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global
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agency

CES 2025 Highlights & Trends.

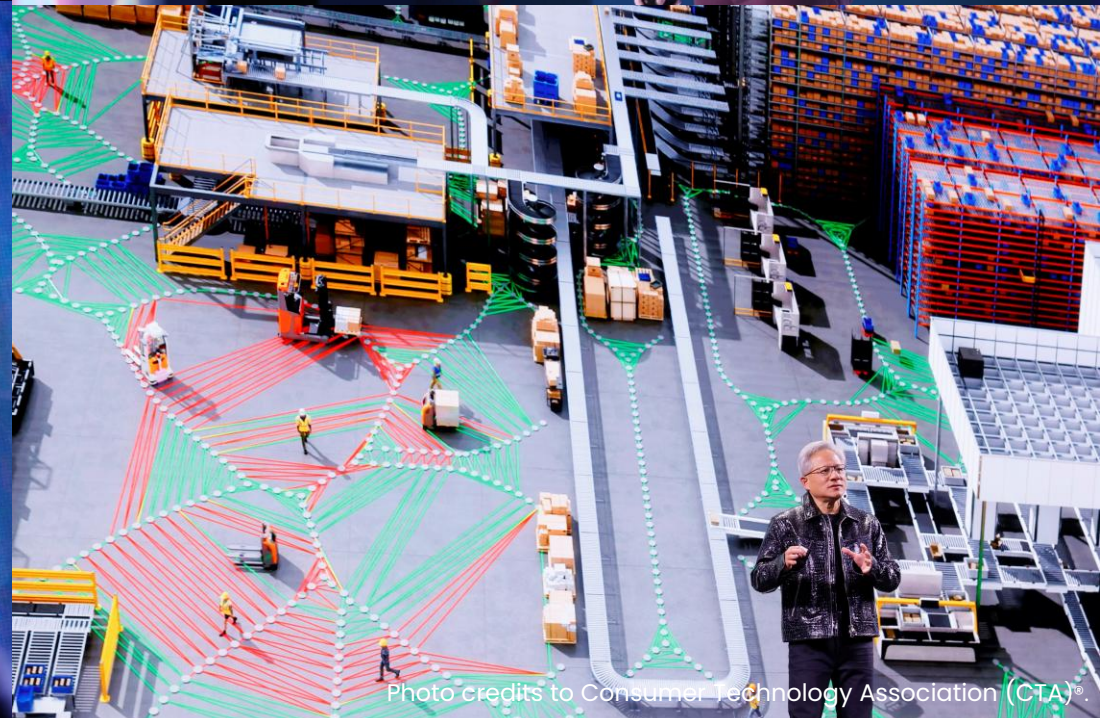


Introduction.

CES (Consumer Electronics Show) is the world's largest technology event, organised annually by the Consumer Technology Association (CTA). CES 2025 took place in Las Vegas, Nevada, from January 6 to January 9, 2025, attracting attendees from over 150 countries, including businesses, media, and industry professionals. Known for its influence on shaping the future of technology, CES is a key event for unveiling trends and innovations set to impact industries worldwide.

What This Report Covers

This report provides an in-depth exploration of the key highlights from CES 2025, focusing on groundbreaking trends and innovations shaping the tech and retail industries.





Key Trends.

AI Integration & Practical Applications.

Artificial Intelligence is now delivering tangible benefits across various sectors:

- **Smart Home Innovations:** AI-driven systems adapt to user needs, e.g., refrigerators suggesting recipes based on contents, and lighting systems adjusting to moods.
- **Energy Efficiency:** Samsung's AI Hybrid Cooling Refrigerators use advanced compressors and Peltier modules for reduced energy consumption.
- **Personalisation:** Devices like health monitors and smart home products tailor experiences by learning user preferences.



Sustainability & Environmental Innovation.

