

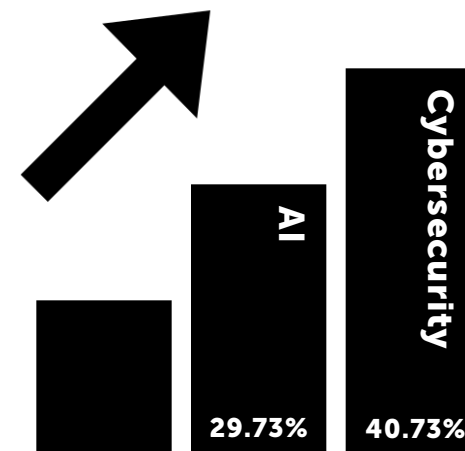
TECH TREND REPORT

CLEARSTORY.
INTERNATIONAL

34.30%
Total percentage
growth of startup
coverage

Overall

The overall startup coverage increased from **612,624** to **822,750** a growth of **34.30%**. Among the most popular topics were **Artificial Intelligence (AI)** and **Cybersecurity**. Growth areas include **NFTs**, **Cryptocurrencies** and **Decentralized Autonomous Organisation (DAO)**. However, there has been a fall in **Wearables**, as well as **Video Games** in Spain.



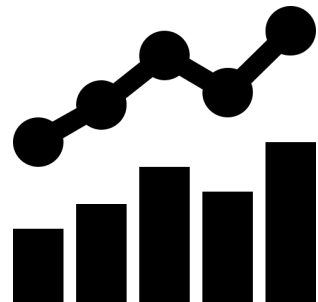
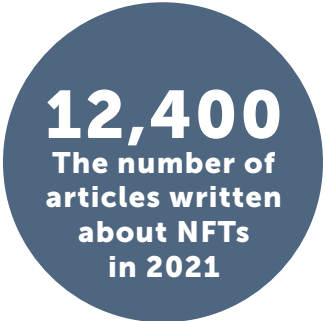
Fastest growing

The most popular trend between 2020 and 2021 was **AI** increasing from **111,000** to **144,000** a rise of **29.73%**. Following this, the next most popular were **Cybersecurity** going from **49,600** to **69,800** an increase of **40.73%** and **Video Games** which even though it dropped by **3.69%** still came in 3rd place at **60,000**. AI and Cybersecurity are among the most popular topics across Europe, while Gaming fluctuates in coverage from country to country.



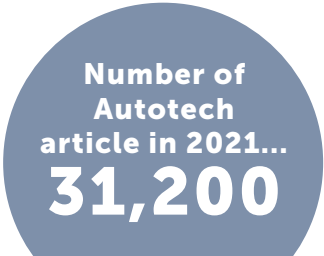
Most popular

The fastest growing trends of the last two years in Spain are the **Gig Economy**, **Decentralised Finance**, **NFTs**, **DAO** and **Cryptocurrencies**. Many of these such as NFTs, DAO and Decentralised Finance have risen in popularity across Europe. Interestingly the Gig Economy is a topic that appears to be losing traction in other countries, perhaps affected by the pandemic, as the effects of the pandemic decrease in 2022 it will be interesting to see if coverage of the Gig Economy recovers in other countries.



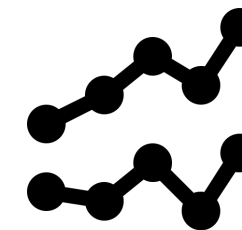
Up and coming

The number one up and comer in 2021 was **NFTs**. The topic increased from **316** articles written in 2020 to **12,400** in 2021. This is a common trend across Europe. Other topics that have been rising in popularity are **Metaverse**, **Autotech**, **The Gig Economy** and **Cryptocurrency**. The Metaverse grew in popularity from **54** articles written in 2020 to **810** articles in 2021. Autotech rose from **7,080** articles to **31,200**. The Gig Economy rose from **3** to **300** articles and Cryptocurrency rose from **8,000** to **25,300** articles. Unlike other European countries, topics like **Decentralised Finance** and **DAO** haven't risen in popularity to the same extent DAO's went from **1** article to **20** between 2020 and 2021. Decentralised Finance went from **1** to **34** articles between the two years.



Falling stars

The biggest falling star of the last two years is **Wearables**. Followed by **c**, **Sharing Economy**, and **Gaming**. The falling popularity of **Remote Working** has been a common thread across Europe. As Remote Working becomes more and more part of everyday life, it is expected that it would garner less media traction.



