

# CONTENTS

- The Future of Cleantech
  - IoT Technology in Smart Cities
  - Sustainable tech
- Wearables
  - Smart Rings
  - E-Textiles
  - Femtech
  - Babies
  - Healthcare
- Martech
  - AI & Product Development
- Live Streaming
- App Market



# The Future is CLEANTECH



Green energy technologies are reshaping the global energy landscape by enhancing the efficiency of renewable sources and lowering costs.

These innovations are essential in reducing the global carbon footprint and achieving sustainability goals.

In 2024, approximately **\$200** billion was invested in cleantech companies, marking a **70%** year-over-year growth. Cleantech now represents over **25%** of all venture capital funding, showcasing its growing momentum in global markets.





# IOT TECHNOLOGY IN SMART CITIES

The Internet of Things (IoT) is revolutionizing urban management by connecting a network of sensors and devices that collect and analyse data in real time. In smart cities, IoT is being used to reduce traffic congestion through dynamic traffic management, optimise energy usage via smart grids, and enhance safety with connected public services. For example, cities using smart grids can reduce energy consumption by **15-20%**, which significantly cuts greenhouse gas emissions. As urbanisation accelerates, IoT technology is essential for managing complex infrastructures more efficiently and sustainably.





# SUSTAINABLE TECH

Sustainable technology emphasises environmentally responsible innovation, focusing on reducing electronic waste, using green materials, and improving energy efficiency. From eco-friendly designs to recycling programs, companies are rethinking product life cycles to minimise waste and resource use. The global e-waste crisis, which reached 53.6 million metric tons in 2019, highlights the urgent need for sustainable tech solutions. By extending product life cycles and integrating circular economy principles, sustainable tech reduces harmful environmental impacts and conserves resources.

Cleantech advancements, from smart city IoT solutions to sustainable agriculture and transportation, are critical to building a low-carbon, sustainable future. These technologies not only drive economic growth but also pave the way for a greener and more resilient world.





---

**WEARABLE**

**DEVICES GET**

**SLEEKER &**

**SMARTER**

# SMART RINGS

Smart rings have taken wearables to the next level with their built-in near-field communication (NFC) technology. These devices enable users to make contactless payments, unlock doors, and share data with a simple tap of their finger.



**McLear's RingPay** acts as a contactless payment tool, allowing users to make purchases without needing an interface or app.

**Cnick's Tesla ring** enables Tesla owners to lock, unlock, and start their vehicles by tapping their knuckle. It also offers contactless payment functionality.

Search volume for the "Tesla ring" has increased by 240% over the past five years, signaling a growing interest in these high-tech accessories.



