Digital Trends Quarterly - UK - March 2019

Report Price: £1995.00 | $2693.85 | €2245.17

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

"The foldable phone space is more than just an extension of the smartphone category: it is essentially an entirely new hybrid category that is ripe for a land grab by those who are quickest to market with the best devices. The likes of Samsung won't dominate it by default on the basis of their existing smartphone credentials: if the user experience isn't right, then no amount of heritage is going to convince people to spend four figures on a folding device."

This report looks at the following areas:

- **Mobile phones and personal technology**
- **Computers**
- **Televisions and other household technology**
- **Recent purchasing and purchase intentions**
- **Online activities**
- **Special focus – Online discussions and interactions**

Despite being a saturated market where people are holding onto their ever-more sophisticated handsets for longer periods of time, the smartphone category remains livelier than most in terms of recent purchasing, and saw a welcome bump over the Christmas period. Moreover, the announcement of foldable phones from Samsung and Huawei in February, with the former's due to market in April, is indisputably the most exciting jump forward in innovation for years. High launch prices mean that only a small minority of adventurous and wealthy enthusiasts will buy into the market this year, but other manufacturers are waiting to jump in and increase competition once they have been able to get a feel for demand.

Meanwhile, we are seeing continued growth in streaming on both smartphones and tablets, which bodes well for the latter, which have been struggling for sales for the last couple of years. Elsewhere, VR is lagging behind other emerging technologies in terms of stimulating mass-market interest and needs to encourage early adopters to spread the word more to help it catch on.

Mintel's special focus on online discussion and interactions this quarter finds that although people are increasingly concerned about the amount of time they are spending online, the overwhelming view of the impact of technology on their lives is positive. Online interactions around shared interests can help spur real-life ones too, with TV food and politics amongst the subjects most likely to get people talking.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Digital Trends Quarterly - UK - March 2019

Report Price: £1995.00 | $2693.85 | €2245.17

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

Table of Contents

Digital Trends Quarterly - UK - March 2019

Report Price: £1995.00 | $2693.85 | €2245.17

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