

Global consumers show appetite for AI-driven personalized solutions

NIQ powered by GfK intelligence

GFU Home & Consumer Tech

IFA Innovation For All

Global · % of respondents

58%

Are comfortable with a digital shopping platform making product **suggestions**

51%

Would be interested in using tools powered by AI to **help manage their household shopping in the future**

40%

Are comfortable with a digital shopping platform **making purchase decisions for them**