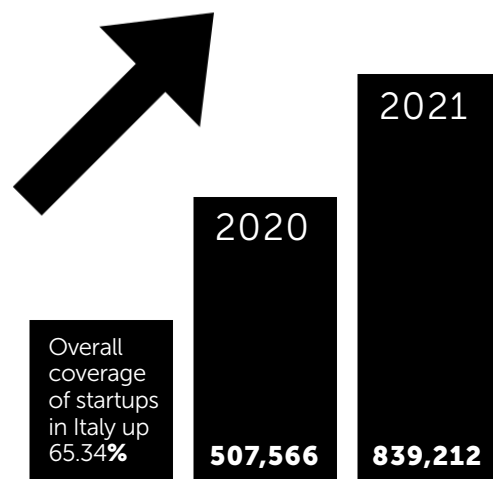


# TECH TREND REPORT

**CLEARSTORY.**  
INTERNATIONAL





## Overall

Overall coverage of startups increased in Italy during the period 2020 to 2021 from **507,566** to **839,212**, an increase of **65.34%**. Among the fastest growing were **NFTs**, the **Metaverse** and **Semiconductors**. The most popular were **Gaming**, **E-Commerce** and **Artificial Intelligence**. On the decline was **MedTech/HealthTech** as well as **EdTech** and **Remote Working**. The up and comers however were **Semiconductors**, **DAO** and **Virtual Reality**.



## Fastest growing

The fastest growing trends in Italy between 2020 and 2021 were **NFT's** which rose from **253** in 2020 to **15,400** an increase of **5986.96%**, a meteoric rise. Coming in second place was coverage of the Metavers, which went from **131** to **2,560**, increasing by **1854.20%**. While these two are pretty big topics the 3rd place goes to Semiconductors which shot from **6** to **119** a leap of **1883.33%**. This is probably due to Italy's decision to massively invest in semiconductor manufacturing partnering first with China and now with looking to partner with Taiwan, France and Israel. **Decentralised Finance** and **Cryptocurrency** both also rose by **396.15%** and **354.35%** respectively.

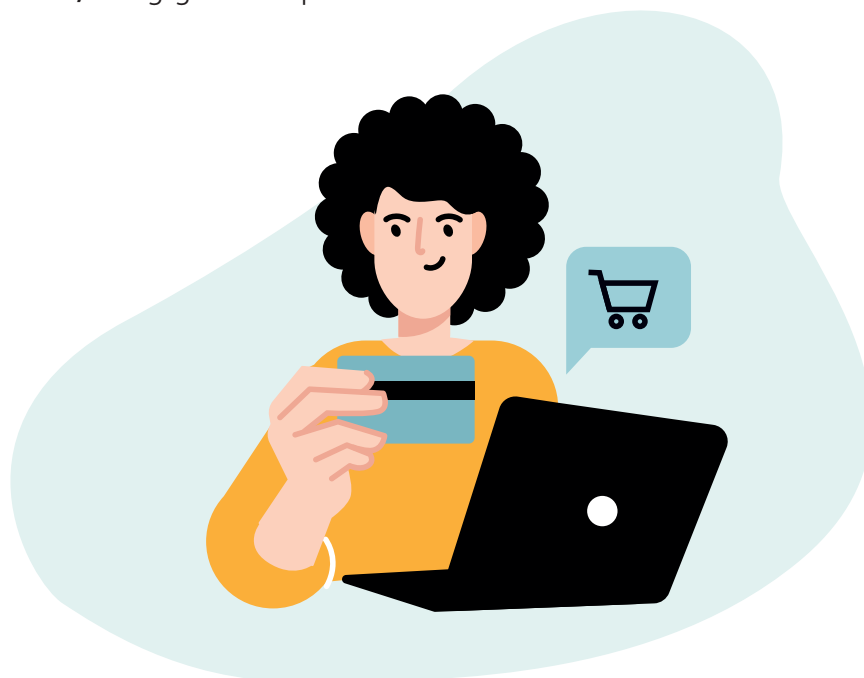


**42.12%**  
Increase in  
gaming articles  
in 2021 - a total  
of 388,000  
pieces

**102.11%**  
E-commerce  
increase over  
the past year  
- a total of  
115,000

## Most popular

The most popular topic between 2020 and 2021 was **Gaming** at **388,000** pieces, up from **273,000 (+ 42.12%)**. It was followed by **E-Commerce**, which increased by **102.11%**, from **56,900** to **115,000**, this increase may have to do with the pandemic and the need for people to shop online. **Artificial Intelligence** had a steady increase from **44,000** to **65,300** at **48.41%**. **Fitness Technology** went from **21,400** to **34,600 (+61.68%)** and **Blockchain** increased quite substantially from **1,720** to **33,600** or **1853.49%**, a big growth spurt.



## Up and coming

There were some up and comers during the 2020 - 2021 period also.

