

Teens' and Tweens' Technology Usage - UK - June 2017

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“Mobile devices are the focal point of teens’ and tweens’ technology use. Smartphones are firmly on top with eight out of 10 children using them. Along with this has come a high degree of engagement, with mobile-focused social media networks Instagram and Snapchat adding to the extensive influence social media personalities have.”

Mark Flowers, Research Analyst – Consumer Technology

This report looks at the following areas:

- **Teens, tweens and smartphones**
- **Social media personalities are key to reaching teens and tweens**

Products covered in this Report

For the purposes of this Report, Mintel has used the following definitions:

'Technology' includes smartphones, tablets, static games consoles, portable games consoles, e-readers, internet-connected smart televisions, desktop and laptop computers, gaming, social networking and any other form of digital media consumption.

The terms 'teen', 'tween', 'child' and 'young people' have been used interchangeably to describe children aged 10-15.

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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

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Teens' and tweens' leisure time heavily influenced by technology

Parental concerns about teens' and tweens' technology usage

Having the latest technology is a priority for one in four children

Teens prefer YouTube videos to traditional TV content

Teens and tweens want their own social media networks

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Facebook launches Lifestage, a social network for under-21s

New Amazon Fire 7 Kids Edition

Lenovo announces kids-version of Tab 4

Smart toys and augmented reality games

Snapchat Spectacles and wearable technology for children

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Lego creates a social media network for kids

Facebook launches Lifestage, a social network for under-21s

New Amazon Fire 7 Kids Edition

Lenovo announces kids-version of Tab 4

Smart toys and augmented reality games

Snapchat Spectacles and wearable technology for children

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Mobile devices the most used by teens and tweens

Parental concerns exert strong influence over how devices are used

Limiting screen time is a priority for many parents

Smartphones and tablets are the first choice for most activities

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- Mobile gaming almost as prevalent as console gaming
- Video streaming, messaging and game apps the most important for teens and tweens
- Snapchat and Instagram see impressive growth among teens and tweens
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