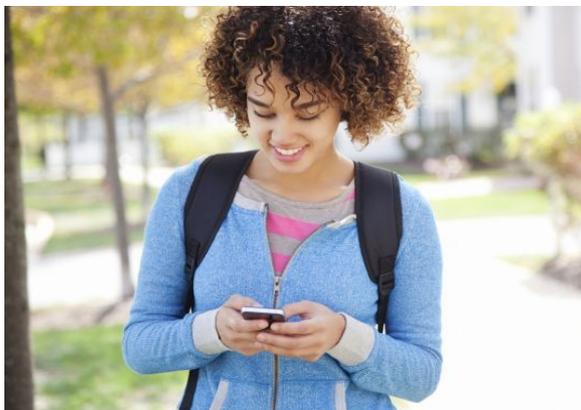


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"The impact of the newfound popularity of 'phablets' (5" + smartphones) cannot be understated. Phablets have not just put a dent into sales in the neighbouring tablet market but also look set to radically change mobile behaviour. There are already signs that the increased uptake of larger screens has broken down one of the major barriers previously experienced by smartphone users"

- Paul Davies, Senior Leisure & Technology Analyst

This report looks at the following areas:

- Household ownership of consumer technology products
- The phablet revolution
- Phablets trigger more smartphone activity
- Phablet users interested in targeted ads

This report covers ownership of and intentions to purchase consumer technology products (eg televisions, laptops and smartphones), as well as which devices people have used to connect to the internet in the last three months.

We also look at what types of activities consumers have performed online using PCs (laptops or desktops), tablets and smartphones in the last quarter and analyse the factors that may be influencing ongoing trends in behaviour.

This edition of *Digital Trends* also provides an update on consumers' attitudes towards digital advertising in light of recent developments surrounding online privacy.

Finally, we take a look at how device ownership and methods used to access the internet compare across the five major European countries; France, Germany, Italy, Spain and the UK.

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Table of Contents

Introduction

Overview

Covered in this report

Executive Summary

Household ownership of consumer technology products

Figure 1: Household ownership of consumer technology products, April and June 2015

Nearly a third of consumers expect to buy a new smartphone in the next year

Figure 2: Plans to purchase or upgrade consumer technology products, by timescale, June 2015

The phablet revolution

Figure 3: Ownership of smartphones, by screen size, June 2015

Phablets trigger more smartphone activity

Figure 4: Online activities performed in the past three months on a smartphone, by smartphone screen size, June 2015

Phablet users interested in targeted ads

Figure 5: Attitudes towards digital advertising, by smartphone screen size, June 2015

The Consumer – What You Need to Know

Smart TVs enter more homes

Three quarters have a smartphone

Uncertain future for the tablet market

The phablet revolution

Young consumers think 'mobile first'

Phablets trigger more smartphone activity

Young consumers more open to personalised ads

Consumer Technology Products – Overview

Household ownership of consumer technology products

Figure 6: Household ownership of consumer technology products, April and June 2015

Personal ownership of consumer technology products

Figure 7: Personal ownership of consumer technology products, April and June 2015

Planned purchase or upgrade of consumer technology products

Uncertain future for the tablet market

Figure 8: Plans to purchase or upgrade consumer technology products (at any point in the future), April and June 2015

Nearly a third of consumers expect to buy a new smartphone in the next year

Figure 9: Plans to purchase or upgrade consumer technology products, by timescale, June 2015

Consumer Technology Products – Televisions

Ownership

Figure 10: Household ownership of televisions, by type, April and June 2015

Figure 11: Household ownership of smart and 3D televisions, January 2012-June 2015

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Plans for purchase or upgrade

Figure 12: Plans to purchase televisions, by timescale, April and June 2015

Major sporting events give brands a chance to convert the most engaged

Figure 13: Plans to purchase televisions in the next 12 months, by gender and age, June 2015

Consumer Technology Products – Computers

Ownership

Figure 14: Household ownership of computers, by type, January 2012-June 2015

Plans for purchase or upgrade

Figure 15: Plans to purchase or upgrade computers, by timescale, June 2015

Multiple form factor ownership on the rise

Figure 16: Household ownership of computers, by form factor, June 2015

Tablet screen size

Figure 17: Ownership of tablets, by screen size, June 2015

Portability a bigger factor for Millennials

Figure 18: Ownership of tablets, by screen size, by generation, June 2015

Consumer Technology Products – Mobile Phones and Smartwatches

Ownership of mobile phones

Figure 19: Ownership of mobile phones, January 2012-June 2015

Figure 20: Ownership of mobile phones and smartwatches, by age, June 2015

Ownership of smartwatches

Figure 21: Ownership of smartwatches, June 2014-June 2015

Plans for purchase or upgrade

Figure 22: Plans to purchase or upgrade mobile phones and smartwatches, by timescale, June 2015

Smartphone screen size

Figure 23: Ownership of smartphones, by screen size, June 2015

Phablets cannibalising mini tablet market

Figure 24: Ownership of tablets (by screen size), by ownership of smartphones (by screen size), June 2015

Internet Access

Devices used to access the internet

Nearly half connect with tablets; almost a fifth with smart TVs

Figure 25: Devices used to access the internet in the last three months, June 2015, and percentage point change between June 2014 and June 2015

Repertoire analysis

Figure 26: Repertoire of devices used to access the internet, June 2014 and June 2015

Generations apart

Figure 27: Repertoire of devices used to access the internet, by generation, June 2015

Online Activities

Online activities performed

On any device

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Figure 28: Online activities performed in the past three months, June 2014-June 2015

Online activities by device

On a computer

Figure 29: Online activities performed in the past three months on a computer, June 2015

On a tablet

Figure 30: Online activities performed in the past three months on a tablet, June 2015

On a smartphone

Figure 31: Online activities performed in the past three months on a smartphone, June 2015

PC activity cannibalised by mobile

Figure 32: Online activities performed in the past three months, by device, June 2014 and June 2015

Phablets trigger more smartphone activity

Figure 33: Online activities performed in the past three months on a smartphone, by smartphone screen size, June 2015

Attitudes towards Digital Advertising

Privacy concerns are still prominent

Figure 34: Attitudes towards digital advertising, June 2015

Young consumers more open to personalised ads

Figure 35: Attitudes towards personalised advertising, by age, June 2015

Phablet users interested in targeted ads

Figure 36: Attitudes towards digital advertising, by smartphone screen size, June 2015

European Comparisons

Internet access

Figure 37: Devices used to access the internet in the last three months, June/August 2015

Ownership of consumer technology products

Televisions

Figure 38: Household ownership of televisions in France, Germany, Italy, Spain and the UK, June/August 2015

Computers, tablets and e-readers

Figure 39: Household ownership of computers in France, Germany, Italy, Spain and the UK, June/August 2015

Mobile phones and smartwatches

Figure 40: Personal ownership of mobile phones and smartwatches in France, Germany, Italy, Spain and the UK, June/August 2015

Smartphone screen size

Figure 41: Smartphone screen sizes owned in France, Germany, Italy, Spain and the UK, June/August 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

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