



What are emerging technologies?

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Across the private capital markets, investors, entrepreneurs and other industry professionals have created useful sorting and categorization methods to group companies by their shared characteristics.

When we talk about companies at a broad, general level, for example, we may refer to them in the context of their industry—business-to-business (B2B), business-to-consumer (B2C), energy and healthcare, for example. [Industry verticals](#) have staying power and are considered established, but their focus is even narrower, like fintech, femtech and mobility tech. Narrower still, [emerging spaces](#) like clean meat and space tourism are niche and promising, but not yet time-tested, per PitchBook's definition.

Another relevant term for categorizing companies across the venture capital landscape is emerging technologies.

What are emerging technologies?

Emerging technologies represent growing areas of technological innovation that attract capital for their disruptive, thematic or secular growth potential. Across emerging technologies, shared characteristics include:

- Significant levels of venture capital investment

- Agtech
- Artificial intelligence and machine learning
- Cloudtech and DevOps
- Enterprise health and wellness tech
- Fintech
- Foodtech
- Information security
- Insurtech
- Internet of things
- Mobility tech
- Retail health and wellness tech
- Supply chain tech

Emerging technologies vs. emerging spaces—what's the difference?

Although emerging technologies and emerging spaces sound similar, they are not interchangeable.

Emerging technologies is a term used widely across the industry, from analysts and institutional researchers at PitchBook to private market professionals spanning the globe. They are used to provide research coverage of a broad industry that may include several types of products and technologies offered by many startups that share similar characteristics in terms of growth opportunities. Our experts track emerging technologies and produce impactful quarterly reporting on coverage areas defined by our methodology, but emerging technologies as a concept are not specific to PitchBook.

Emerging spaces, on the other hand, are a unique concept and term that originated at PitchBook. Emerging spaces consist of very specific products or technologies that may only represent a small segment or opportunity within a larger vertical. With our Emerging Spaces platform feature, PitchBook clients can sift and sort through a growing list of hundreds of individual emerging spaces to identify promising investment trends in nascent spaces.

More about emerging technologies

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