

# Digital Trends (Hardware) - US - October 2019

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## This report looks at the following areas:

- Consumer confidence drops in August 2019
- Virtual reality headsets remain a niche item – require content, convincing use cases

Digital hardware is an extremely dynamic category with new models and entirely new devices entering the market. Consumers are becoming more reliant on technology and further integrate their day-to-day lives with their tech devices, and that trend is reflected in the market. Consumer adoption of various digital devices is rapid and revenues for large tech companies are booming. It is currently a good time to be a tech company, but the coast isn't entirely clear with a potential recession looming ahead. Tech brands will still need to compete on quality and pricing and ensure their products and services meet varied consumer needs in the market.



"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 appetite for a variety of household and personal tech devices."

**Buddy Lo, Senior  
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