



Executive Summary

In a world where technology is the primary catalyst for rapid change, its impact is profound in business and human contexts. As we present our annual trends report, we focus on enhancing business efficiency, customer satisfaction, and employee experiences.

The predictions

In 2024, one technology will unsurprisingly continue to dominate the discussion: artificial intelligence. Juan Jose Lopez Murphy, our Global Head of Artificial Intelligence, captured our overall approach to emerging technologies when he said:



“We’re thinking a lot about human agency and trying to develop our ideas and voice. It’s of core importance given our principles, AI manifesto, and BeKind initiatives. However, until these shiny new toys become boring, I do not think most people in the space will realize how important the principles are. The faster we can go through the hype wave, the faster we can get into that more profound, meaningful work.”



Juan Jose Lopez Murphy
Global Head of Artificial Intelligence

In 2024, Generative AI opens the window of opportunity for businesses of all sizes.

Globant has been slowly beating the artificial intelligence drum for over a decade as the space has heated up. With the launch of OpenAI’s ChatGPT, there has been an explosion of relevance and investment in AI within technology companies, including Globant.

In 2024, the past year’s focus on research and innovation will continue as organizations define where and how to use the technology to benefit their customers and users best. In 2025 and beyond, AI will impact how we work and live in more ways than we realize, and organizations will start to see a return on their efforts to integrate the technology.

Learn more about how we'll approach artificial intelligence in 2024 by [downloading the full report](#).

[Download the full report](#)

Quantum Computing

Quantum computing moves beyond science fiction, a step toward reality.

Quantum computing is still in an academic state. There is a slow movement from a theoretical concept to something organizations can ready themselves to benefit from. In 2024, many organizations will start understanding how quantum computing could impact their business, but only some will take steps forward. Applications in data and computing-rich fields, such as finance and pharmaceutical research, will likely be the first to take interest and invest if they are not already.



In the full report, find out which industries should explore quantum computing first.



Robotics

Robotics moves into a new frontier: versatile robots

Robotics has been on the technology scene for more than two decades in a real and tangible way. While other technologies are still trying to gain footing, robotics is ready for a reinvention. 2024 will be a pivotal year for the inevitable evolution of robots, where we will see multi-purpose robots take shape to increase efficiencies.

The convergence of AI and robots presents a unique opportunity. Find out how in the full report.

Blockchain

Blockchain's remains a critical technology for specific industries, while mass adoption seems unlikely.

Blockchain technology has valuable use cases in supply chain and finance industries and a promising trajectory overall. However, we recognize major challenges for everyday organizational use.

In 2024, relevant industries will continue to invest in this technology as they determine the ideal governance and find the way forward for interoperability.



Blockchain is helping industries build trust in their processes. Learn more about how technology plays a role in 2024 in the full report.

While investment interest wanes, interest in 3D immersive experiences is still strong.

The metaverse struggles from a lack of practical use cases when matched against the current business environment. While a technology like AI is now approachable in the real world, the metaverse is the opposite. Mass adoption requires organizations to ask users to step out of the norm and into an entirely different world.

In 2024, we will see a static interest in the metaverse, with peak interest in the spatial computing space coming with the launch of the Apple Vision Pro in Q1. Key players will continue to invest heavily into making it an everyday interaction for individuals or to augment physical experiences.



Find metaverse use cases and more in the full report.

Here at Globant, we're more excited than ever about the direction of technology and the way it will play a role in the lives of everyday people. The world has seen extraordinary technological advances over the past year, and we're helping clients worldwide capture the value.



Our process

To formulate our 2024 Tech Trends report, we gathered our foremost experts and thought leaders to discuss what they see on the horizon for the year. During our discussions, we covered the good, the bad, and the ugly of trending technologies. This report is a culmination of the insights gleaned from our roundtables, combined with Globant-conducted research, providing predictions and actionable next steps concerning how the technologies will change or evolve throughout the following year.

The 2024 Tech Trends report was made possible by an extraordinary team of subject matter experts, content strategists, designers, software developers, project managers, leaders, and collaborators throughout the world, including:

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