A genuine focus on sustainability and environmental impact is evident:

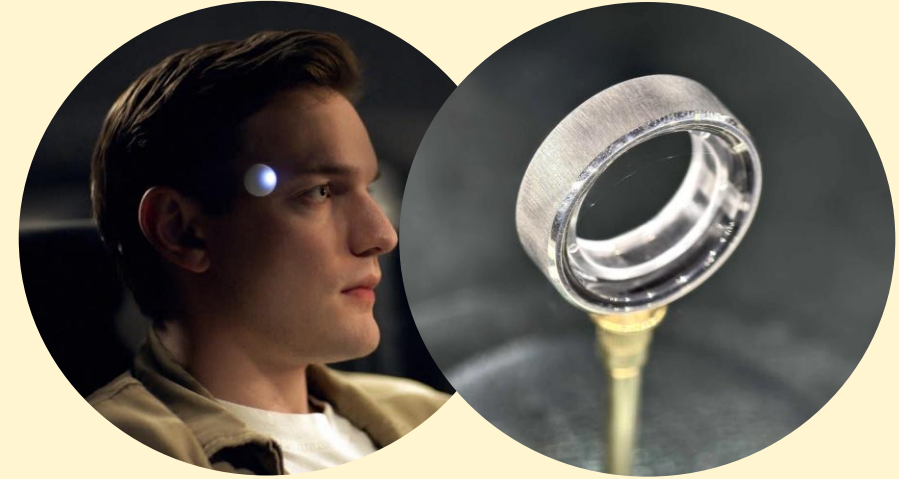
- **Circular Manufacturing:** Emphasis on repairability and circular economy initiatives.
- **Energy-Efficient Appliances:** Hisense's Smart Tower portable air conditioner improves cooling efficiency while using less power.
- **Electric Vehicles (EVs):** Advancements in battery technology enable longer ranges and shorter charging times.
- **Second-Hand Luxury and Sustainable Fashion:** Circular fashion models, including second-hand luxury goods, are gaining popularity as consumers prioritise sustainability.



Health and Wellness Technologies.

The next generation of wearable tech is driving wellness innovations:

- **Real-Time Health Monitoring:** Devices track sleep and detect early signs of medical issues.
- **AI-Driven Health Metrics:** Wearables use advanced AI for detailed health insights and personalised recommendations.
- **Smart Rings:** Emerging wearable tech like Oura rings shifts health tracking from smartwatches to more discreet and effective options.



Automotive Innovations.

The automotive sector is embracing cutting-edge technology:

- **Autonomous Driving:** Enhanced safety features and intelligent vehicle systems are making strides.
- **Electric Vehicles:** Manufacturers like Honda are launching sustainable and efficient new models.
- **In-Vehicle Voice Commerce:** Technologies like SoundHound AI allow drivers to order food and complete transactions using voice commands, creating new retail opportunities.



The background features a series of concentric circles composed of many thin, light green lines. These lines are arranged in a way that creates a sense of depth and movement, radiating from the center of the image. The overall color palette is a muted, earthy green.

Pioneering Brand ideas.

WITHINGS

Withings' Omnia Smart Mirror at CES 2025

At CES 2025, Withings introduced the Omnia Smart Mirror, a conceptual device that integrates AI and health tracking to provide users with comprehensive health assessments.

Key Features:

- **360-Degree Health Monitoring:** Omnia conducts full-body scans to evaluate metrics such as heart health, lung function, weight, sleep quality, activity levels, and nutrition.
- **Integrated Health Sensors:** The device combines functionalities of smart scales, heart rate monitors, and other health devices to deliver a holistic health overview.
- **AI Voice Assistant:** An integrated AI provides real-time feedback, answers health-related questions, and offers motivation and guidance.
- **Telemedicine Capabilities:** Omnia can connect users with healthcare professionals for virtual consultations, facilitating seamless telehealth interactions.

Currently a concept with no release date, Omnia highlights Withings' focus on integrating advanced health tracking into daily life.

[Find out More>>](#)



Images courtesy of Withings.com

BMW GROUP

At CES 2025, BMW unveiled its new Panoramic iDrive system, set to debut in the upcoming Neue Klasse vehicles by late 2025.

Key Features:

- **BMW Panoramic Vision:** This innovative head-up display spans the entire width of the windshield, projecting essential driving information directly into the driver's line of sight.
- **BMW Operating System X:** Serving as the intelligent core, this system offers extensive personalisation and a wide array of digital functionalities, enhancing the user experience.
- **Enhanced Driver Focus:** The design emphasises ergonomics and optimal information distribution, ensuring drivers receive pertinent data without distraction.
- **Multimodal Interaction:** Combining touch, voice, and gesture controls, the system provides intuitive and versatile user engagement.

BMW's Panoramic iDrive represents a significant advancement in vehicle operation, aiming to set a new industry benchmark in driver interaction and infotainment systems.

