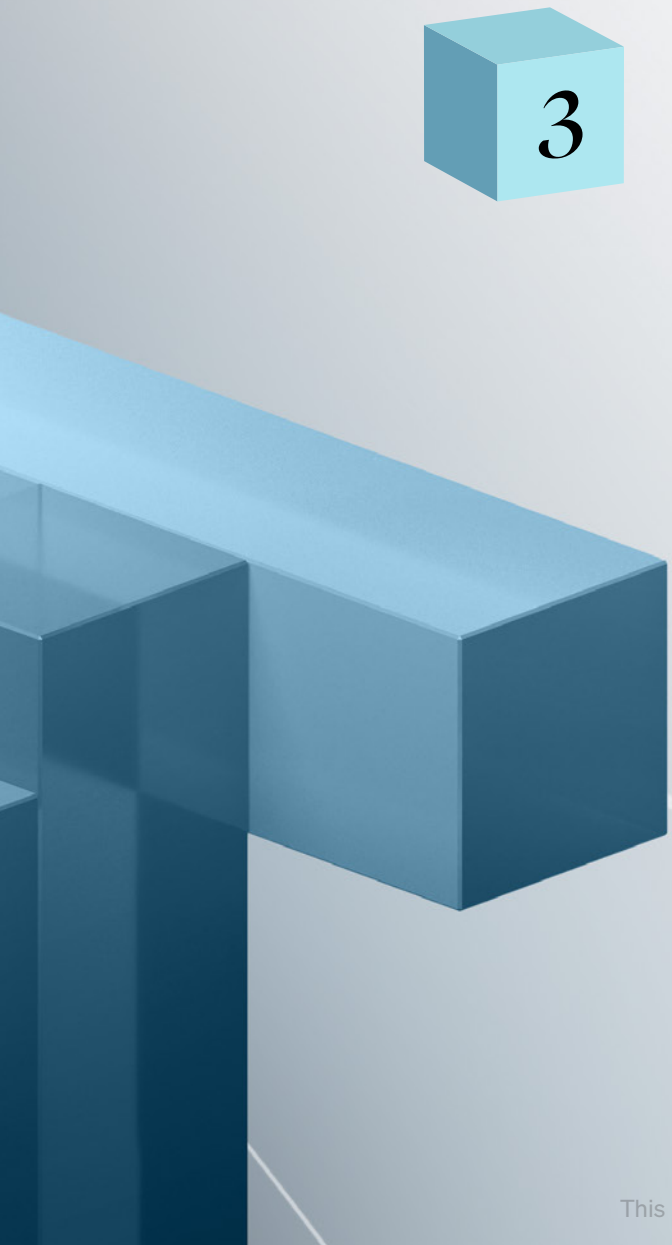

3 The end of app switching; Intent is the new interface

The dominant interface won't be an app, a browser or a workspace. It will be a single AI-native environment that collapses every workflow into one continuously personalized stream. Users will stop navigating between tools or tabs and start inhabiting intelligent interfaces that anticipate, execute and transact across every modality of work and life.

Agentic browsers

The emergence of agentic browsers is transforming web navigation, positioning the browser as the future primary interface for human-computer interaction.

The traditional web browser is no longer a gateway to websites or a passive tool for document retrieval and navigation. Browsers are rapidly becoming intelligent, agent-powered environments that understand intent and carry out tasks on behalf of the user. After decades of static web navigation defined by clicks and links, these platforms are beginning to collapse complex multi-step workflows into single conversational interactions.

Instead of searching, opening multiple tabs, filling forms, comparing sources, the user can now state their intent, and the browser handles the rest. Evolving into dynamic, context-aware assistants, agentic browsers can summarize content, complete tasks and execute multi-step processes like booking a reservation or comparing products across websites, often without the user visiting any of them.