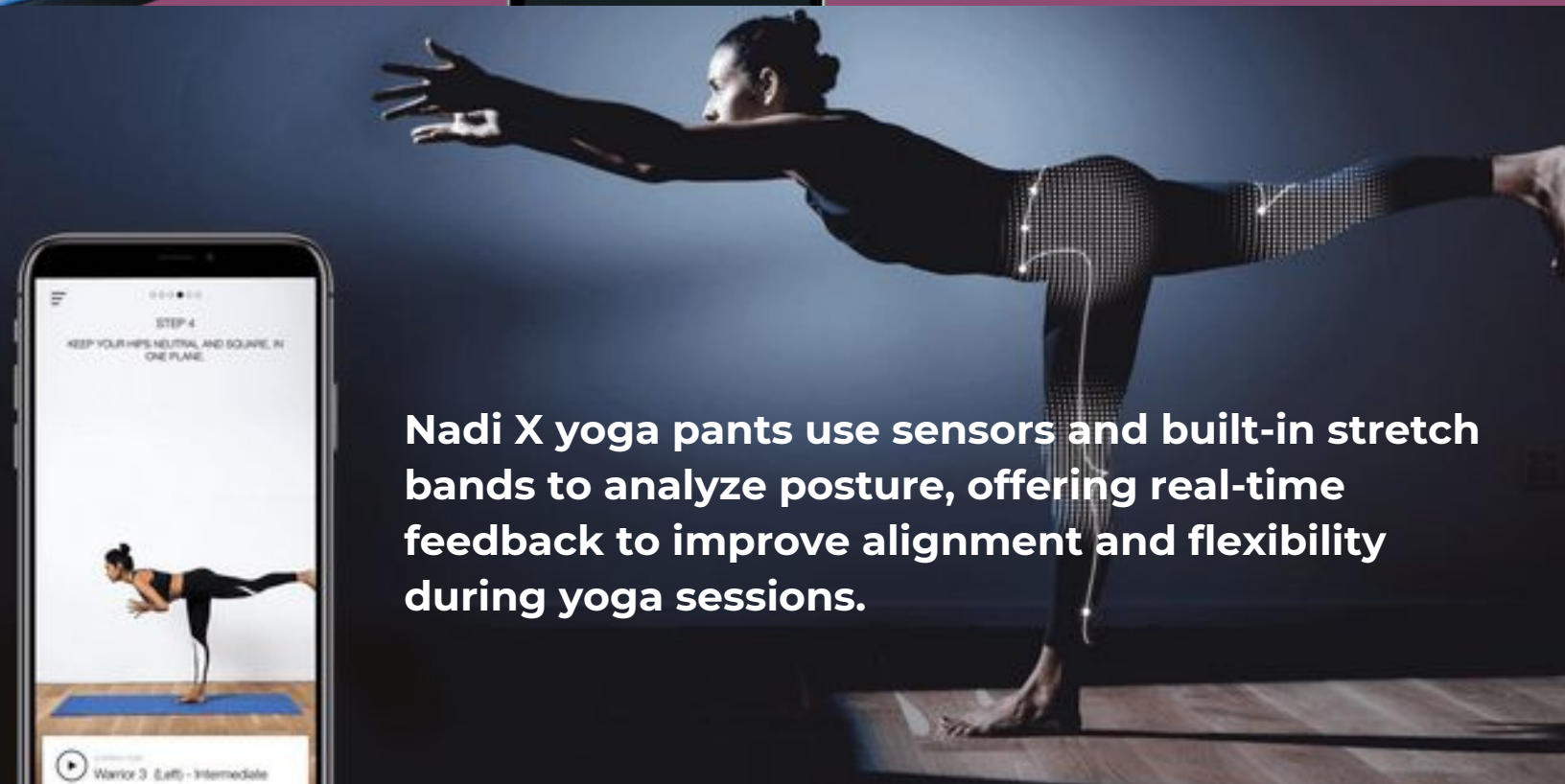


# E-TEXTILES

Wearable technology integrated into clothing, often referred to as e-textiles, is becoming increasingly popular. These innovative garments blend with everyday attire, offering health and fitness tracking that delivers personalised, body-specific data to promote a healthier lifestyle.



**Sensoria smart socks** cater to runners and walkers by tracking detailed data points such as foot cadence, landing position, and impact. By pairing with a mobile app, the socks offer real-time audio cues to help prevent injuries from improper form.



**Nadi X yoga pants** use sensors and built-in stretch bands to analyze posture, offering real-time feedback to improve alignment and flexibility during yoga sessions.





# FEMTECH IN WOMEN'S HEALTHCARE

FemTech wearables are transforming women's healthcare by offering tailored solutions for fertility tracking, pregnancy, and overall health monitoring.

Devices like **breathe ilo** use breath analysis to predict ovulation, providing women with an accurate, non-invasive way to track their fertility. By analysing CO2 levels, it sends data to an app that predicts the user's ovulation cycle using a self-learning algorithm.

Major tech companies like Apple and Samsung are incorporating FemTech features into their wearables. For example, the Apple Watch Series 8 includes temperature sensors that help predict fertility windows, while Samsung's Galaxy Watch 5 integrates ovulation-tracking algorithms in partnership with **Natural Cycles**.

# WEARABLES FOR BABIES

Wearables have even expanded to include devices for infants, offering parents peace of mind by monitoring their baby's vital signs.

