CES 2026 Trends Report

What to Expect, What to Watch, and Why It Matters

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Setting the Scene: Event Overview

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CES 2026 stands once again as the global stage where technology, business, and culture converge. A moment when innovation becomes narrative and narrative becomes market momentum. Beyond product launches, CES increasingly serves as a real-time barometer of what brands believe will shape consumer expectations, industry roadmaps, and the next wave of investment attention.

Known as the most powerful tech event in the world, the **Consumer Electronics Show** offers a privileged vantage point on how global technology ecosystems are evolving: from **AI-enabled devices** and **immersive interfaces** to **digital health**, **energy efficiency**, and **smart home infrastructure**. Additionally, it highlights how

innovation is being translated into market-ready experiences: not only breakthrough prototypes, but integrated solutions supported by partnerships, platforms, and distribution strategies.

The defining thread of CES 2026 will likely be the shift **from AI as a feature to AI as a product layer**: embedded, on-device, and increasingly capable of acting in the physical world. This transition is accelerating the rise of what many are calling **Physical AI**, **where robotics, automation, sensing and edge computing come together to deliver tangible outcomes** across home, retail, healthcare and industrial environments. Within this landscape, humanoid robotics is emerging as one of the most watched frontiers: a category moving from spectacle to service, driven by advances in perception, manipulation, simulation-based training, and safety-by-design.

MyTwinCommunication will be on the ground at CES 2026 to bring an Italian perspective into the world's innovation epicenter. We will closely follow the keynotes and the most relevant speeches, observing global technology leaders firsthand and capturing the megatrends that will shape the way we live, work, and communicate. The future is here — and it is happening now.

Key Data from 2025 - at a glance

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Metric	Value
Attendees	142,4654
Exhibitors	4,500+
Countries, territories and regions represented	158
Media attendants	6,582
Startups in Eureka Park	1,400
Conference sessions	300+
Speakers	1,200+

If the recent past is prologue, **CES 2026 is expected to match the scale of 2025** — bringing together thousands of exhibitors and tens of thousands of attendees. The show has increasingly positioned itself not only as a launchpad for breakthrough products, but as a **global decision-making hub** where corporate leaders, investors, and media meet to define what will shape technology roadmaps for the year ahead. In this context, scale is not merely a matter of attendance: it becomes a multiplier for visibility, partnership opportunities, and narrative traction - especially for brands able to translate innovation into compelling, communication-ready stories.

Italy enters CES 2026 with a strengthened presence at Eureka Park through the official Italian Pavilion, featuring **51 Italian startups**, backed by a broader innovation ecosystem that includes **60+ organisations** and **representation from 13 regions**. This footprint reinforces a broader signal: Italian innovation is increasingly positioned at the intersection of AI, sustainability, advanced mobility, digital health, and robotics-related applications: from industrial automation and smart manufacturing to enabling technologies that support embodied and assistive solutions.

Top Trends to Watch at CES 2026

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CES 2026 is expected to reinforce a clear directional shift: **from digital intelligence to operational intelligence**, where AI becomes embedded, contextual and increasingly capable of acting in the physical world. According to CTA, the show will spotlight innovation across **AI**, **robotics**, **digital health**, **energy**, **enterprise** and **mobility**, with technologies designed to address global challenges and deliver measurable productivity, safety and accessibility gains.

1. Artificial Intelligence

The most compelling storyline seems to be the transition from AI assistants to AI agents — with practical deployment and measurable impact becoming the new benchmark for innovation.

What to expect

AI AGENTS, DIGITAL TWINS AND AI ON DEVICES WILL BE MAJOR THEMES ACROSS THE SHOW FLOOR, POWERING PRODUCTIVITY BREAKTHROUGHS, IMPROVED CUSTOMER EXPERIENCES AND NEW MEDICAL APPLICATIONS.

WHY IT MATTERS

AI IS SHIFTING FROM "FEATURE" TO "PRODUCT LAYER" – EMBEDDED IN WORKFLOWS, DEPLOYED AT THE EDGE, AND INCREASINGLY DESIGNED FOR ACTION, NOT JUST ANALYSIS.

2. Robotics

Expect the narrative to shift from spectacular demos to deployable solutions, where robotics is framed as infrastructure — a productivity layer that can scale across industries.