As the preeminent digital front door, companies are racing to control this new paradigm. Their goal is to make the browser the central point of interaction between users and intelligent systems, embedding AI into the core experience so that tasks once requiring multiple sites, tabs and forms can now be completed in a single step.

These systems work by combining large language models with retrieval engines and persistent memory, allowing them to interpret user intent and carry context across sessions. By maintaining persistent context and (with consent) accessing user credentials, history and preferences, these browsers can execute tasks autonomously.

The convergence of search, browsing, and agentic execution means users no longer merely visit websites, but interact with intelligent systems that can navigate the web, conduct multi-step reasoning, and take action on behalf of users. In addition, these browsers are adding transaction capabilities via emerging agentic payments protocols (Agent Payments Protocol - AP2, Agentic Commerce Protocol - ACP, x402 etc.) enabling autonomous transactions.

As this new era of agentic commerce takes hold, Generative Engine Optimization (GEO) becomes critical, with AI-driven agents now translating intent into transactions, frequently bypassing conventional research and comparison. Winning brands will focus on influencing the signals and rules that drive agent decision-making, not just consumer discovery.

Market and industry perspectives

The global AI browser market size is projected to grow from $4.5B in 2024 to $76.8B by 2034, growing at a CAGR of 32.8% during the forecast period from 2025 to 2034.[18]

Traditionally dominated by Google (Chrome) and Microsoft (Edge), the AI browser market is experiencing rapid growth, driven by advancements in AI and increasing demand for personalized and automated browsing experiences. While legacy players move to embed AI features into existing interfaces, AI-native challengers are redefining the web browser space.

Companies are designing browsers to act as personal AI assistants or "thought partners", enabling agents to summarize web pages and email, draft responses, access calendars, and even make purchases.

The advent of AI browsers leads to growing privacy concerns, such as user data being collected, stored and used to train future models or potential intellectual property issues related to 'all-seeing' browsers. Some players are pursuing local processing approaches, with others maintaining user privacy through processing requests without collecting personal data.

While available to general consumers, AI browsers also offer opportunity for employees. According to the Greyhound CIO Pulse 2025 report, 42% of enterprise leaders say they are actively exploring or experimenting with AI-native browsers for use cases such as research, planning and automation.[19]

[18] Market.US. (2025, July). Global AI Browser Market Size, Share Analysis Report by Type. https://market.us/report/ai-browser-market/.
[19] AI browsers: The future of digital navigation?. Greyhound Research. (2025, July 21). https://greyhoundresearch.com/ai-browsers-the-future-of-digital-navigation/.

AI native workspaces

Embedding intelligent agents directly into the flow of work to redefine productivity, collaboration and decision making.

After decades of app-based productivity, a new generation of AI-native workspaces is emerging – environments built around autonomous agents that interpret intent, orchestrate workflows and execute actions across systems.

Unlike traditional tools that require employees to adapt to static applications, users will begin to operate within AI-native workspaces that dynamically adjust to their intent, using contextual understanding, memory and reasoning to anticipate needs and act proactively.

This marks a shift from app-centric work to agent-centric work, unifying documents, communication and workflows into a single intelligent layer. Instead of switching between spreadsheets, emails and chat threads, employees will interact conversationally with an agent or number of agents which span their digital environment. Moreover, agents will move from reactive assistance to proactive execution. Instead of waiting for commands, agents will continuously monitor and understand the context of ongoing projects, surface insights, complete actions proactively and deliver completed outputs.

AI-native workspaces retain memory across sessions and integrate with enterprise data sources, transforming fragmented tools into a unified knowledge base for contextual search and instant information retrieval. With user consent, they access calendars, Customer Relationship Management (CRM) systems, and communication channels to automate workflows and anticipate user needs. The most innovative platforms go further, planning and executing multi-step tasks across applications while maintaining state and permissions. In this model, AI agents act as proactive digital coworkers, moving beyond passive assistance to deliver truly intelligent support.

Market and industry perspectives

The workspace is becoming a key competitive front in the race to embed AI into the enterprise stack.