**The Owlet dream sock** fits snugly around a baby's foot, tracking heart rate, oxygen levels, and movement. Paired with a mobile app, the device allows parents to monitor their baby's health in real time, sending alerts if any issues arise during sleep.





# WEARABLES IN HEALTHCARE

Wearables are revolutionising healthcare by offering continuous, real-time monitoring of vital signs, which has significant implications for managing chronic conditions.

- Devices like **smartwatches** are increasingly used to monitor heart rate, sleep patterns, and even detect early signs of diseases such as atrial fibrillation (AFib).
- Wearables like **biosensors and patches**, designed for patients with diabetes or cardiovascular conditions, can track glucose levels or heart rate variability, sending data to doctors for remote monitoring. This shift toward proactive health management is improving patient outcomes while reducing the need for hospital visits.





# MARTECH

## AI & Product Development in Influencer Marketing

AI is reshaping influencer marketing by introducing advanced tools and technologies that enhance campaign effectiveness and product development.



### AI DRIVEN INFLUENCER MARKETING

AI algorithms analyse vast amounts of data to identify the most suitable influencers for specific campaigns. By evaluating metrics like engagement rates, audience demographics, and content relevance, AI helps brands connect with influencers whose followers align with their target market. This data-driven approach ensures more effective collaborations and improved campaign outcomes.

### AUTOMATED AFFILIATE MARKETING

AI enhances affiliate marketing by automating tracking and optimization. AI-driven affiliate platforms provide real-time performance analytics, track conversions, and offer actionable insights to refine campaigns. This technology enables brands to implement dynamic commission structures and personalized incentives, boosting affiliate marketing efficiency and ROI.







## AI CHATBOTS

AI chatbots are revolutionising customer interactions by offering real-time, personalised support and recommendations. Influencers can integrate chatbots into their marketing strategies to engage followers in meaningful conversations, answer queries, and provide product suggestions. This technology enhances the shopping experience, making it more interactive and responsive.

## CONTENT PERSONALIZATION

AI enables content personalisation by analysing user behaviour and preferences. Influencers can use AI to create customised content that resonates with their audience, enhancing engagement and driving higher conversion rates. Personalised recommendations and targeted messaging ensure that influencer content is more relevant and impactful.

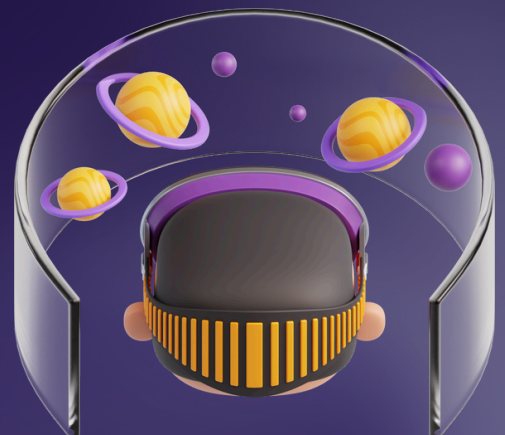


## AI IN PRODUCT DEVELOPMENT

Brands are using AI tools to streamline product development processes, incorporating influencer feedback into product design. AI accelerates tasks such as formulation testing and market analysis, allowing for rapid adjustments based on influencers' insights. This integration enables brands to create products that are more likely to appeal to their target audiences.

## VOICE ASSISTANTS

Voice assistants are becoming increasingly important in influencer marketing. These AI-driven tools enable hands-free interaction with smart devices, allowing users to receive personalised product recommendations and updates through voice commands. Influencers can leverage voice assistants to create branded experiences and integrate affiliate marketing directly into voice-driven platforms.





# LIVESTREAMING

Live streaming has evolved from its gaming roots into a powerful tool across various sectors, including eCommerce, social media, and events. As technology advances and consumer behaviours shift, live streaming has become a key method for engagement and interaction.

