

Digital Trends Quarterly - UK - December 2018

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“People are getting ever more confident in using their smartphones for online shopping. In the earlier days of smartphone evolution, security concerns and the perceived inconvenience held them back.

Matt King – Category Director, Technology and Media Research

This report looks at the following areas:

Now, however, with people much more likely to have biometric security on their smartphone than on their computer, their handsets provide an arguably more convenient way of going through the payment process without the need to remember multiple passwords.”

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Table of Contents

Overview

What you need to know
Covered in this Report

Executive Summary

Personal technology

Manufacturers focus on mid-range, with the threat from Chinese brands set to grow

Figure 1: Ownership of mobile phones, January 2012-September 2018

Figure 2: Ownership of wearable devices, November 2014-September 2018

Household technology

Where next for voice?

Figure 3: Ownership of voice-controlled speakers and VR headsets, December 2017-September 2018

Hybrids off to a slow start

Figure 4: Ownership of computers, by form factor. June 2017-September 2018

Online activities

Signs of brand engagement fatigue on social media

Confidence in smartphones for financial management and online shopping on the up

Figure 5: Online activities done in the last three months on any device*, October 2017-September 2018

Special focus: Augmented Reality

Gaming and photo augmentation the most popular so far but the future is information-driven

Figure 6: Use of smartphones for AR-based activities, September 2018

Figure 7: Future interest in using smartphone for AR-based activities, September 2018

Personal Technology – Headline Data

Ownership of mobile phones

Figure 8: Ownership of mobile phones, January 2012-September 2018

Figure 9: Ownership of mobile phones and smartwatches (source data), January 2012-September 2018

Figure 10: Smartphone and basic mobile phone ownership combinations, June 2017-September 2018

Figure 11: Smartphone and basic mobile phone ownership combinations (source data), June 2017-September 2018

Ownership of wearable technology

Figure 12: Ownership of wearable devices, November 2014-September 2018

Figure 13: Ownership of wearable devices (source data), November 2014-September 2018

Ownership of other personal technology

Figure 14: Ownership of other personal technology products, December 2013-September 2018

Figure 15: Ownership of other personal technology products (source data), December 2013-September 2018

Recent personal technology purchases

Figure 16: Personal technology products bought in the last three months, June 2017-September 2018

Figure 17: Personal technology products bought in the last three months (source data), June 2017- September 2018

Planned personal technology purchases

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 18: Personal technology products plan to buy in the next three months, June 2017-September 2018

Figure 19: Personal technology products plan to buy in the next three months (source data), June 2017-September 2018

Personal Technology – Market Commentary

Chinese smartphone brands likely to gain UK share next year

Huawei expecting strong growth in 2019...

...while Xiaomi is making a virtue of thin profit margins

Figure 20: Xiaomi Mi 8 landing page, November 2018

Samsung responds to the Chinese threat with beefed-up mid-range

The foldable phone is finally here

Figure 21: Samsung Infinity Flex display announcement, November 2018

Tablets could be foldable phones' biggest competitor

Camera competition continues, both in hardware...

...and software

Innovation behind the screens

Fitness bands resilient in the face of smartwatch competition

Hybrid watches facing the challenge of heritage

Women helping fitness bands stay the course

Figure 22: Ownership of fitness bands/sports watches and smartwatches, by age and gender, September 2018

Household Technology – Headline Data

Ownership of computers

Figure 23: Household ownership of computers, January 2012-September 2018

Figure 24: Household ownership of computers (source data), January 2012-September 2018

Figure 25: Ownership of computers, by form factor. June 2017-September 2018

Figure 26: Ownership of computers, by form factor (source data), June 2017-September 2018

Figure 27: Computer ownership combinations, June 2017-September 2018

Figure 28: Computer ownership combinations (source data), June 2017-September 2018

Ownership of TVs

Figure 29: Household ownership of HD and Ultra HD 4K televisions, July 2016-September 2018

Figure 30: Household ownership of HD and Ultra HD 4K televisions (source data), July 2016-September 2018