Large technology players are embedding this into existing ecosystems. Google and Microsoft have extended Gemini and Copilot (alongside Agent Mode) respectively across Google Workspace, Teams and Outlook to unlock agentic productivity across apps.

Meanwhile, AI-first startups are redefining the category by building collaboration environments with persistent memory and enabling agents to prioritize, execute and remember tasks across projects.

Established productivity players are embedding agentic features evolving toward self-organizing work environments.

Agentic wearables are set to become extensions of AI native workspaces, enabling agents to accompany employees beyond the desktop, capturing real-time context from meetings, providing insights and allowing for seamless, voice-driven interaction with enterprise systems on the move.

Similar to the AI Native Workspace, agentic web browsers have hit the market with the ability to autonomously search the internet, open new tabs and even shop for users using protocols like A2P, further highlighting a shift from passive tools to active, intelligent environments helping users achieve their goals.

Generative user experiences

Harnessing AI to dynamically tailor digital experiences, delivering deeply personalized journeys for every user.

Hyper-personalization has become the new benchmark for digital experiences. Today's customers expect every scroll, swipe and click to feel uniquely tailored to their preferences, behaviors and needs. This shift in expectations is driving organizations to rethink how they design and deliver digital interactions.

At the forefront of this transformation are Generative User Interfaces (GenUIs), which represent a fundamental departure from traditional approaches. Historically, digital platforms relied on manually designed screens and static layouts, offering limited flexibility and personalization. In contrast, GenUIs harness the power of advanced AI models to dynamically generate interactive and visually compelling interfaces in real time.

These intelligent systems continuously analyze live context, including user behavior, stated and inferred preferences and even intent, to assemble layouts and content that are uniquely suited to each individual and each moment. As users engage with these platforms, GenUIs learn from every interaction, creating a self-improving feedback loop that refines and enhances the experience over time.

As a result, two users accessing the same application may encounter entirely different interfaces, each one optimized for their specific needs, circumstances, and goals. This level of adaptability results in a dynamic, responsive environment that evolves in real time, moving decisively away from one-size-fits-all solutions and ushering in a new era of truly personalized engagement.

Across industries, the adoption of GenUIs is rapidly accelerating as organizations increasingly recognize the strategic value of hyper-personalization.

Traditionally, digital platforms have relied on broad segmentation strategies – such as displaying different homepage banners to millennials in urban areas versus suburban parents. While this approach offered some degree of customization, it falls short of meeting today's rising expectations for truly individualized experiences.

The next wave of innovation is now driving toward one-to-one customization at scale, where every aspect of the user experience is tailored to the individual. Market data shows 91% of consumers prefer brands that offer personalized experiences and 71% expect companies to deliver personalized interactions[20] , with 76% expressing frustration when those expectations are not met.[21]

Industry leaders are responding to this trend with enhanced solutions, delivering fine-tuned, contextually relevant experiences and integrations. The business impact is clear - companies implementing AI-driven personalization have seen a 35% increase in purchase frequency and a 21% boost in average order value.[22]

Looking ahead, AI-powered personalization will enable websites and applications to instantly reconfigure themselves based on who is interacting, factoring in context, timing, and even external events such as weather or stock market movements. Predictive personalization engines are becoming increasingly sophisticated, analyzing signals from browsing patterns, location, and real-world events to anticipate user needs before they are even expressed.

[20] Accenture. (2018, May 3). Widening Gap Between Consumer Expectations and Reality in Personalization Signals Warning for Brands, Accenture Interactive Research Finds. https://newsroom.accenture.com/news/2018/widening-gap-between-consumer-expectations-and-reality-in-personalization-signals-warning-for-brands-accenture-interactive-research-finds.

[21] McKinsey & Company (2021, November 12). The value of getting personalization right—or wrong—is multiplying. McKinsey & Company. https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying.

