

Digital Trends - China - June 2013

Report Price: £2463.80 | \$3990.00 | €3129.79

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"The high level of smartphone penetration and social network usage in China suggests that there is a lot of potential in technology products that are sold with integrated content services built in."
– David Zhang, Research Analyst

In this report we answer the key questions:

This report examines trends in consumer technology and digital media in China. This is the first report in the *Digital Trends China* series, which looks at device ownership and usage over the past three months. Data from Mintel's consumer research also show the products that people are looking to purchase over the coming months, and the analysis looks at what is sparking growth, or causing the decline, of sales of devices.

Online activities are also assessed, with this report comparing the contrasting habits of computer, smartphone and tablet users. Internet access methods and usage rates are analysed, whilst attitudes towards technology are continuously monitored and discussed.

Digital Trends also provides top-level comparisons of technology ownership in China, and cross-comparison between China and the UK is also included in this report.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market