[Find out more >>](#)

Images courtesy of [bmwgroup.com](https://www.bmwgroup.com)



Vision: Woven City represents Toyota's commitment to sustainable, tech-enabled urban living and its evolution into a mobility company.

Key Highlights:

- **Phase 1 Completion:** Construction of the first phase of Toyota's Woven City is complete, with the official launch planned for fall 2025. Around 100 initial residents, including Toyota staff and families, will move in, expanding to 360 in Phase 1.
- **Purpose:** A "living laboratory" for testing and co-creating innovative solutions to societal challenges, blending Toyota's manufacturing expertise with advanced software capabilities.
- **Sustainability:** Woven City achieved Japan's first LEED for Communities Platinum certification for its eco-friendly and human-centric design.
- **Partnerships:** Collaborations with companies like Daikin and NISSIN to develop innovative concepts in areas such as personalised environments and sustainable food solutions.

[Find out more >>](#)



Images courtesy of Toyota Woven City.com



mudra

At CES 2025, Wearable Devices Ltd. introduced the Mudra Link, a neural interface wristband that enables touch-free control of digital devices across multiple platforms, including Android, iOS, macOS, and Windows.

Key Features:

- **Neural Gesture Control:** Utilises Surface Nerve Conductance sensors to detect subtle finger and wrist movements, translating neural signals into intuitive commands for various devices and applications.
- **Cross-Platform Compatibility:** Functions seamlessly with major operating systems, enhancing user interaction with devices such as AR glasses, smart TVs, smartphones, tablets, and computers.
- **Customisable Gestures:** Allows users to personalise gestures for specific commands, tailoring the device to individual preferences and enhancing the user experience.

Recognition:

The Mudra Link was honored as a CES® 2025 Innovation Awards Honoree in the XR Technologies & Accessories category, highlighting its innovative design and pioneering capabilities in neural interface technology.

[Find out more>>](#)



Images courtesy of mudra-band.com



LeafyPod

At CES 2025, LeafyPod introduced an AI-powered smart planter designed to automate and simplify indoor plant care. LeafyPod aims to make plant care stress-free and satisfying, catering to both seasoned plant enthusiasts and newcomers.

Key Features:

- **Automated Watering:** The planter adjusts watering schedules based on each plant's specific needs, with a reservoir that holds up to four weeks' worth of water.
- **Environmental Monitoring:** Equipped with sensors that track light, humidity, temperature, and soil moisture, providing real-time data through the LeafyPod app.
- **Smart Home Integration:** Compatible with platforms like Alexa and Google Assistant, allowing for voice-controlled plant care.
- **Cordless Design:** Features a rechargeable battery lasting up to six months, ensuring uninterrupted operation.

[Find out more >>](#)

Images courtesy of leafypod.one

Monstera

Based on plant type

Water every 1-2 weeks

Soil to dry out between watering

Location

Seattle, WA

Season

Winter



Dry



Bright



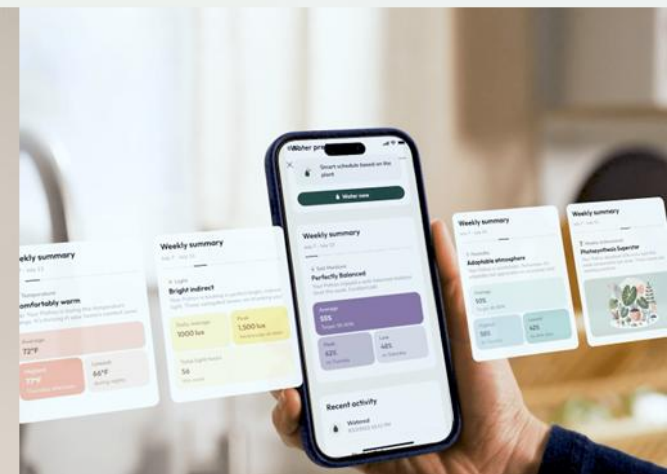
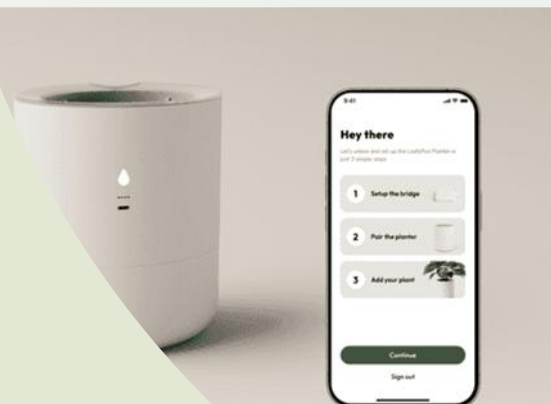
56°



48%

✦ Next watering scheduled on

3/28 (in 6 days)



Retail and Consumer Experience Trends.