[22] Michael Casner. (2025, July 16). "2026 AI Marketing Predictions: What Marketing Directors Need to Prepare For. https://magnet.co/articles/2026-ai-marketing-predictions.

Multi-modal social listening

Instantly analyze customer feedback across all channels — messages, videos, and audio — enabling real time insights and hyper-personalized engagement.

The digital landscape has fully transitioned to a video-first and audio-rich environment, rendering legacy, text-based monitoring obsolete. Multi-modal social listening represents a critical evolution in market intelligence, leveraging advanced AI to synthesize data across text, image, audio, and video. By moving beyond simple keyword tracking, this approach captures the full spectrum of consumer behavior – such as brand logos appearing in untagged videos on social media or sentiment expressed through vocal inflection in podcasts – closing a significant gap that previously left organizations blind to organic brand interactions.

The primary strategic advantage of this holistic view is the transition from reactive response to proactive anticipation. By aggregating multi-modal data in real time, enterprises can detect emerging crises or viral trends before they reach mainstream text platforms. This unified intelligence allows teams to identify unbranded reach and quantify the true impact of visual product placement. Emerging players in the space focus on providing the speed and accuracy required to manage brand reputation in a high-velocity digital economy.

Ultimately, multi-modal listening delivers a 360-degree view of the audience that informs decision-making across R&D, marketing and customer experience. Insights derived from how products are visually used in the real world directly influence product development, while audio-based sentiment analysis refines customer service strategies. For the modern enterprise, adopting a multi-modal framework is no longer an optional innovation - it is a foundational requirement to remain responsive and relevant in a landscape where consumer attention is fragmented across diverse, non-textual media.

The rapid growth of multi-modal social listening is a market response to a shift in consumer behavior. As of 2026, the average adult in the US spends over 60% of their daily screen time consuming digital video content, with video content estimated to comprise 82% of all global internet traffic.23 These figures highlight a staggering intelligence gap for organizations still relying on text-based monitoring. The multi-modal AI market is projected to reach $2.83 billion in 2026[23] alone as enterprises rush to capture the sentiment and context embedded in these dominant media formats.

This technological shift is essential as consumers are increasingly bypassing text in favor of rich media to interact with brands. In 2026, over 25% of online audiences watched a brand-produced video in the last month, while 85% of people report being convinced to purchase a product after watching a video. In the audio sphere, podcasts have gained significant traction.[24] Without multi-modal tools, the vast majority of these high-intent interactions remain invisible to traditional analytics platforms.

The strategic incentive for early adoption is clear: organizations that integrate these advanced tools report significantly higher confidence in their performance. Research shows that 76% of social listeners feel confident in their ROI on visual platforms like Instagram and LinkedIn, compared to less than 60% of non-listeners.25 By leveraging unified metrics that span text, video, and audio, enterprises are not just monitoring conversations, but they are future-proofing their ability to participate in a market where visual quality and audio sentiment now dictate brand trust for nearly 90% of consumers.[25]

[23] The Rising Demand for Video Content in 2026: Why Every Creator Needs to Repurpose Articles into Videos. Medium. (2025, September 19). https://medium.com/@aboda.bob7/the-rising-demand-for-video-content-in-2026-why-every-creator-needs-to-repurpose-articles-into-f6fe993db5b0; The Business Research Company. (2026, March). Multimodal AI Market Report 2026. https://www.thebusinessresearchcompany.com/report/multimodal-ai-global-market-report#:~:text=What%20Is%20The%20Multimodal%20AI,analytics%2C%20demand%20for%20intelligent%20automation.

[24] Alexandra Bjertnaes. (2025, November 13). What Social Media Audiences Want in 2026, By The Numbers. https://adage.com/studio-30/aa-what-social-media-audiences-want-in-2026-by-the-numbers/#:~:text=After%20a%20brand's%20website%2C%20its,a%20brand's%20email%20or%20newsletter.

