



Adobe

An Adobe Report on the Future of Digital Experiences.



**An Adobe report
on the future of
digital experiences.**

And the steps to take to get there.



Customers don't just want better products — they want better experiences to go with them. In this report, you'll learn:

- How the digital economy is gaining popularity.
- What is expected of generative AI in the digital economy.
- What consumers anticipate from new experience frontiers.