



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' ...