Figure 31: TV ownership combinations, June 2017-September 2018

Figure 32: TV ownership combinations (source data), June 2017-September 2018

TV connectivity

Figure 33: Type of TV internet connection, June 2017-September 2018

Figure 34: Type of TV internet connection (source data), June 2017-September 2018

Ownership of other household technology

Figure 35: Ownership of other household technology products, January 2012-September 2018

Figure 36: Ownership of other household technology products (source data), January 2012-September 2018

Figure 37: Ownership of voice-controlled speakers and VR headsets, December 2017-September 2018

Figure 38: Ownership of voice-controlled speakers and VR headsets (source data), December 2017-September 2018

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Recent computer and static console purchases

Figure 39: Computers and static consoles bought in the last three months, June 2017-September 2018

Figure 40: Computers and static consoles bought in the last three months (source data), June 2017-September 2018

Planned computer and static console purchases

Figure 41: Computers or static consoles plan to buy in the next three months, June 2017-September 2018

Figure 42: Computers or static consoles plan to buy in the next three months (source data), June 2017-September 2018

Recent TV purchases

Figure 43: TVs bought in the last three months, June 2017-September 2018

Figure 44: TVs bought in the last three months (source data), June 2017-September 2018

Planned TV purchases

Figure 45: TVs plan to buy in the next three months, June 2017-September 2018

Figure 46: TVs plan to buy in the next three months (source data), June 2017-September 2018

Household Technology – Market Commentary

Where next for voice?

Looking for an Early Majority

Figure 47: Diffusion of innovations curve

Increasing intelligence

Desktops not being replaced

Hybrids off to a slow start

Could Microsoft's new subscription model kick-start the category?

Online Activities – Headline Data

Online activities across all devices

Figure 48: Online activities done in the last three months on any device*, October 2017-September 2018

Figure 49: Online activities done in the last three months on any device* (source data), October 2017-September 2018

Online activities on a desktop/laptop

Figure 50: Online activities done in the last three months on a desktop/laptop, October 2017-September 2018

Figure 51: Online activities done in the last three months on a desktop/laptop (source data), October 2017-September 2018

Online activities on a tablet

Figure 52: Online activities done in the last three months on a tablet, October 2017-September 2018

Figure 53: Online activities done in the last three months on a tablet (source data), October 2017-September 2018

Online activities on a smartphone

Figure 54: Online activities done in the last three months on a smartphone, October 2017-September 2018

Figure 55: Online activities done in the last three months on a smartphone (source data), October 2017-September 2018

Use of new technology

Figure 56: Use of new technology in the last three months, April 2017-September 2018

Figure 57: Use of new technology in the last three months (source data), April 2017-September 2018

Online Activities – Market Commentary

Signs of brand engagement fatigue on social media

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Tablets losing out in the engagement stakes

Millennials shifting content consumption from tablets to smartphones

Figure 58: Watched streaming videos on tablets or smartphones in the last three months, by generation, June 2018

Confidence in smartphones for financial management on the up...

Figure 59: Preferred method of unlocking smartphone, February 2018

...with a concurrent rise in online shopping

Accessing local info on the go

Companies must make the most of maps

Figure 60: "Explore" view in Google Maps

Special Focus: Augmented Reality – Headline Data

Use of smartphone AR

Figure 61: Use of smartphones for AR-based activities, September 2018

Figure 62: Use of smartphones for AR-based activities (source data), September 2018

Future interest in smartphone AR

Figure 63: Future interest in using smartphone for AR-based activities, September 2018

Figure 64: Future interest in using smartphone for AR-based activities (source data), September 2018

Special Focus: Augmented Reality – Market Commentary

Encouraging repeat use the first challenge to overcome

Figure 65: Pokémon Go screenshot

E-commerce and in-app purchases are key to early monetisation

Figure 66: Adidas shoppable Snapchat Lens

Apple betting big on AR...

...and could use Apple Watch success to drive AR hardware interest

Information is power

Figure 67: Gatwick passenger app

A mainstream appeal for information-based AR

Figure 68: Future interest in using smartphone for AR-based activities, by generation, September 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

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