

Tech trends to watch in 2025 include AI agents, search, smart glasses, and on-device features

Article

2025 preview: Enterprise and consumer [adoption of generative AI](#) (genAI) continues to grow, and next year, we expect businesses and users alike to fully identify which AI applications and

providers make the most sense for them personally. Some will come out on top while others fizzle.

Here are 5 takeaways from our [Tech Trends to Watch in 2025](#) report:

1. Agents to the rescue: More than 100 million workers are expected to interact with [AI agents](#) by 2025, per Gartner, representing a large step forward for [automating and streamlining tasks](#) in the workplace.

- Key skills include writing code, booking travel, and managing investments, requiring minimal oversight and greater understanding than what chatbots are capable of.
- **Shopping is emerging as a popular application among users**, with 60% of Gen Zers—and 44% of consumers overall—interested in AI-assisted shopping, per PYMNTS.

The minimal oversight required by these agents can represent a risk, though, and **their deployment could magnify risks around data misuse and malicious activity.**

2. All in one: AI companies and smartphone manufacturers are pushing heavily into [mobile AI and on-device services](#), driven by both consumer demand and the need to gather real-world data on user behavior.

- **AI features will become standard on phones**, though providers can't ask for too much: 45% of users are reluctant to pay monthly fees for AI capabilities, per CNET.
- For companies that make software rather than hardware, including Meta, [device-optimized models](#) could reach broader audiences as smartphones become increasingly capable of running complex tech.

3. Smart glasses' potential: With their lightweight frame and accessible features, smart glasses are gaining traction as an affordable AR offering with AI capabilities.

[Ray-Ban Meta Smart Glasses](#) created a roadmap for rival products, and its success highlights how the wearables can be especially useful for content creators and advertisers.

4. GenAI search: Ad-supported [genAI search models](#) enable mass adoption and are already driving higher engagement and revenue for Google.

AI search isn't a cheap offering—Google disclosed that its operations cost 10 times more than traditional search—meaning that larger players with infrastructure and alternative

revenue streams are favored to succeed in that market.

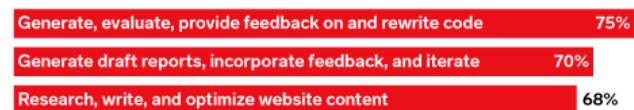
5. Twinning: Digital twins can help companies mock up marketing scenarios and consumer responses, with the ability to replace focus groups and transform how advertisers plan campaigns.

As an AI assistant, **digital twins help optimize and refine marketing strategies at scale** before releasing them, enhancing targeting accuracy and improving ROI.

What does this mean for tech companies and consumers? Go deeper [with our full report](#).

Organizations Are Most Interested in AI Agents for Code Development and Content Creation

% of executives worldwide whose company plans to use AI agents for each activity, June 2024



Note: an AI agent is defined as a technology designed to function independently, plan, reflect, pursue higher-level goals, and execute complex workflows with minimal or limited direct human oversight
Source: Capgemini Research Institute, "Harnessing the Value of Generative AI: 2nd Edition: Top Use Cases Across Sectors," July 30, 2024

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