

Digital Trends (Consumer) - US - March 2018

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With ever expanding means of accessing the internet, ranging from skills on smart speakers to television apps to podcasts, brands face an increasingly daunting task of determining the best points of contact; adding to the difficulty of this task is the finding that the same demographic groups run above average in the use of most digital media.

This report looks at the following areas:

- Challenges posed by phones and televisions as central points of internet access
- Shopping and research concentrated around Amazon/Google
- Little expansion in core youth market

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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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