

Digital Trends Summer - UK - June 2015

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"As the UK economy improves, unemployment falls, and more young people find jobs, the outlook for the consumer technology market is promising. Millennials (16-35) remain key adopters of new technology."

This report looks at the following areas:

This edition of *Digital Trends* examines the trends in consumer technology and digital media in the UK, looking at changes in device ownership and consumers' purchasing intentions. It focuses on a broad range of devices, particularly televisions, desktops, laptops, tablets, smartphones, and smartwatches. It also looks at how consumers access the internet, what they are doing online, and what devices they are using to do so.

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Table of Contents

Overview

What you need to know
 Products covered in this report

Executive Summary

Specialist devices continue to decline
 Figure 1: Household ownership of consumer technology products, November 2014 and April 2015

Potential for home cinema systems

Smart TVs on the up but face tough competition
 Figure 2: Household ownership of TVs, April 2015

Fathers are key targets

Tablets continue to outperform desktops

Personal ownership; women favour tablet devices
 Figure 3: Personal ownership of tablets, laptops, and e-readers, November 2014 and April 2015

Evolution of the laptop
 Figure 4: Types of laptop in the home, April 2015

Smartphones ownership races ahead, basic models decline
 Figure 5: Personal ownership of mobiles, basic versus smart, November 2014 and April 2015

Internet access via televisions growing

Online activities

Research sources
 Figure 6: Research done through a professional review website, April 2015

Consumers want smartphones, laptops and TVs
 Figure 7: Plans to eventually upgrade consumer technology products, April 2015

Consumer Technology Products – Overview

Consumer confidence on the rise
 Figure 8: Financial situation, March 2015

Household ownership of specialist devices
 Figure 9: Household ownership of consumer technology products, November 2014 and April 2015

Over half of young women own a console

Connected TVs appeal

Home cinema systems decline but potential is there

Personal ownership: laptops, tablets, and smartphones remain strongest
 Figure 10: Personal ownership of consumer technology products, November 2014 and April 2015

Specialist devices falling out of favour
 Figure 11: Cannon Europe's 'City Climbers' advertising campaign

Plans for purchase; consumers want smartphones, laptops and TVs
 Figure 12: Plans to eventually upgrade consumer technology products, April 2015

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Figure 13: Plans to upgrade consumer technology, by timescale, April 2015

Consumer Technology Products – Televisions

Figure 14: Household ownership of TVs, April 2015

Internet access via TV low, but on the rise

Figure 15: Internet access through an internet-enabled television, April 2015

Plans to purchase; fathers are key targets

Figure 16: Plans to purchase or upgrade TV, April 2015

Figure 17: Plans to purchase or upgrade TV by timescale, April 2015

Personalisation is the next step

Consumer Technology Products – Computers, Tablets, E-Readers

Desktops, tablets, laptops, and e-readers in homes

Figure 18: Household ownership of desktops, tablets laptops, and e-readers, November 2014 and April 2015

Personal ownership; women favour tablet devices

Figure 19: Personal ownership of tablets, laptops, and e-readers, November 2014 and April 2015

Gamification's learning potential

Figure 20: Personal ownership of laptop computers, tablets, and e-readers, December 2013-April 2015

Older generations open to tablets, and keen on e-readers

Figure 21: Personal ownership of laptops, tablets and e-readers, by age, April 2015

Plans for purchase or upgrade: desktops, laptops, tablet, e-readers

Figure 22: Plans for purchase or upgrade of desktops, laptops, tablet, and e-readers, April 2015

Multiple sources for internet access

Figure 23: Plans to upgrade or purchase device at some point in the future, April 2015

Consumer Technology Products – Laptop Types

Figure 24: Types of laptop in the home, April 2015

Ultrabook owners highly engaged

Figure 25: Personal consumer technology product ownership, by types of laptop in home, April 2015

Chromebook's simplicity is powerful

Consumer Technology Products – Mobile Phones and Smartwatches

Personal ownership of mobiles, basic versus smart

Figure 26: Personal ownership of mobiles, basic versus smart, November 2014 and April 2015

Figure 27: Personal ownership of mobile phones, January 2012-April 2015

Smartphones' all-in-one ability

Smartphones as an empowering device

Financial situation not a key determinant for smartphone ownership

Smartphone is most wanted device within the next year

Figure 28: Plans to purchase or upgrade mobile phones, basic versus smart, April 2015

Smartwatch ownership yet to pick up

Figure 29: Plans to purchase or upgrade a smartwatch, April 2015

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Internet Access

Figure 30: Internet access, November 2014 and April 2015

Internet access spreading across multiple devices

High-activity 16-34s: channels to market

Figure 31: Repertoire of number of ways internet is accessed, April 2015

Online Activities

Figure 32: Online activities in the past three months, November 2014 and April 2015

Media sharing and casual internet games popular among women

Online activities by device

Figure 33: Online activities by device, April 2015

Online shopping falls, while use of paid news sites increases

Figure 34: Other online activities in the past three months, November 2014 and April 2015

Map apps see growth

Mobile payments to increase smartphone shopping

Figure 35: Other online activities on device, April 2015

Consumer Online Research Habits

Figure 36: Online research, April 2015

Social networking sites

Figure 37: Online research channel; research done through a social networking website, April 2015

Price comparison sites

Figure 38: Online research channel; research done through a price comparison website, April 2015

Customer review websites

Figure 39: Online research channel; research done through a customer review website, April 2015

Professional review sites

Figure 40: Online research channel; research done through a professional review website, April 2015

Brand/company websites

Figure 41: Online research channel; research done through a brand or company website, April 2015

Deal/voucher websites

Figure 42: Online research channel; research done through a deal or voucher website, April 2015

CHAID Analysis – Digital Trends Summer – June 2015

Methodology

Key target groups for consumer technology purchases

Figure 43: Plan to purchase/upgrade technology products – CHAID – Tree output, April 2015

Figure 44: Plan to purchase/upgrade technology products – CHAID – Table output, April 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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