

December 2022

Attitudes toward Technology: Tracking, Digital Privacy & Security - US

"Maintaining a safe online environment is critical for consumers to feel comfortable spending more time and money online. Yet, the vast majority of consumers are concerned about how their personal information is being used – and a majority believe that both the government and industry should be doing more to ...

November 2022

Streaming Video - US

"As more consumers continue to cut the cord on traditional media, they have added more streaming services. However, as costs increase and services compete for finite time and household entertainment budgets, consumers may take a second look at the value their subscriptions deliver and opt to make cuts. Services should ...

October 2022

Speakers, Audio Systems & Devices - US

"Spending on audio devices experienced significant growth but faces headwinds. Pandemic lifestyle disruption and economic stimulus drove demand as consumers rushed to upgrade their home living spaces to enjoy at-home entertainment. Now, facing slack from the pulled-forward demand, rising prices and a possible economic slowdown, brands will have to differentiate ...

Streaming Audio - US

"Listeners keep tuning in to streaming audio, particularly now that the term 'tuning in' itself is becoming less and less relevant. Streaming audio services have grown consistently with a few key players dominating the space. Most adults pay for ad-free listening, but there are still key opportunities for brands to ...

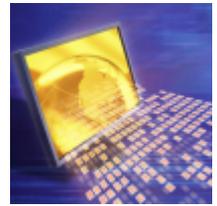
September 2022

Digital Advertising - US

"As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers. That's in part because it works. Digital ...

Social Media Influencers - US

"Social media influencers are a powerful marketing asset. An endless cycle of ambitious untapped talent is available as more creators share their lives on social media and look to build a following. New tech tools to enhance content along with brands' marketing investment has helped influencers to maintain followers' interest ...



August 2022

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Baby Boomers & Technology - US

“Baby Boomers account for one in five Americans and more than half the country’s wealth. While they have trailed younger generations in adopting new technology and digital services, the pandemic served as a catalyst for many tech holdouts and they are quickly expanding their digital behaviors. Their size, wealth and ...

June 2022

Early Adopters & Emerging Consumer Technology - US

“Technology is a major driver of the economy, making Early Adopters an important audience to win. This group is motivated by curiosity and the sheer fun of discovering something new, but innovations must also serve a helpful purpose. Even during turbulent times, Early Adopters remain excited about new technology; providing ...

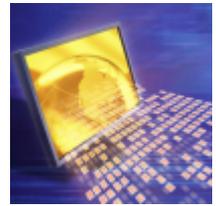
April 2022

Smartphones & Wearable Technology - US

“In many respects, the market for smartphones and wearables is positive. Consumer interest in the category is strong and barely dampened by the pandemic. Meanwhile, the mainstreaming of 5G should eventually encourage smartphone upgrades. However, an uncertain economy could stunt growth. Smartphone upgrades may be delayed and purchase of wearables ...

Tech & Wellness - US

“Technology touches nearly every aspect of modern consumers’ lives. Other markers of modern life include the increasingly faster pace of innovation, information flow, and pressure to get ahead – or to just keep up. Along with this pressure, the past two years of the pandemic created additional stress and Americans’ ...



March 2022

Digital Trends: 2022 - Spotlight on the Metaverse - US

“Two years on from the beginning of the pandemic, there is a simultaneous increase of both clarity and uncertainty. Consumer behavior is returning more to pre-pandemic levels as restrictions loosen and mobility increases; but at the same time, the metaverse is creating questions about what the future of the internet ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Mobile Network Providers: Spotlight on 5G - US

“Wireless services are a utility for consumers today, with near-universal penetration. Meanwhile, price competition remains steep thanks to antitrust laws, limiting growth prospects. The upcoming rollout of high-speed 5G could change this outlook, but with only one carrier upcharging for advanced 5G, any growth will likely come from phone sales ...

Families and Technology - US

“Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with strategic ad placements and partnerships. Parents may not be aware of potential threats to their ...