

Digital Trends Spring - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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



"Consumers feel ambivalent toward technology. They are both highly connected and concerned about the social impact of this connectivity. As a result, companies are caught in a balancing act that, on one hand, challenges them to engage and entertain their targets. On the other, brands must avoid overwhelming consumers with choices and always-on connectivity."

- Bryant Harland, Technology Analyst

This report looks at the following areas:

- Key technology market segments saturated
- Consumers show mixed feelings toward technology

This report trends household and personal ownership for numerous technology products, including televisions, computers, portable media hardware, and gaming hardware. Consumers' overall attitudes toward technology and the digital world are also explored in this report.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

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 Spring - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Key technology market segments saturated

Figure 1: Household television ownership April 2015-February 2016

Consumers show mixed feelings toward technology

Figure 2: Attitudes toward technology, February 2016

The opportunities

Smaller devices still growing

Figure 3: Household laptop and desktop ownership, 2015-16

Growth shifting toward services

Figure 4: Frequency of online activities, February 2016

What it means

The Market – What You Need to Know

5G will pave the way for richer mobile media

Native advertising growing

Market Factors

Verizon plans to roll out 5G in 2017

Figure 5: Mobile app usage, August 2015

Consumers adopting ad blockers, pushing marketers toward native ads

Key Players – What You Need to Know

Streaming video revenue climbing

Desktops falter in light of more portable hardware

New content to drive interest in hardware

What's Working?

Streaming video making dramatic gains

What's Struggling?

Desktops lose share of computer market

Figure 6: Household laptop and desktop ownership, by age, February 2016

What's Next?

AR, VR, and 4K to spur interest in hardware

The Consumer – What You Need to Know

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Digital Trends Spring - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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

Consumers show demand for smart media hardware and tablets
Streaming video leads activities done online
Hispanics readily adopt social-oriented technologies
High connectivity leading to ambivalence

Household Technology Products Ownership

Televisions

Majority of consumers own HD, UHD, Smart, or 3D TVs

Figure 7: Household television ownership, February 2016

Figure 8: Household television ownership (any TV) 2010-15

Consumers 54 and under making the switch to Smart TVs

Figure 9: Household smart television ownership, by gender and age, February 2016

Many parents are ready for 4K

Figure 10: Household UHD television ownership, by age of children, February 2016

Laptop and desktop computers

The push for portable computing continues

Figure 11: Household laptop and desktop ownership, 2015-16

Laptop ownership nearly universal among 44 and younger

Figure 12: Household laptop and desktop ownership, by age, February 2016

Opportunity to target laptop buyers among Black consumers

Figure 13: Household laptop and desktop ownership, by race and Hispanic origin, February 2016

Tablets and e-readers

Continued growth in tablet market, e-readers stagnate

Figure 14: Household tablet and e-reader ownership, February 2016

Majority of lower-income households do not have tablets

Figure 15: Household tablet ownership, by household income, February 2016

Personal Technology Products Ownership

Little change for most personal electronics

Figure 16: Personal electronics ownership, 2015-16

Smartwatch owners in the minority, but market share growing

Figure 17: Personal smartwatch ownership, 2014-16

Fitness trackers as a bridge to smartwatches

Figure 18: Personal technology products ownership, by gender and wearables ownership, February 2016

Methods of Internet Access

Smart TVs increasingly used for internet access

Figure 19: Methods of internet access, April 2015-February 2016

Younger consumers: Access from anywhere

Figure 20: Methods of internet access, by age, February 2016

Frequency of Online Activities

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Digital Trends Spring - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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

Paid streaming video and account sharing

Figure 21: Frequency of online activities, February 2016

Streaming music faces challenges in engaging young women

Figure 22: Frequency of online activities (daily), by gender and age, February 2016

Hispanics are social content creators

Figure 23: Frequency of online activities (daily), by gender and age, February 2016

Consumers' Intent to Purchase Technology Products

Consumer purchase intent reinforces growth for portable hardware

Figure 24: Purchase intent for electronics products, February 2016

Hispanics and Asians show heightened purchase intent for UHD devices

Figure 25: Purchase intent for electronics products, by race and Hispanic origin, February 2016

Consumers' Attitudes toward Technology

Consumers recognize the negative impact of technology

Figure 26: Attitudes toward technology, February 2016

Younger consumers want to learn more about technology

Figure 27: Attitudes toward technology, by gender and age, February 2016

Hispanics, Asians see themselves as early adopters

Figure 28: Attitudes toward technology, by race and Hispanic origin, February 2016

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Consumer

Figure 29: Personal technology products ownership, by gender and wearables ownership, February 2016

Figure 30: Methods of internet access, by household income, February 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com