

# AT A GLANCE

## Thematic Plays for the Backbone of Technology



**Cell Towers**

**Data Centers**

**Distribution Centers**

## SRVR

### Pacer Data & Infrastructure Real Estate ETF

Demand for faster and more efficient data has grown over the years, and will continue to grow. In order to meet demands, **data centers** must expand their bandwidth to process 5G, and **cell towers** must be built to deliver results to users across the globe.

## INDS

### Pacer Industrial Real Estate ETF

Large warehouses, which contain **distribution centers**, exist all over the country. As demand grows, there is an even greater need for distribution centers to allow e-commerce distributors to deliver goods to your door as quickly and efficiently as possible.

#### Technology Themes:

- Internet-of-Things
- 5G
- Artificial Intelligence
- Augmented Reality
- Cyber Security
- Blockchain
- Autonomous Driving
- Electronic Payment
- Streaming
- Work-from-Home
- Gaming
- Cloud & Edge Computing
- Social Media
- e-Commerce
- Cold Storage

#### Examples of:

- **Data Center Customers:**
  - Verizon, AT&T, T-Mobile
  - Oracle
  - Spotify
  - Microsoft, Google
- **Supply Chain Customers:**
  - Amazon
  - Grocery stores
  - Home Depot
  - FedEx

#### Looking Ahead:

- There are over 15 billion Internet of Things devices in use today, forecast to be 29 billion by 2030.<sup>1</sup>
- \$1.5 Trillion E-commerce Revenue: E-commerce revenue in the United States was roughly \$910 billion U.S. dollars in 2023. Statista Outlook forecasts that by 2028, online shopping revenue in the U.S. will exceed \$1.5 trillion dollars.<sup>2</sup>
- E-commerce's share of total retail sales is expected to rise from 19.5% in 2023 to 23% in 2027.<sup>3</sup>

#### Sources:

<sup>(1)</sup>Transforma Insights, & Exploding Topics. (July 1, 2023). Number of Internet of Things (IoT) connected devices worldwide from 2019 to 2023, with forecasts from 2022 to 2030 (in billions) [Graph]. In Statista. Retrieved January 12, 2024, from <https://www.statista.com/statistics/1183457/iot-connected-devices-worldwide/>

<sup>(2)</sup>Statista. (December 7, 2023). Revenue of the e-commerce industry in the U.S. 2018-2028 (in billion U.S. dollars) [Graph]. In Statista. Retrieved January 12, 2024, from <https://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast/>

<sup>(3)</sup>eMarketer (@eMarketer). (August 11, 2023). E-commerce as percentage of total retail sales worldwide from 2015 to 2027 [Graph]. In Statista. Retrieved January 12, 2024, from <https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>



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**Risks of Investing in the Data & Infrastructure Real Estate Sector:** Companies in the Data & Infrastructure Real Estate sector may be affected by unique supply and demand factors that do not apply to other real estate sectors, such as changes in demand for communications infrastructure, consolidation of tower sites, new technologies that may affect demand for communications towers, and changes in demand for wireless infrastructure and wireless connectivity.

**Risks of Investing in the Industrial Real Estate Sector:** Companies in the Industrial Real Estate sector may be affected by unique supply and demand factors that do not apply to other real estate sectors. For example, industrial real estate may be more susceptible to changes in interest rates, macroeconomic trends, government regulation, and tax regulation than other real estate sectors. Industrial real estate may also be concentrated in logistics-related industries, which could expose industrial real estate companies to the risks of a downturn affecting logistics companies.

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