

Over a five year period:

- RFID use in the supply chain only will proliferate. RFID is just one of the sensors. Cameras will be more important.
- RFID-based supply chains will put considerable stress to the back end infrastructure due to increased data requirements.
- Reward mechanisms for commercial use of private data will be introduced.
- The learnt behaviour of shopping will change and we will need to be educated in new practices. For example self-check out will be widely accepted.
- Consumer activism will increase.
- Personalised consumer services will be using sensor data to improve their accuracy.