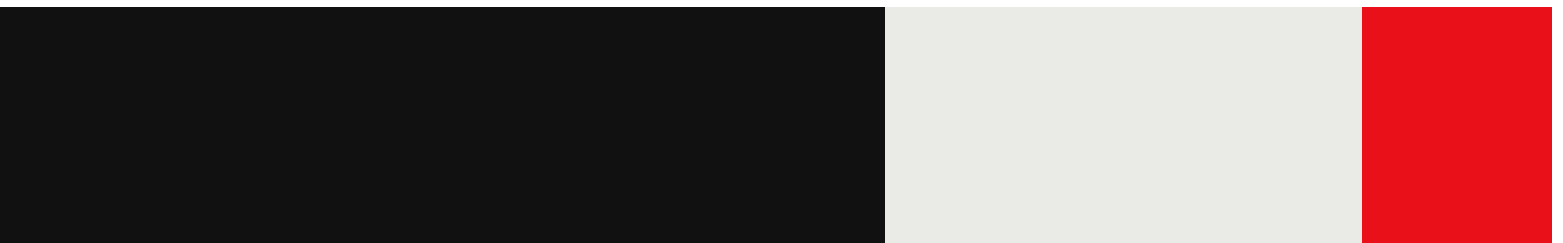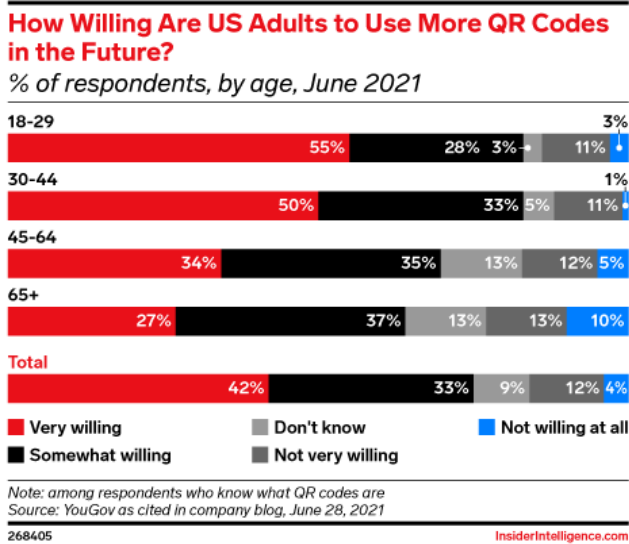# The Key Mobile Trends of 2022: Apps shift away from ad dependency, QR codes expand, and more

Audio

On today's episode, we discuss what our analysts think will be the key mobile trends of 2022. How much will apps shift away from ad dependency, and how far will QR codes expand their

reach beyond the pandemic? We then talk about whether people will find room in their homes for the largest Alexa-enabled smart display yet and if the biggest social media companies will ever become super apps. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Yory Wurmser.

How Willing Are US Adults to Use More QR Codes in the Future?
% of respondents, by age, June 2021

Age	Very willing	Somewhat willing	Don't know	Not very willing	Not willing at all
18-29	55%	28%	3%	11%	3%
30-44	50%	33%	5%	11%	1%
45-64	34%	35%	13%	12%	5%
65+	27%	37%	13%	13%	10%
Total	42%	33%	9%	12%	4%

■ Very willing ■ Don't know ■ Not willing at all
■ Somewhat willing ■ Not very willing

Note: among respondents who know what QR codes are
Source: YouGov as cited in company blog, June 28, 2021

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