## Historical Context and Growth

- **Early Days:** Live streaming began gaining traction with platforms like Justin.tv (now Twitch) in 2006, which popularized gaming broadcasts. Milestones such as the introduction of the iPhone in 2007 and platforms like YouTube and Facebook Live further propelled live streaming into the mainstream.
- **Current Market:** The live streaming market is projected to reach \$534.37 billion by 2030. This growth is driven by diverse applications and increased accessibility.



# KEY TRENDS AND APPLICATIONS

- **eCommerce Integration:**

- **Shoppable Live Streaming:** Brands are leveraging live streams to showcase products in real-time, allowing viewers to make purchases directly through the stream. This method enhances consumer engagement and drives sales.
- **Consumer Behaviour:** Live streaming has altered shopping habits, providing an interactive and immersive experience that traditional eCommerce platforms cannot match.

- **Social Media Engagement:**

- **Real-Time Interaction:** Platforms like Instagram Live and Facebook Live offer users a chance to connect with their audience in real-time. This interaction builds intimacy and fosters stronger connections between influencers and followers.
- **Diverse Content:** From Q&A sessions to live demonstrations, the range of content is vast, allowing users to engage in various ways.

- **Event Streaming:**

- **Virtual Events:** The pandemic accelerated the adoption of live-streamed events, including conferences, concerts, and religious services. These virtual gatherings provide an immersive experience similar to in-person events.
- **Fitness Industry:** Live-streamed workouts surged during the pandemic, with 85% of consumers reporting weekly use of live fitness classes by April 2021.



# PROMISING FUTURE FOR THE GLOBAL MOBILE APP MARKET

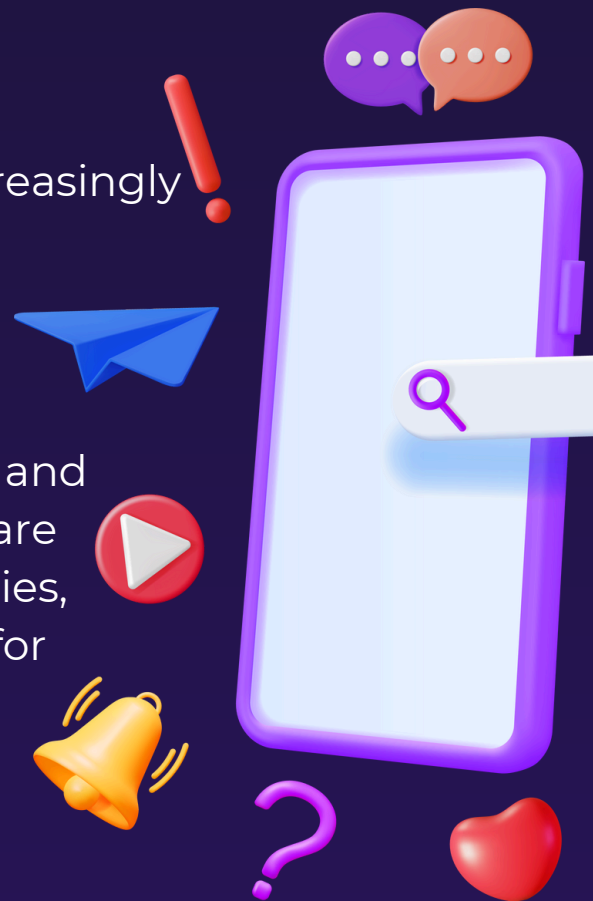
The mobile app industry is set for remarkable growth, with projections indicating 189 billion instals and \$186 billion in revenue by 2027. The market is evolving, with shifts in revenue distribution and emerging regional trends.

## Global Revenue and Market Dynamics

- **Growth Projections:** The mobile app market is anticipated to experience an 8.4% compound annual growth rate in global user spending, leading to a 50% increase in revenue compared to \$124 billion in 2022.
- **App Store vs. Google Play:** The App Store is expected to lead in revenue growth due to its robust ecosystem and user base. While the Google Play store will also grow, the App Store's dominance highlights its crucial role in shaping the future market.

