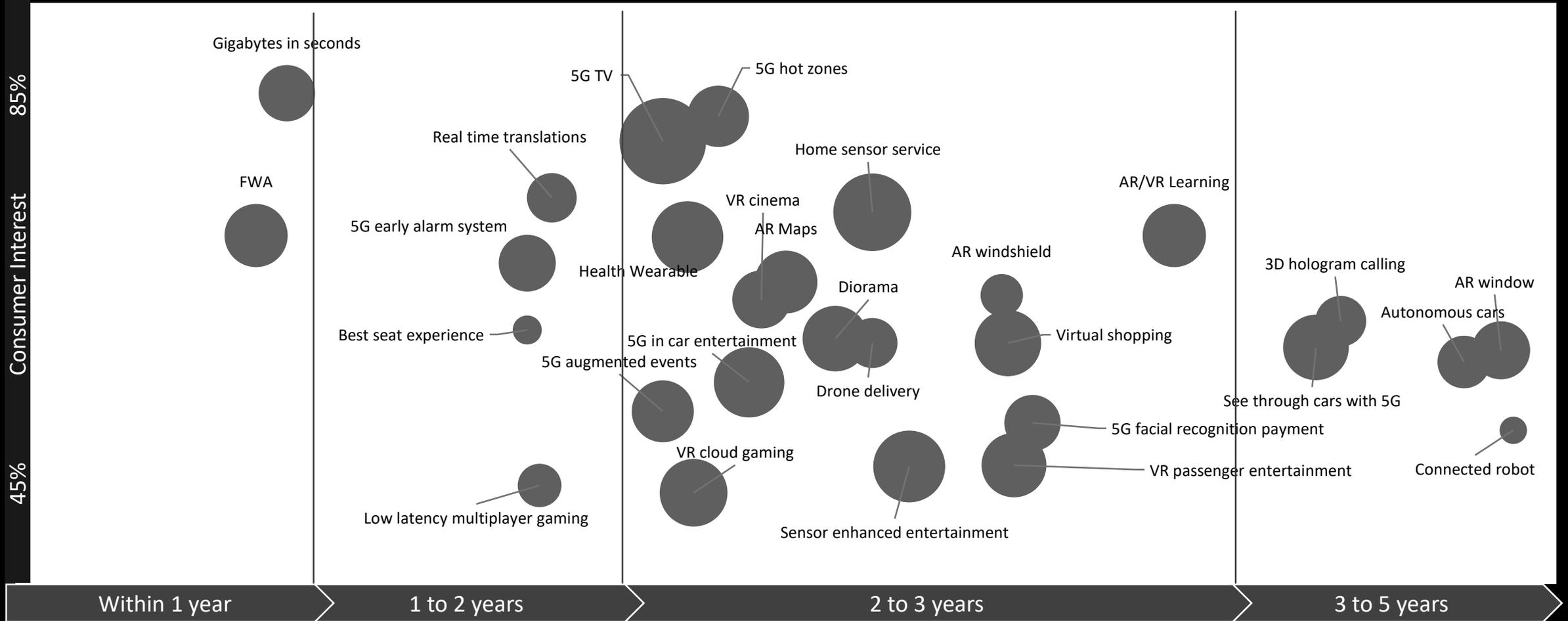


The future is immersive!

