

Mobile Phone and Tablet Accessories - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"For many, and especially younger adults, mobile hardware is the center of digital lives. Accessories that protect that hardware or add functionality to it have grown in sales as a result."

- **Billy Hulkower, Senior Technology Analyst**

This report looks at the following areas:

- **Falling device sales**
- **Limited concern with brand**
- **Existing accessories reused**

The accessories market faces new challenges looking forward, in that many consumers now use existing accessories when acquiring new phones, because manufacturers are providing sturdier casing in original equipment, and because newer tech products are emerging that are likely to sap budgets that previously had been spent upon mobile accessories. As such, this Report provides the data and analysis necessary for marketers to navigate a near-term future (2017-22) that can be viewed as promising but also full of potential pitfalls.

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DID YOU KNOW?

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

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