Conclusions

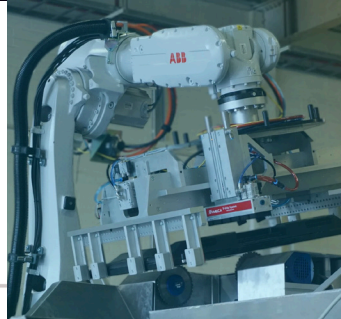
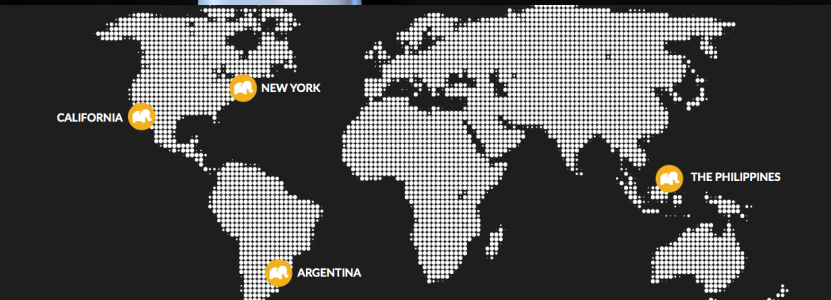
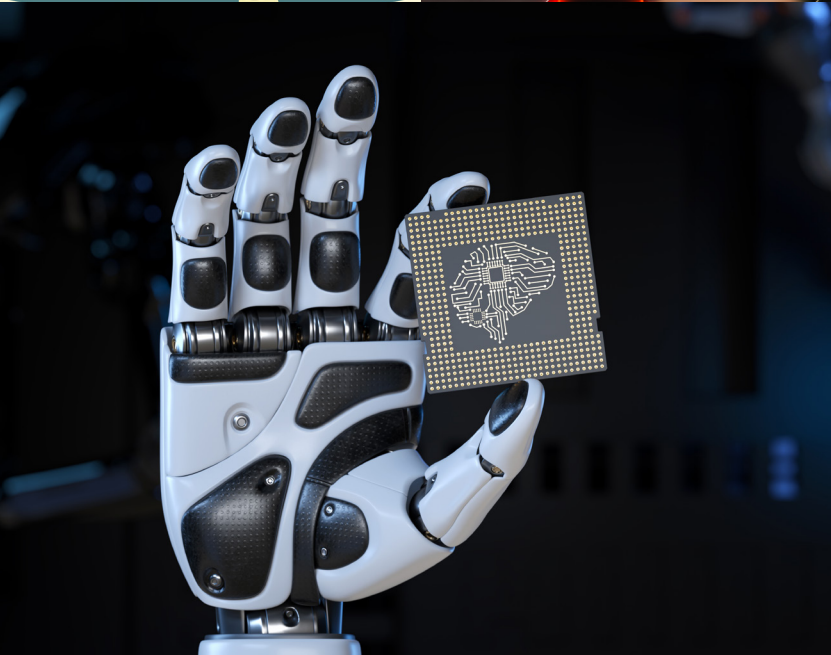
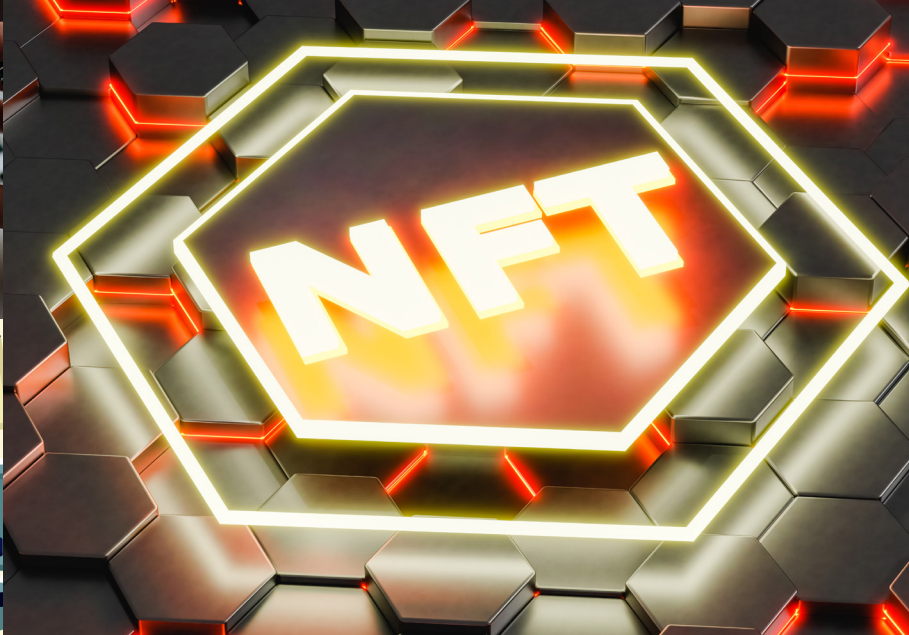
The fastest growing trends of the last year included **Decentralised Finance**, **NFTs** and **DAO**. The economic downturn will make such markets even more important to cover. **Remote Working** declined, perhaps due to the pandemic's decreasing effect and a return to offices. So too did **Wearables**, **Gaming** and **Sharing Economy**. **Artificial Intelligence** and **Cybersecurity** have been among the most popular, a trend repeated across Europe.