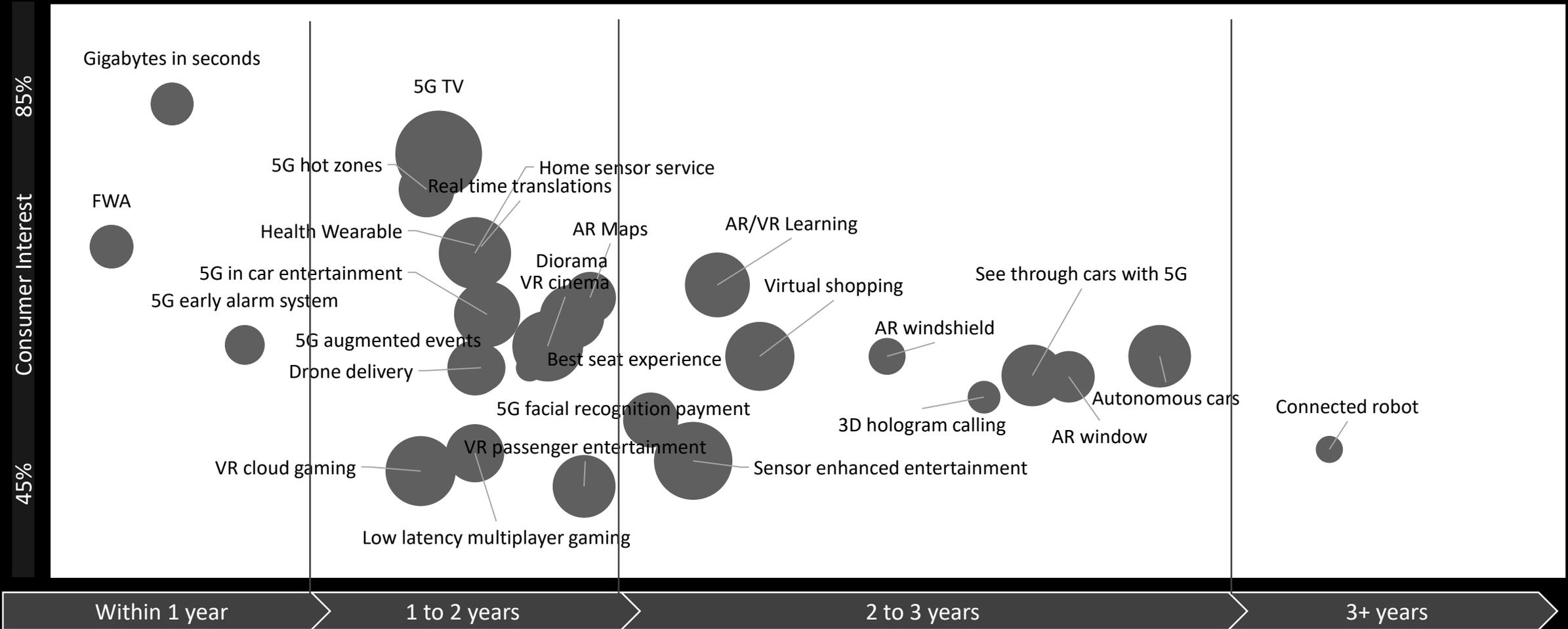


5G Global consumer use cases roadmap

28 use cases, across 6 use cases clusters tested with consumers



US Consumers expect much faster 5G use cases development



10 Hot Consumer Trends 2030

Welcome to the internet of the senses.

01. Your brain is the user interface

Fifty-nine percent of consumers believe that we will be able to see map routes on AR glasses by simply thinking of a destination.

02. Sounds like me

Using a microphone, 67 percent believe they will be able to take on anyone's voice realistically enough to fool even family members.

03. Any flavor you want

Forty-four percent predict a device for your mouth that digitally enhances anything you eat, so that any food can taste like your favorite treat.

04. Digital aroma

Around 6 in 10 expect to be able to digitally visit forests or the countryside, including experiencing all the natural smells of those places.

05. Total touch

More than 6 in 10 expect smartphones with screens that convey the shape and texture of the digital icons and buttons they're pressing.

06. Merged reality

VR game worlds are predicted by 7 in 10 to be indistinguishable from physical reality by 2030.

07. Verified as real

"Fake news" could be finished – half of respondents say news reporting services that feature extensive fact checks will be popular by 2030.