**Semiconductors** rose from **6** to **119** a staggering increase of **1883.33%**.

As mentioned above this is likely due to Italy's investment in the Semiconductor industry. Whether this growth will continue remains to be seen. Other growing trends included **DAO** which went from **19** to **86** (**352.63%**), **Virtual Reality** from **32** to **61** (**90.63%**) and **NFTs** from **253** to **15400** or **5986.96%**, another big increase but one that's tracking across Europe.



**7.18%**  
The amount  
that social  
enterprise is  
down in 2021  
from 2020

## Falling stars

Very interestingly

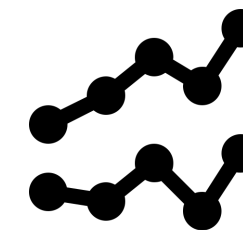
### Medtech/Healthtech

coverage decreased in Italy from **18** pieces to **1** (**-94.44%**) between 2020 and 2021. Odd due to the fact that this was in the midst of the pandemic though perhaps focus was drawn away by more



pressing health coverage. **Edtech**, which was only at **4** pieces to begin with, dropped to **1** (**-75%**). **Remote Working** dropped from **10** to **4** (**-60%**) again, surprising given the need for people to work from home during the period. **Dones** went from **926** to **444** (**-52.05%**) and **Social Enterprise** decreased the least going from **195** to **181** a minor fall of **-7.18%**.

**94.44%**  
Medtech/  
healthcare down  
this amount  
even in the  
pandemic



## Conclusions

The most popular topics were **Gaming**, **E-Commerce** and **Artificial Intelligence**. Artificial Intelligence is a popular topic throughout Europe. The fastest growing trends are **NFTs**, **Metaverse** and **Semiconductors** probably due to Italy's decision to invest in semiconductor manufacturing. Semiconductors and NFTs were also among the up and comers as was **DAO**. While **Medtech/Healthtech**, **Edtech** and **Remote Working** were among the falling stars.

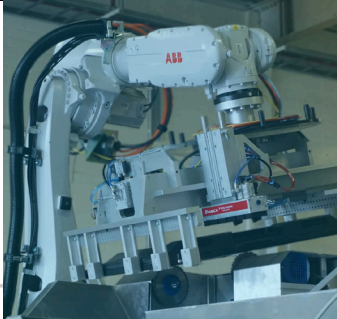
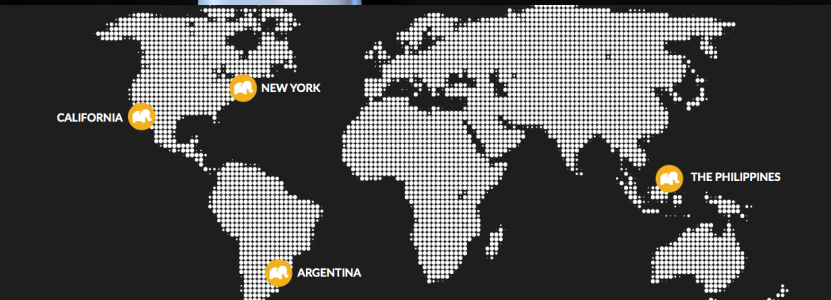
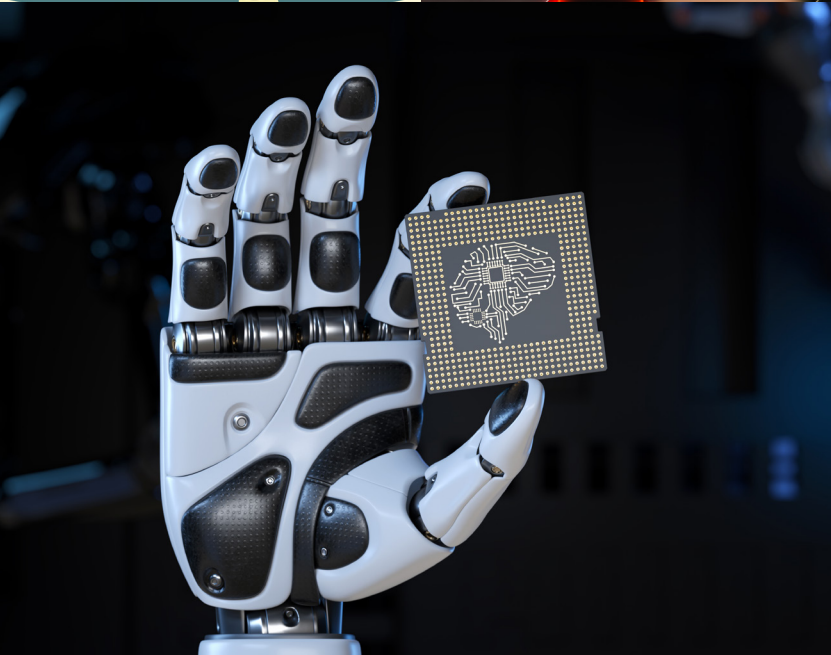
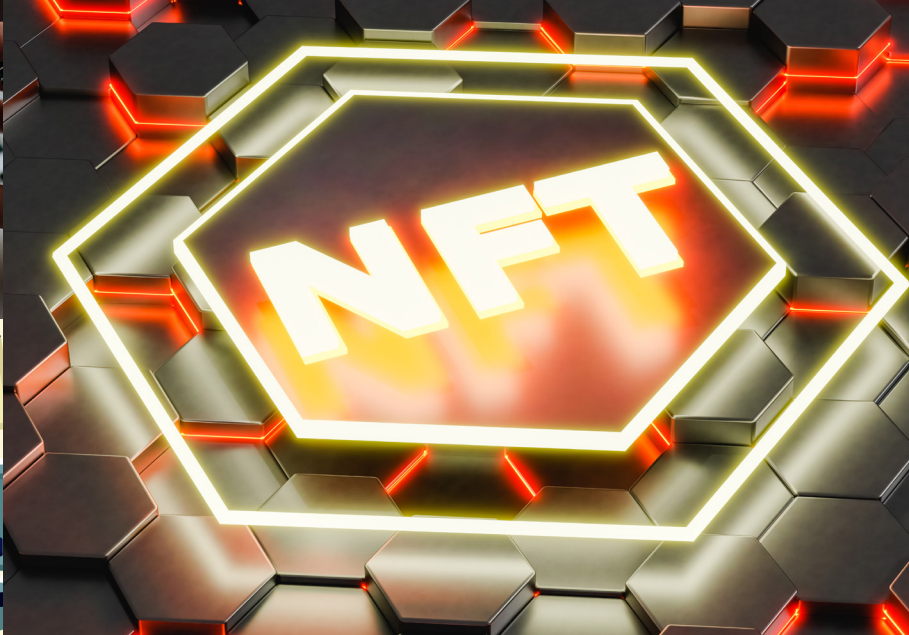


