

## Digital Trends Autumn - UK - September 2014

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“For so long the rising popularity of the tablet computer contributed to the decline of other neighbouring device markets, but now the tables are set to be turned, as it could be the tablet market itself that starts to feel the impact of competitor products”.

– Paul Davies, Senior Leisure and Technology Analyst

### This report looks at the following areas:

Brands are beginning to realise that a business model which relies heavily on hardware sales alone – particularly smartphones and tablets – has a limited shelf life. The rapid growth seen within the tablet market has started to fall as upgrade cycles are slower than they are in the smartphone sector, while phablets (5" + smartphones) have begun to encroach on tablet territory.

As a result developers such as Apple and Google are now building their operating systems around the evolving needs of the connected consumer – looking at how products, apps and services can better facilitate their day-to-day activities.

Soon people will no longer judge operating systems solely on their smartphone and tablet capabilities, but instead will consider their compatibility and the quality of their wider eco-system, including everything from fitness apps and wearable devices to smart appliances.

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