

December 2019

Voice Assistants and Skills - US

"Voice assistants are playing a growing role in consumers' everyday lives. Massive investment is underway to develop voice assistant abilities and to further integrate smart home devices to provide a seamless experience utilizing voice commands to control household devices and increase hands-free interfacing. Improving voice assistant capabilities, coupled with the ...

November 2019

Attitudes toward Technology and the Digital World - US

"Technology is rapidly advancing and changing society as we know it. Technology has had a tremendous impact on the way people work, socialize and get entertainment, and in myriad other ways as well. This increased adoption of technology into everyday life has molded attitudes toward technology; the majority of consumers ...

October 2019

Attitudes toward Digital Trends and Fintech - US

"Consumers may seem to have wholly embraced a digital future, but they are not yet ready to cede full control of their financial lives to technology. While more people than ever are using biometric login credentials and mobile wallets, far more believe in-person interactions will always be critical. Perhaps ironically ...

Digital Trends (Hardware) - US

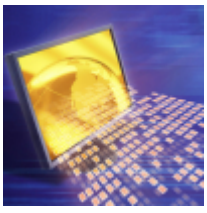
"Consumers today are more reliant on various digital devices than ever before, both at home and on the go. Brands continue to innovate and bring new exciting products to market, and while the robust economy faces headwinds via trade wars, economic cycles and negative global indicators, there is healthy consumer ...

September 2019

Pay TV and Bundled Communication Services - US

"The pay TV and bundled communications industry in the US is in the midst of dynamic changes due to fundamental shifts in consumer entertainment behaviors. In addition to pay TV, household entertainment can include gaming, internet browsing

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and video streaming services. As such, consumer priorities have shifted toward high-quality internet ...

August 2019

Digital Advertising - US

"Digital advertising is a $125 billion industry and is estimated to account for more than half of total advertising spending following robust growth across all segments including banner, video and search. Growth is expected to continue, albeit at a slightly slower rate than in years past, indicating that the digital ...

July 2019

News Media - US

"News media is an integral component of everyday life for most consumers. A lack of trust and a plethora of options have made it difficult for the average news consumer to figure out what is real and whom to trust in a continuously fragmenting market. As news media becomes more ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

Online Grocery Retailing - US

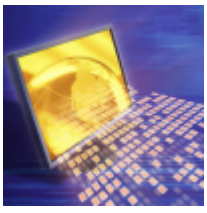
"Online grocery sales remain only a small portion of total US grocery sales, but are growing rapidly, more than doubling over the past five years. That growth is likely to continue as more young adults take on grocery shopping responsibility and as retailers continue to strengthen and expand grocery delivery ...

June 2019

Digital Video - US

"Streaming and downloading digital videos is the fastest growing medium for video content consumption in the US. Consumers are increasingly cutting cable TV and satellite TV packages for more convenient and affordable streaming services for their video entertainment needs. With more than 200+ streaming services currently available, consumers have more ...

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May 2019

Omnichannel Retailing - US

"There are a few common elements of omnichannel retailing that include integration across devices as well as putting mobile at the center as the connective tissue that merges stores and digital channels. Brick and mortar retailers also have an advantage over online-only retailers because their stores are a huge asset ...

Smart Homes - US

"The smart home is an all-encompassing term to capture the increasing trend of connected devices in the home. Consumers have more household functions available with the touch of a button or a call to a digital personal assistant. There are numerous options to incorporate smart or connected technology at home ...

April 2019

Digital Trends (Consumer) - US

"Consumers have accepted the vital role that technology plays in their daily lives. Media preferences dictate how new technology is used and where people spend most of their time online. New software will likely focus on speed and reliability rather than “wow” factor to sustain long-term engagement."

Mobile Network Providers - US

The majority of the mobile telecommunications market consists of smartphone owners, and consumers are using more data every day. While pricing is the most important factor behind network choice, consumers are increasingly looking for unlimited plans. Network coverage and reliability are top considerations, but trust is a growing concern, especially ...

March 2019

Mobile Phones - US

"The US mobile phone industry is well established, with more than 100 million units sold annually for more than five straight years. However, sales growth has slowed, as the majority of consumers have already migrated from feature phones to smartphones, and now need additional impetus to upgrade."

- Buddy Lo, Senior ...

Attitudes toward Gaming - US

"The prominence of gaming in pop culture cannot be dismissed or ignored. Gaming is competing with music, TV, and movies in the media landscape – and among a substantial audience, it’s winning. Video game streamers, eSports, and competitive mobile gaming have all changed what opportunities are possible within the gaming ...

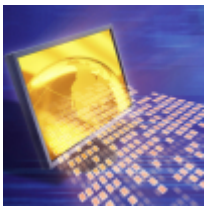
Health Technology Trends - US

"The health tech sector is at an exciting stage, with a few products (such as apps, fitness trackers, and smartwatches) already in the mainstream while numerous other innovations are on the horizon. With the population set to continue aging over the next several years while pressures on the health insurance ...

February 2019

Laptops, Desktops and Tablets - US

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"In recent years the once-flourishing market for laptops, desktops, and tablets has settled into a pattern of decline. With consumers increasingly using smartphones for communications and entertainment, much of the tech industry's investment, interest, and innovation has gone to that sector, while consumers are often content to rely on older ...

January 2019

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

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