Digital Trends Quarterly: Inc Impact of COVID-19 - UK - September 2020

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"Despite supply chain issues, the leading brands have continued to release annual upgrades across technology segments. Foldable and dual-screen offerings are bringing innovation to smartphones, laptops and tablets, although take-up remains low."
– Matt King, Category Director, Technology and Media Research

This report looks at the following areas:

- **The impact of COVID-19 on purchasing of consumer technology products**
- **How online activities have changed as a result of COVID-19**
- **The increasing role technology is playing in consumers' health and fitness habits**
- **The latest innovations and new product launches across consumer technology markets.**

Recent purchasing of technology products has fallen as a result of COVID-19, with purchasing of smartphones – the category that typically sees the greatest activity – down from 16% of adults in the three months to September 2019 to 12% in April and June 2020.

While there is some sign of purchasing intent rising, it remains below pre-pandemic levels. With the economic uncertainty ahead, consumers will be largely focused on replacements in markets such as smartphones, laptops and tablets. The majority will be focusing on reliable devices that offer good value, with fewer people willing to spend on premium models with the latest features.

There are likely to be delays to take-up of more innovative and expensive designs such as foldable screen technology and hybrid laptops. With many Brits looking to hold onto devices as long as possible, it could also take longer for 5G-ready devices to gain a foothold.

There are more positive signs in home-entertainment markets, however, with the video games market thriving during lockdown in terms of consoles and software. This trend will be heightened by the highly anticipated winter launches from Sony and Microsoft. Meanwhile, the increasing focus on value will provide opportunities for lesser-known brands that can offer competitive specifications at lower prices in many categories.

The pandemic has also brought additional focus on health, with fitness trackers and smartwatches continuing to grow in popularity. Such devices are becoming more sophisticated and are able to offer more comprehensive health and wellbeing data each year. With more people using apps and live classes for home workouts and tracking exercise outdoors, there will be more opportunities than ever in the health tech market.

DID YOU KNOW?

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

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