their televisions
their computers
their careers
their hobbies
and much, much, more.

Needful as some of these things may be they have completely filled their hearts and lives so that they claim "they have need of nothing."

But the Lord Jesus who sees all things says

"I know thy works ... " I know all that occupies your hearts and minds. but thou "knowest not that thou art the wretched and the miserable, and poor, and blind and naked" v17

He sees their religious activity mixed up with with a lot of other things. He sees that they are not rich at all.