

Ubertrends

DIGITAL LIFESTYLE

MARRIAGE OF MAN AND MACHINE

49% of Americans have cut back on travel, food and healthcare spending in order to afford their technology

Launched in November 2022, ChatGPT now has over 300 million weekly users

56% believe that within 25 years most jobs will be done by robots/computers

NVIDIA Project DIGITS is a personal AI supercomputer that retails for \$3,000

Facebook now averages 3.3 billion monthly active users

A Waymo robotaxi and a Serve delivery robot collided in Los Angeles

Streaming has surpassed cable as most-watched viewing platform

At \$200-plus billion globally, the video game industry is larger than film, television and music combined

'Face with Tears of Joy' emoji is Oxford University Press 2015 Word of the Year

'I'm not a cat' becomes the Zoom poster child of work-from-home era

Ray-Ban Meta smartglasses record videos, translate and access live AI.

FOUNTAIN OF YOUTH

REJUVENATING BODY, SPIRIT, ENVIRONMENT

The global anti-aging market is expected to reach \$88 billion by 2029

Allergan's global Botox botulin toxin sales reached \$4.6 billion in 2024

191,348 spas form \$137 billion market

300 million practice yoga worldwide, while 34 million participate in the U.S.

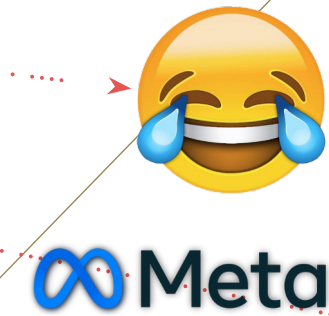
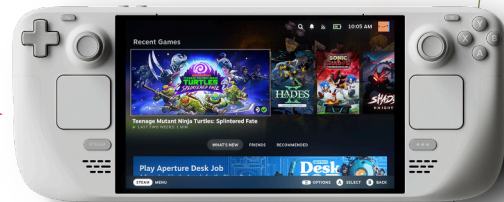
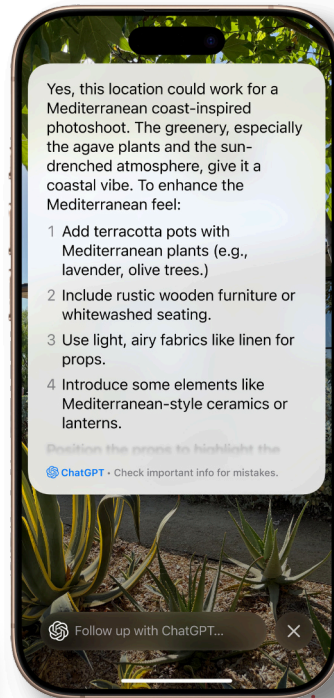
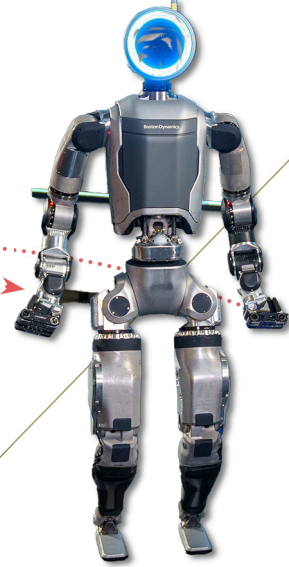
UltraShape Power 'body contouring'

The global medical tourism market will reach \$93 billion in 2025

Over 8,700 farmers markets registered in the USDA Farmers Market Directory

Solar capacity in the U.S. has grown by a factor of about 44,750 since 2000

Novo Nordisk's market value is now larger than the entire Danish economy.



VOYEURGASM

I LIKE TO WATCH

One day, just about everything will be digitally recorded

Global video surveillance market reached \$74 billion in 2024

The 1 billion security cameras are predicted to double in the next few years

1991 beating of Rodney King ushered in a new era in bystander recordings

4 billion YouTube videos watched daily

The average size of televisions sold today is 50-plus inches

'Selfie' named 2013 Word of the Year

One-third of Americans suffer from 'Celebrity Worship Syndrome.'



TIME COMPRESSION

THE ACCELERATION OF LIFE

The invention of the microwave oven and Polaroid camera in 1946 ushers in the modern era of 'instant gratification'

McDonald's 1948 debut in San Bernardino, Calif. establishes fast food as a \$978 billion global business and cultural icon

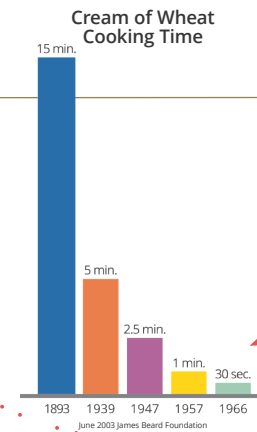
FedEx' 1973 debut pioneers overnight delivery, blazing the trail for same-day delivery, the new gratification standard

In 1987, Red Bull and Starbucks Corp. launch, spurring billion industries that get consumers through their busy days

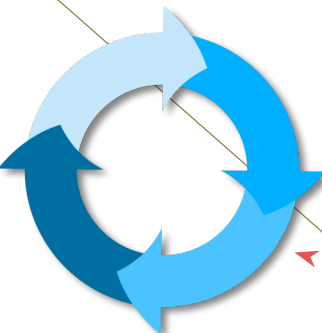
Fraunhofer receives a patent for MP3 in 1989 — first popular COmpression/DECompression algorithm (Codec)

Zara pioneers fast fashion: it turns over inventory 12 times vs. 3-4 for others

In 15 years, a Florida bird, the snail kite, evolves larger beaks and bodies to handle a new invasive snail species.



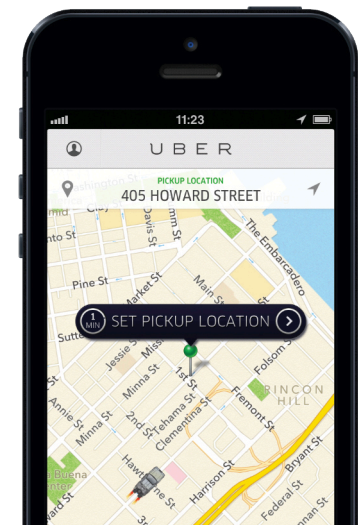
More powerful compression/decompression algorithms (codex) compress data in ever-smaller packages.



Accelerated AI workflows allow information to be processed faster, thereby accelerating decision-making.



Compressed data is sent via ever-faster cables, arriving milliseconds earlier — a practice popularized by high-frequency traders (HFT).



UNWIRED

UNTETHERED AND UNFETTERED

People check their phones 205 times a day, the 'screensucking' phenomenon

4.9 billion smartphone users in 2024

Apple has sold 2.3 billion iPhones

23 billion messages sent daily globally

The power we now all wield from the palm of our hand has created a generation of 'control enthusiasts'

47% of drivers admit to reading or sending text messages while driving

75% of millennials would rather lose the ability to talk than text

Alphabet's Wing will deliver DoorDash by drone in Dallas-Fort Worth area

In 2022, only 47% of U.S. households were married-couple households, down from 71% in 1970.



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