What to expect

ROBOTICS WILL BE SHOWCASED AS A DRIVER OF EFFICIENCY, SAFETY AND ACCESSIBILITY – FROM SMARTER HOMES TO SAFER FACTORIES, AGRICULTURAL PRODUCTIVITY AND AUTOMATED INDUSTRIAL OPERATIONS.

WHY IT MATTERS

ROBOTICS IS BECOMING A VISIBLE EXPRESSION OF PHYSICAL AI: INTELLIGENCE EMBODIED IN SYSTEMS THAT INTERACT WITH REAL ENVIRONMENTS, REAL CONSTRAINTS AND REAL RISK.

3. Digital Health

Future attention will likely center on how consumer health technologies are closing the gap with clinical applications, repositioning wearables from tracking devices to tools with medical value.

What to expect

THE SHOW WILL HIGHLIGHT AI-ENABLED PRECISION MEDICINE, NEXT-GENERATION WEARABLES AND TELEHEALTH SOLUTIONS, BRINGING TOGETHER THE HEALTHCARE ECOSYSTEM ACROSS DEVICES, PLATFORMS AND SERVICES.

WHY IT MATTERS

DIGITAL HEALTH IS MOVING BEYOND WELLNESS INTO MEDICAL RELEVANCE, WITH AI ENABLING PERSONALIZATION, EARLY DETECTION AND SCALABLE CARE MODELS.

4. Energy

Energy will increasingly be told as the foundation story of the AI era — the “power race” that enables everything from data centers and robotics to next-gen mobility.

What to expect

ENERGY INNOVATION WILL TAKE CENTER STAGE, WITH SOLUTIONS SPANNING SOLAR, WIND, NUCLEAR AND ALTERNATIVE TECHNOLOGIES — RESPONDING TO THE RISING POWER DEMANDS OF AI, QUANTUM AND CLOUD COMPUTING.

WHY IT MATTERS

ENERGY IS BECOMING THE HIDDEN CONSTRAINT BEHIND SCALE: THE SPEED OF AI AND INDUSTRIAL PROGRESS INCREASINGLY DEPENDS ON ACCESS TO EFFICIENT, RESILIENT POWER.

5. Enterprise

The enterprise storyline will be about outcomes: technologies that demonstrate ROI, strengthen resilience and embed safety and security into the core product narrative.

What to expect

ENTERPRISE EVOLUTION WILL BE SHOWCASED THROUGH SOLUTIONS THAT IMPROVE PRODUCTIVITY, STRENGTHEN SAFETY AND INCREASE SECURITY — WITH A GROWING EMPHASIS ON DEPLOYABLE TECHNOLOGIES AND ECOSYSTEM PARTNERSHIPS.

WHY IT MATTERS

ENTERPRISE TECH IS ENTERING A VISIBILITY PHASE: WHAT USED TO LIVE BEHIND CLOSED DOORS IS NOW A CES STORY, DRIVEN BY PLATFORM INTEGRATION AND MEASURABLE IMPACT.

6. Mobility

Mobility will be framed as a convergence story: autonomy and connectivity expanding into multiple domains, powered by energy innovation and cross-industry collaboration.

What to expect

CES 2026 WILL FEATURE MOBILITY INNOVATION ACROSS AUTOMOTIVE, AGRICULTURE, CONSTRUCTION, INDUSTRIAL AND MARINE SECTORS, WITH A STRONG FOCUS ON AUTOMATION, CONNECTIVITY AND ENERGY.

WHY IT MATTERS

MOBILITY IS NO LONGER A VERTICAL: IT IS AN ECOSYSTEM COMBINING AI, INFRASTRUCTURE AND ENERGY – WITH AUTONOMY EXPANDING BEYOND CARS.

Across these six themes, one convergence stands out: AI is rapidly moving from digital intelligence to embodied intelligence — systems that can perceive, decide and act in real-world environments. This is where robotics becomes the most visible and measurable expression of Physical AI, translating advances in on-device inference, sensing, simulation and safety into operational capabilities on factory floors, in logistics, and increasingly in assisted-care contexts.

MyTwin communication

Media contact for CES materials and interview requests:
oversonic@mytwincommunication.com

Giorgia Fenaroli (+39 334 2208486),
Marzia Coppola (+39 375 6115009),
Giacomo Pasin (+ 39 393 9173698).

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