



## 2023 Digital Trends



Shifting digital landscapes and ballooning customer expectations mean one thing for organizations with operational inefficiencies: either keep up with the way that business has changed—or get left behind.

We analysed responses from over 9,000 digital experts across the globe to create the 2023 Adobe Digital Trends report. Find out why optimizing technology investments and document workflows will be the difference between becoming a leading or lagging organization in 2023 and beyond.