The retail landscape is rapidly evolving, with emerging trends continuing to redefine how consumers shop. While core trends remain consistent with previous years, brands are refining their focus and enhancing customer experiences. They are raising the bar by making strategic pivots that align with their brand identity, improve consumer engagement, and elevate brand awareness.

Experiential Shopping

Physical stores will continue to transition into engaging, interactive spaces, with pop-up shops bridging the gap between online and offline experiences. Think spaces where consumer can have unique experiences and engage with brand communities.

Hybrid Shopping Models

The seamless integration of online and in-store shopping offers consumers greater flexibility. Features like collection areas with changing rooms and interactive mirrors enhance the experience, while VR technology lets tactile shoppers explore products both in-store and virtually. Combined with the ease of purchasing larger or customised items with a single click for doorstep delivery, this approach is gaining popularity.

Social Commerce

The integration of shopping features in social media platforms has transformed how consumers discover and purchase products. Platforms like TikTok Shop, Instagram Shopping, and Xiaohongshu streamline buying and boost engagement. These innovations simplify the buying process, meet consumers where they spend time online, and create opportunities for brands to connect with their audiences more effectively.

Integrated Ecosystems

The growing demand for interconnected smart home devices presents significant opportunities for brands to collaborate and showcase their products' synergy through in-store experiences. By creating interactive displays that demonstrate how various smart devices work together seamlessly, retailers can educate consumers and enhance engagement.

Conclusion.

Over the last several years, we have seen brands' key messages at shows like CES focus on familiar themes such as AI, sustainability, and personalisation. However, what feels different this year is that brands have shifted from merely discussing these topics to demonstrating practical applications that have real impact for consumers. They seem to have prioritised actionable solutions rather than theoretical concepts.

CES 2025 showcases a clear evolution towards practical AI applications, meaningful sustainability initiatives, and innovations designed to meet consumer needs for efficiency, health, and personalisation. Brands embracing these trends are positioning themselves as leaders in an ever-changing retail landscape.



(Photo by Artur Widak/Anadolu via Getty Images)Anadolu via Getty Images

Elevate Your Retail Presence in 2025.

At 100% Group, we specialise in delivering end-to-end retail solutions that help brands like yours connect with customers and achieve lasting success.

Why We're Your Partner of Choice

- **Innovative Design** – Our expert design team collaborates with you to create compelling retail displays and environments that resonate with your target audience and reflect the latest trends.
- **Insightful Auditing and Surveying** – Our audit and survey services capture valuable data, drawings, and photographs of your retail environments. These insights help you plan and optimise future campaigns, enhancing efficiency and effectiveness.
- **Quality Production** – With our production capabilities, we bring your designs to life using high-quality materials and sustainable practices. Our processes are efficient and scalable, ensuring consistency and excellence across all your retail displays.
- **Expert Installations** – Our global network ensures efficient, seamless deployment, managing everything from planning to logistics, ensuring displays are correctly assembled, positioned, and merchandised to planogram.
- **Proactive Updates** – We manage the rollout of updates to your retail displays, keeping them current and effective. Our experienced team provides detailed reporting and quality control, ensuring each campaign is executed flawlessly.
- **Comprehensive Maintenance** – We provide both proactive and reactive support to keep your retail environments in optimal condition. With a personalised support platform and agreed SLAs, we ensure minimal downtime and sustained customer engagement.
- **Sustainable Recovery** – We champion sustainability with our recover solutions, recycling or upcycling old displays to reduce environmental impact. This supports your brand's commitment to responsible retail and appeals to the growing number of eco-conscious consumers.

When you partner with 100% Group, you gain a dedicated team invested in your success. Let's work together to create retail spaces that inspire customers and elevate your brand.

Can we rethink retail for the better?
UNDOUBTEDLY!

Will your next campaign benefit
from our vast experience and
centrally managed solutions?
100%

Ready to bring your vision to life?
Let's discuss your next project and
embark on the journey together!

To discuss your next project,
contact our team:

