

CES® 2025

TRENDS REPORT





CES 2025

We are living in an era of extraordinary change, where technology, science, innovation, and imagination converge to redefine every aspect of our daily lives. CES stands as the nexus of innovation—a gathering where pioneering minds transform bold ideas into tangible realities. Whether rethinking routine tasks or tackling society's greatest hurdles, CES unites the thinkers and breakthroughs that propel us toward a smarter, more responsive future.

From inventive startups in Eureka Park to industry powerhouses reshaping entire sectors, CES is a beacon for transformative progress. CES shines a light on astonishing advancements in AI, immersive experiences, next-generation robotics, and reimagined mobility—opening doors to a world of fresh possibilities. CES isn't just a showcase of innovation; it's the proving ground for what's next, turning ambition into action.

The CES 2025 Trends Report captures this unparalleled momentum, highlighting the pivotal developments poised to reshape our world. From revolutionary tech to scalable solutions for urgent global issues, the future is no longer a distant dream—it's unfolding here and now. Welcome to CES 2025, where the future invites you to **DIVE IN**.

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CES gathers the innovators, disruptors, and dreamers—the people reshaping our world now and creating a better future.

GARY SHAPIRO

CEO & Vice Chair of CONSUMER
TECHNOLOGY ASSOCIATION



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1 WHAT WAS NEW IN 2025





WHAT WAS NEW IN 2025

Honda accelerates into the future: Showcasing the 0 Saloon and 0 SUV prototypes at CES 2025.

CES 2025 WELCOMED OVER 141,000

attendees, with 40% traveling from 150 countries, regions, and territories. Airlines added 95 additional international flights to provide 20,000 extra seats directly into Las Vegas during the week. Delta even offered expedited CES badge pickup for Delta SkyMiles Members arriving at Las Vegas' Harry Reid International Airport.

The event also attracted over 6000 global journalists and content creators. Media outlets called CES “the biggest week in tech” (ZDNET), “the most significant annual tech event on the planet” (USA TODAY), and an event that “sets the stage for the rest of the year” (Engadget).

Beyond its remarkable global attendance, CES 2025 stood out for its sheer scale and diversity of offerings. CES 2025 featured over 2.5 million net square feet of exhibit space, surpassing the combined size of the White House, Windsor Castle, and Taj Mahal. CES 2025 showcased more than 4500 exhibitors, including 1400 startups from over 40 countries within Eureka Park, the home of startups at CES.

In addition to welcoming returning companies, CES also welcomed many first-time exhibitors in 2025, including Oshkosh, Komatsu, Scout Motors, Suzuki Motors, Great Wall Motor Company, Zeekr, SoundHound AI, and Daedong. The event showcased a wide range of exhibitors, from AARP's AgeTech Collaborative that showcased 26 different technology companies innovating for aging adults, to the Bill and Melinda Gates Foundation, which participated for the first time to spotlight initiatives aimed at leveraging high-tech and low-tech innovations to address global challenges.

Partnerships at CES demonstrated how collaboration fuels innovation across industries. Each year CES hosts numerous companies showcasing innovations within partner booths. For example, Siemens returned for its third consecutive CES, presenting capabilities in industrial AI, digital twins, and smart manufacturing, as well as collaborations with cutting-edge companies. Highlights included JetZero, an aviation startup developing a groundbreaking blended wing aircraft aiming to improve fuel efficiency by 50%, reduce noise, and achieve zero carbon emissions by 2035;

Spinnova, a Finnish leader in sustainable textile manufacturing; Wayout International, a Swedish company advancing water production solutions to enhance personal health and well-being; Desert Control, a Norwegian startup addressing desertification and promoting sustainable agriculture through Siemens' Industrial Operations X; and Arc, an American firm revolutionizing marine electrification by creating sustainable boating experiences with Siemens' NX, Teamcenter,

connecting ecosystems and driving advancements across borders.

Eureka Park hosted 1400 startups showcasing their innovative ideas, with many making their CES debut in 2025. These included companies like Aqualung, BionicM, and Eli Health—all winners of Best of Innovation awards. CES 2025 also featured its first Africa Pavilion, highlighting the continent's growing tech scene. Innovators from Morocco, Senegal, Mali,



BMW redefines the driving experience with the launch of its Panoramic iDrive system at CES 2025.

and Simcenter STAR-CCM+ software. These partnerships underscore how companies like Siemens leverage CES to showcase its pivotal roles in driving technological advancements across diverse industries.

This trend was also evident in Eureka Park and the Global Pavilion areas. The number of companies exhibiting in the Global Pavilion area grew over 30% in 2025, underscoring the increasing international interest in showcasing innovative technologies. There were 23 countries present, including Georgia, Hungary, Portugal, Tunisia, and Ukraine, which also hosted startups in Eureka Park. Several of these countries debuted new initiatives aimed at fostering cross-border collaboration and spotlighting emerging technologies. Additionally, the diversity of sectors represented—from cleantech to AI-driven solutions—highlighted the broad global appeal of CES as a platform for innovation. This international participation reflects the event's pivotal role in

Rwanda, and Cameroon showcased technologies spanning sustainability, AI, and healthcare. Shark Tank returned to host an open call at Eureka Park, reinforcing CES as a hub for entrepreneurial innovation.

CES 2025 wasn't just about the exhibits; it also hosted groundbreaking keynotes and sessions across new and iconic venues, drawing attention to emerging trends and transformative ideas. In 2025, CES hosted keynotes across four distinct venues, including the first-ever CES keynotes at Sphere and in Mandalay Bay's Michelob ULTRA Arena. New CES partnerships included collaborations with the Council of Fashion Designers of America and Quantum World Congress. CES offered an impressive lineup of over 300 conference sessions featuring more than 1200 speakers, both sizable increases from 2024. Notable new tracks included Quantum Computing, Energy Transition and Beauty & Fashion Tech.



Katie Melton discusses strategies for growing your channel and business with creators Jen Adams, Justine Ezarik, and Brian Tong in the Creator Space at CES 2025.

CES 2025 introduced the CES Creator Space, located in the Grand Lobby outside Central Hall. This dedicated area served as a hub for storytellers, creators, and innovators, hosting three days of workshops, panel discussions, and networking events at the intersection of technology and storytelling. Sessions included "The Future of Storytelling," where representatives from Sony, Adobe, and Netflix explored how generative AI tools are transforming film, gaming, and digital media; "Building Immersive Worlds," where game developers from Epic Games and filmmakers discussed AR, VR, and haptic feedback technologies; "Content Creation for the Next Generation," where social media creators

showcased AI-powered editing tools; and "From Script to Screen," which highlighted how AI tools from OpenAI and Autodesk streamline scriptwriting, editing, and post-production while preserving creative control.

While the Creator Space emphasized the future of content and storytelling, the debut of the Mobility Stage spotlighted the evolution of transportation and mobility solutions, another critical frontier for innovation. Waymo, BMW, and Honda shared insights into deploying fully autonomous vehicles and their potential to reshape urban mobility during "Autonomous Vehicles: The Future Is Finally Here." Qualcomm and Aptera Motors discussed IoT and vehicle connectivity in "Connected Cars: Driving into the Future." New content partners for the Mobility Stage included 3M, Aptiv, Arm, Bosch, Deloitte, Forvia, Indy Innovation Challenge, ProLogium, TomTom, and Zeekr.

The emphasis on groundbreaking advancements carried over to the CES 2025 Innovation Awards program, which saw record participation. The program received over 3400 submissions, up from 3000 in 2024. These included 313 submissions in the AI category— including 54 honorees. New CES 2025 Innovation Awards categories included Beauty & Personal Care, Fashion Tech, Industrial Equipment & Machinery, and Pet Tech & Animal Welfare. Innovation was also a central theme in C Space, where the intersection of technology, entertainment, and content creation took center stage. C Space



At CES 2025, Shark Tank hosts an open casting call, giving entrepreneurs a chance to pitch their businesses.



At CES 2025, Komatsu debuts with concepts for lunar construction equipment and underwater construction robots.

welcomed new exhibitors including TuneIn, Mars Inc., PayPal, Sam's Club, Real Time Technologies, 3C Ventures, and Swoop. They joined familiar names like Disney, Netflix, NBCUniversal, Amazon Ads, LG, Roku, Samsung Ads, Snap, T-Mobile, Vizio, TikTok, and Yahoo.

CES 2025 was not only a testament to the cutting-edge technologies shaping our world but also a celebration of the innovators and ideas driving global progress. As CES continues to evolve, it remains the premier platform for exploring what's next in technology and its potential to transform lives. While these pages highlight the trends and technologies that defined CES 2025, the world is in the midst of a much larger transformation that will shape the years to come. Now is the time to prepare for CES 2026, where you can expect to witness major leaps in AI, robotics, health, and mobility, with both established and emerging companies unveiling transformative innovations that push the boundaries of what's possible.



We've always understood that the entire point of innovation is to lift people up.

ED BASTIAN
CEO of DELTA AIR LINES

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A MEETING OF MINDS: INSIGHTS FROM TOP CEOS





A MEETING OF MINDS: INSIGHTS FROM TOP CEOs

NVIDIA CEO and co-founder Jensen Huang highlights groundbreaking advancements in AI at CES 2025.

CES 2025 ONCE AGAIN PROVED WHY IT IS the global stage for innovation, bringing together visionaries, industry leaders, and changemakers from around the world. The keynotes in 2025 offered an extraordinary glimpse into the technologies that will define the coming decade. From the transformative potential of AI to groundbreaking advancements in travel, CEOs at CES 2025 challenged audiences to think beyond the horizon and embrace a future filled with possibilities.

NVIDIA founder and CEO Jensen Huang delivered a powerful 90-minute keynote before the start of CES, showcasing cutting-edge advancements in gaming, robotics, autonomous vehicles, and agentic AI. Addressing an audience of over 6000 attendees and more than two million viewers who tuned in to watch the live video stream globally, Huang highlighted the transformative pace of artificial intelligence, tracing its evolution from perception AI to generative AI, and now to "physical AI"—AI capable of reasoning, planning, and acting in the physical world.

Huang emphasized that AI is entering a new phase, where digital agents will function as a "workforce,"

collaborating with employees and handling specialized tasks. These AI agents are onboarded and trained in ways similar to human employees, with businesses customizing them to align with specific processes, language, and goals.

Key announcements from the keynote included the NVIDIA GeForce RTX 50 Series GPUs, built on Blackwell architecture; the NVIDIA DRIVE Hyperion AV platform, powered by the new NVIDIA AGX Thor SoC, which supports generative AI models and delivers state-of-the-art functional safety and autonomous driving capabilities. Huang also touted how AI foundation models running locally on RTX AI PCs will democratize access to advanced AI capabilities, empowering developers and enthusiasts to create sophisticated AI agents and creative workflows directly on personal computers.

Gary Shapiro, CEO and Vice Chair of CTA, and Kinsey Fabrizio, President of CTA, kicked off CES with their State of Industry keynote. They celebrated CES as the global hub of innovation—one where pioneers, entrepreneurs, and dreamers gather to showcase technology's transformative power. Shapiro emphasized that today's world is



Actor Anthony Mackie, famed as Captain America, joins Panasonic Group CEO Yuki Kusumi on stage at CES 2025.

in a constant state of “pivot,” with governments, businesses, and entire industries adapting to new realities. Drawing on this theme, Shapiro touted CTA's new book, *Pivot or Die*, underscoring the need for organizations to evolve—or risk irrelevance. Fabrizio followed by shining a light on technology's human impact, sharing how technology innovation benefited her own family in recent months. Together, they underscored the critical role policy plays in nurturing innovation.

Shapiro and Fabrizio made several announcements during their keynote. They unveiled the 2025 Global Innovation Scorecard, which evaluated 74 countries and the European Union across 16 categories and 56 metrics to assess factors fostering innovation. During the keynote, CTA honored the Innovation Champions, with country representatives accepting their awards on stage: Erkki Keldo, Minister of Economy and Industry, Estonia; Leena-Kaisa Mikkola, Ambassador of Finland to the United States; Dr. Volker Wissing, Federal Minister for Digital and Transport, Germany; Dirk Beljaarts, Minister of Economic Affairs, The Netherlands; Ebba Busch, Minister for Energy, Business and Industry and Deputy Prime Minister, Sweden; and Ralf Heckner, Ambassador of Switzerland to the United States. Shapiro emphasized that these Innovation Champions exemplify the transformative power of collaboration between government and industry to enhance lives worldwide.

Shapiro and Fabrizio unveiled, for the first time in history, a shared brand identity for CES and CTA,

visually reflecting the powerful connection between technology and humanity that CTA has championed for the last century. They welcomed Austere founder and CEO and past Chair of CTA's Executive Board Deena Ghazarian to the stage to share that CTA will invest an additional \$5 million into the Innovation for All Fund, originally announced at CES 2019 and funded with \$10 million. The fund supports venture capital firms backing women, people of color, veterans, and other underrepresented entrepreneurs.

Panasonic Holdings Corporation Group CEO Yuki Kusumi unveiled a series of forward-looking initiatives and products under the theme “Well into the Future.” Kusumi introduced Panasonic Go, a global corporate growth initiative focused on transforming the company through AI-powered, software-led investments. Panasonic aims to have its AI-driven hardware, software, and solution businesses account for 30% of the company's revenue by 2035.



SiriusXM CEO Jennifer Witz and 'Crime Junkie' host Ashley Flowers discuss the future of audio entertainment in a fireside chat at CES 2025.

Reaffirming its commitment to sustainability, Panasonic highlighted several key initiatives. The company announced that 44 of its manufacturing sites worldwide have achieved net-zero emissions. Additionally, Panasonic showcased its innovative energy management system, Panasonic HX, which dynamically balances supply and demand, generating precise amounts of power while



Deena Ghazarian, past chair of the CTA Executive Board and CEO of Austere, joins Debbie Taylor Moore, CEO of Quantum Crunch, to announce CTA's \$5 million investment in the Innovation for All Fund and a new collaboration with Quantum World Congress at CES 2025.

seamlessly adapting to fluctuations in electricity usage and weather conditions.

Joining Kusumi on stage, J.B. Straubel—co-founder of Tesla and founder and CEO of Redwood Materials—highlighted their partnership to advance sustainable battery production and recycling. Together, Panasonic and Redwood Materials aim to foster a circular economy in the EV industry by collaborating on the first gigafactory-scale production of cathode materials in North America using recycled materials.

Kusumi also introduced Umi, a holistic digital family wellness platform and coach. This initiative is part of Panasonic's broader effort to create a comprehensive wellness ecosystem. It is supported by a partnership with AI research company Anthropic, aimed at embedding responsible artificial intelligence across Panasonic's consumer solutions.

The CES keynote at C Space featured SiriusXM CEO Jennifer Witz and Crime Junkie podcast host Ashley Flowers in a compelling fireside chat exploring the evolution of audio entertainment and the transformative impact of technology on media consumption and creativity in the audio medium. Flowers discussed challenges in podcasting, such as maintaining uniqueness and discoverability in a crowded market. She emphasized the importance

of human connection, noting that podcast hosts often become "friends" to their audiences, fostering a two-way medium through listener feedback. Both leaders addressed the role of AI in audio's future. Flowers uses AI to aggregate listener feedback, enhancing engagement, while both agreed that AI should complement rather than replace the human element in audio creation. Witz concluded by expressing her admiration for creators who, empowered by advancements in streaming technology, can now reach new audiences and fulfill their aspirations.

At CES 2025, Linda Yaccarino, CEO of X Corp, engaged in a keynote conversation with Emmy Award-winning investigative journalist Catherine Herridge. During their conversation, Yaccarino announced Trend Genius, an innovative advertising feature designed to leverage real-time trends to maximize campaign visibility. Trend Genius automatically boosts ad campaigns tied to trending topics, enabling advertisers to align with viral conversations effortlessly. Advertisers can pre-select topics they want to associate with and deploy pre-crafted creative content instantly as those topics gain momentum, ensuring a seamless blend of relevance and impact for their audience.

Yaccarino also highlighted the success of X's NFL Portal, a centralized hub that brings the concept