08. Post-privacy consumers

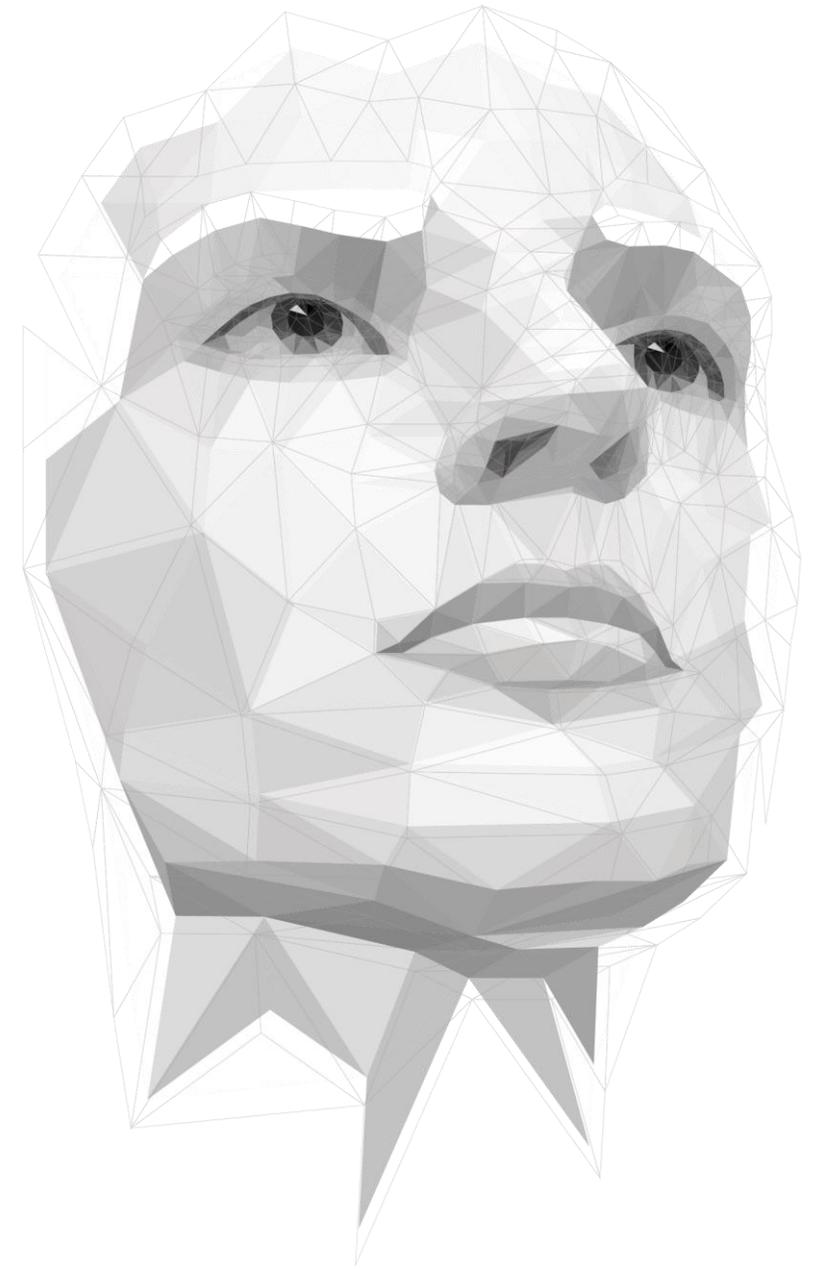
Half of respondents are "post-privacy consumers" – they expect privacy issues to be fully resolved so they can safely reap the benefits of a data-driven world.

09. Connected sustainability

Internet of senses-based services will make society more environmentally sustainable, according to 6 in 10.

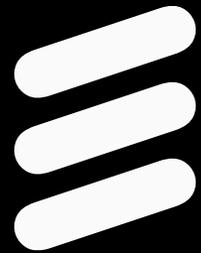
10. Sensational services

Forty-five percent of consumers anticipate digital malls allowing them to use all five senses when shopping.





No time to waste!
Go grab the future!



Go create! Go Innovate!