[25] Jeremy Gooldman. (2025, October 26). Premium Media Lifts Purchase Intent 40%, Brand Trust 85%, Says Study. https://www.emarketer.com/content/premium-media-lifts-purchase-intent-brand-trust-study; Talkwalker (2025, May 26). 128 Must-Know Social Media Statistics for 2025. https://www.talkwalker.com/blog/social-media-statistics.

Agentic wearables

Agentic wearables are transforming personal and professional technology by proactively supporting users, automating tasks, and enabling seamless, intelligent interactions.

Unlike traditional wearables, which primarily collect and display data, agentic wearables are designed to act as proactive digital companions. These devices leverage advanced artificial intelligence, contextual awareness and edge computing to interpret user intent and autonomously take action, often without explicit commands. The result is a new class of technology that seamlessly integrates into daily life, offering continuous, intelligent support.

The defining feature of agentic wearables is their ability to exercise agency. Through unobtrusive designs – ranging from smart bands and AR glasses to discreet earpieces and pendants – these devices are engineered for comfort and continuous use. They are always on, continuously sensing the user's environment, activities and interactions. Sophisticated AI algorithms interpret these real-time datapoints to understand context, intent and even emotional state, enabling the device to anticipate needs and proactively assist the user.

The capabilities of agentic wearables extend far beyond passive data collection. For example, these devices can transcribe and summarize conversations in real time, provide contextual reminders for tasks and appointments, and automate scheduling and follow-ups. By offloading cognitive burdens – such as remembering tasks, organizing information and making routine decisions, these devices empower users to focus on strategic, high-value activities. The always-on nature of agentic wearables ensures that support is available whenever needed, not just when requested. For enterprises, this translates into enhanced employee productivity, streamlined administrative tasks, improved compliance and more efficient workflows.

However, the adoption of agentic wearables also introduces security and risk considerations. The continuous sensing capabilities of these devices raise concerns about privacy, particularly regarding the collection and use of sensitive audio, video, and contextual data. Robust encryption, secure on-device processing and transparent user controls are essential to protect both personal and enterprise information. Regulatory compliance is another critical factor, especially in industries such as finance and healthcare, where data protection standards are stringent. Devices must adhere to relevant regulations and provide clear consent mechanisms and audit trails.

User consent and trust are also paramount. Individuals must be confident that their data is handled responsibly and that they retain control over what is collected and shared. Manufacturers and service providers must prioritize responsible AI practices and communicate transparently about device capabilities and limitations. Operational risks such as device reliability and integration with legacy systems must also be managed to ensure seamless adoption and minimize disruption.

Market and industry perspectives

According to Grandview research, the agentic wearables market is entering a period of accelerated growth, with the global wearable AI sector projected to achieve a CAGR exceeding 27% over the next five years. (Grandview Research 2025).[26] This is driven by advances in edge computing, Natural Language Processing (NLP) and hardware miniaturization.

Innovation in agentic wearables is accelerating across several interconnected market categories. Tech giants like Amazon, Microsoft, Apple, and Google are shaping the industry by integrating hardware, cloud infrastructure and advanced AI models. Wearable device makers and emerging startups are focused on designing smart bands, AR glasses, and discreet earpieces that deliver seamless, proactive user experiences. Meanwhile, AI and contextual intelligence providers are powering these devices with sophisticated voice recognition, intent detection, and real-time audio processing. The integration of voice interfaces into apps is also accelerating, enabling hands-free, natural interaction with technology.

Underpinning all of this, emerging chipset and hardware infrastructure companies supply the ultra-low-power processors and sensors that enable always-on, real-time intelligence in compact wearable form factors.

[26] Grandview Research. (2025). Wearable AI Market (2026 – 2033). https://www.grandviewresearch.com/industry-analysis/wearable-ai-market-report#:~:text=The%20global%20wearable%20AI%20market,factors%20contributing%20to%20market%20growth.