

Digital Trends Spring - UK - March 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Digital wallets still struggle to attract mainstream interest, but almost three quarters of those who use the technology do so almost every time they have the opportunity.”
– Sara Ballaben, Technology Analyst

This report looks at the following areas:

- Household ownership of consumer technology products
- Firming up the purchasing decisions of unsure consumers
- Hybrid laptops and small form factors hold market potential

The growing availability of ultraportable and hybrid concepts at increasingly affordable prices, along with the launch of Windows 10 in July 2015, has contributed to stimulating consumer demand for laptops, which continue to be the most popular consumer technology product, in 82% of UK households as of December 2015.

Hybrid laptops and small form factor desktops seem to hold particular market potential. The former more than doubled in market share since June 2015 to reach 5% of laptop owners, while the latter only currently account for 2% of desktop owners, but are likely to soon appeal to a growing proportion of the population, particularly those who use their smartphones and tablets for most everyday tasks and only need a basic computer to turn to occasionally, when more complex and productive tasks are at hand.

Elsewhere, smartphones' market penetration peaked at 79%, up by 3 percentage points in the three months to December 2015, as the device has gained an ever more central role in consumers' daily routine thanks to improved software and bigger screens that allow for a wider and wider range of activities to be performed on it.

Meanwhile, digital wallets have slowly started to gain traction in the second half of 2015, with 12% of smartphone owners who signed up as of December, but an additional 32% interested in using the service. Nonetheless, only about half (7%) of those who signed up actually use the service, suggesting that there is scope to make digital wallets' proposition more compelling to consumers.

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