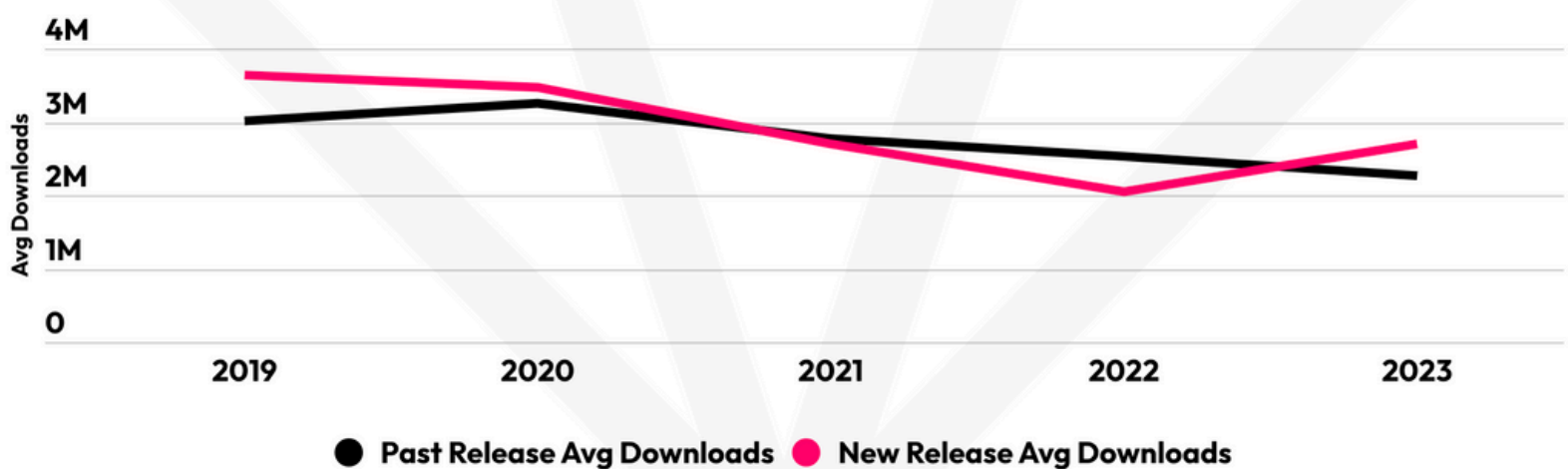
## Premium Apps

- **Shift to Paid Solutions:** Users are increasingly opting for premium apps that offer enhanced features, performance, and efficiency moving away from Google's free offerings. Apps like Superhuman for email management and Zoom/Teams for video conferencing are preferred for their advanced capabilities, highlighting a trend towards paying for quality and convenience.



- **Shifting Revenue Trends**

**Decline of Mobile Games:** The mobile gaming market has experienced some turbulence in recent years, first with rapid growth at the start of the pandemic and then headwinds including inflation, economic uncertainty and new privacy rules. According to the State of Mobile Gaming 2024 report, global consumer spend in mobile games declined for the second straight year to \$107.3 billion in 2023, while their downloads fell for the first time to nearly 88 billion.



**Rise of Entertainment and Photo & Video Apps:** Spending is increasingly being directed toward apps in the Entertainment and Photo & Video categories because of the growing popularity and influence of short-form video content. Platforms like TikTok, YouTube Shorts, and Instagram Reels have revolutionised how users consume media, prioritising quick, engaging, and easily shareable content. This shift in user behaviour, coupled with the short attention spans of today's digital consumers, has led to a surge in demand for video creation, editing, and consumption tools.





Style ID Africa Pty Ltd. All Rights Reserved. Documents, data, ideas, templates, presentations and information are company's secret. Any usage thereof for whatever purpose, requires prior written consent from Style ID Africa Pty Ltd, otherwise such usage will constitute, among others, infringement of exclusive Style ID Africa Pty Ltd rights and act of unfair competition.