	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021
1. Esportare	9680	15000	54.96%	1.91%	N/A
2. Riconoscenza della voce	0	0	N/A	0.00%	0.00%
3. Edtech ③	245	971	296.33%	0.05%	0.12%
4. Scienza della vita	169	200	18.34%	0.03%	0.02%
5. Condivisione dell' Economia	0	0	N/A	0.00%	0.00%
6. Agtech	121	257	112.40%	0.02%	0.03%
7. Semi conduttori ①	6	119	1883.33%	0.00%	0.01%
8. Wearables	921	2130	131.27%	0.18%	0.25%
9. stampa a 3 dimensioni	0	0	N/A	0.00%	0.00%
10. Adtech	176	381	116.48%	0.03%	0.05%
11. Social Enterprise ⑤	195	181	-7.18%	0.04%	0.02%
12. Dones ④	926	444	-52.05%	0.18%	0.05%
13. Cloud Computing	6920	9960	43.93%	1.36%	1.19%
14. Biotech	10700	17900	67.29%	2.11%	2.13%
15. Protezioni dei dati	14	27	92.86%	0.00%	0.00%
16. Gig Economy	1130	1720	52.21%	0.22%	0.20%
17. Cybersicurezza ④	2500	7570	202.80%	0.49%	0.90%
18. Realta' virtuale	32	61	90.63%	0.01%	0.01%
19. Ginnastica ④	21400	34600	61.68%	4.22%	4.12%
20. inviare messaggi	3940	4460	13.20%	0.78%	0.53%

	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021
21. Augmented Reality	1460	2370	62.33%	0.29%	0.28%
22. Robotica	16100	23500	45.96%	3.17%	2.80%
23. giochi ①	273000	38800	42.12%	53.79%	46.23%
24. Data Analytics	3980	5240	31.66%	0.78%	0.62%
25. Tecnologia della medicina ①	18	1	-94.44%	0.00%	0.00%
26. Saas ⑤	4290	9340	117.72%	0.85%	1.11%
27. criptovaluta ②	4600	20900	354.35%	0.91%	2.49%
28. IoT	19700	27900	41.62%	3.88%	3.32%
29. Lavorare da lontano ③	10	4	-60%	0.00%	0.00%
30. e-commerce ②	56900	115000	102.11%	11.21%	13.70%
31. macchina educativa ②	4	1	-75%	0.00%	0.00%
32. Fintech	13400	21000	56.72%	2.64%	2.50%
33. Blockchain ⑤	1720	33600	1853.49%	0.34%	4.00%
34. intelligenza artificiale ③	44000	65300	48.41%	8.67%	7.78%
35. Decentralised Finance	26	129	396.15%	0.01%	0.02%
36. Decentralized Autonomous Organization (DAO)	19	86	352.63%	0.00%	0.01%
37. Artificial Intelligence	8880	12900	45.27%	1.75%	1.54%
38. Metaverse	131	2560	1854.20%	0.03%	0.31%
39. NFT's	253	15400	5986.96%	0.05%	1.84%

Legend | ①→⑤ Fastest growing | ①→⑤ Most popular | ①→⑤ Falling stars | ①→⑤ Up and comers





## CONTACT DETAILS

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