	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021
1. Deportes electrónicos	4510	5680	25.94%	0.74%	0.93%
2. Reconocimiento del habla, reconocimiento automático de voz 3 2	163	1803	1006.13%	0.03%	0.29%
3. Tecnología educativa (TE)	807	1680	108.18%	0.13%	0.27%
4. Ciencias de la vida	4670	6510	39.40%	0.76%	1.06%
5. Economía colaborativa 3	2350	2080	-11.49%	0.38%	0.34%
6. Agricultura 4.0, Tecnología agrícola, Tecnología para la agricultura	641	1025	59.91%	0.10%	0.17%
7. Semiconductores 3	7080	31200	340.68%	1.16%	5.09%
8. Tecnología vestible 1	73	39	-46.58%	0.01%	0.01%
9. Impresión 3D	11000	10300	-6.36%	1.80%	1.68%
10. Tecnología publicitaria, Ad Tech	1392	2311	66.02%	0.23%	0.38%
11. Emprendimiento social	1820	2960	62.64%	0.30%	0.48%
12. Drones	29300	43000	46.76%	4.78%	7.02%
13. Computación en la nube	4190	5250	25.30%	0.68%	0.86%
14. Biotecnología	23200	28200	21.55%	3.79%	4.60%
15. Protección de datos	35800	48800	36.31%	5.84%	7.97%
16. Economía de bolo, Economía por encargo, gig economy 1 4	3	300	9900%	0.00%	0.05%
17. Ciberseguridad 2	49600	69800	40.73%	8.10%	11.39
18. Realidad virtual (RV)	26500	32000	20.75%	4.33%	5.22%
19. Fitness	22300	28300	26.91%	3.64%	4.62%

	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021
20. Mensajería	40800	44900	10.05%	6.66%	7.33%
21. Realidad aumentada (RA)	18700	23400	25.13%	3.05%	3.82%
22. Robótica	24700	35900	45.34%	4.03%	5.86%
23. Videojuego 3 4	62300	60000	-3.69%	10.17%	9.79%
24. Análisis de datos	18800	28700	52.66%	3.07%	4.68%
25. Tecnología sanitaria, tecnología de la salud	4204	5038	19.84%	0.69%	0.82%
26. Software como un Servicio (ScuS)	92	153	66.30%	0.02%	0.02%
27. Criptomoneda 5	8000	25300	216.25%	1.31%	4.13%
28. Internet de las cosas	16800	19400	15.48%	2.74%	3.17%
29. Trabajo a distancia 2	13500	9760	-27.70%	2.20%	1.59%
30. Comercio electrónico 4	46400	59800	28.88%	7.57%	9.76%
31. aprendizaje automático, aprendizaje automatizado, aprendizaje de máquinas	13827	18287	32.26%	2.26%	2.99%
32. Tecnología financiera	2770	4390	58.48%	0.45%	0.72%
33. Cadena de bloques	3430	7130	107.87%	0.56%	1.16%
34. Inteligencia artificial (IA) 1	111000	144000	29.73%	18.12%	23.51%
35. Decentralised Finance 2 5	1	34	3300%	0.00%	0.01%
36. Decentralized Autonomous Organization (DAO) 4 4	1	20	1900%	0.00%	0.00%
37. Artificial Intelligence	1530	2090	36.60%	0.25%	0.34%
38. Metaverse	54	810	1400%	0.01%	0.13%
39. NFT's 3 1	316	12400	3824.05%	0.05%	2.02%

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



CONTACT DETAILS

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