



January 2022

The Evolution of Technology in Consumers' Lives - US

“COVID-19 will have a lasting impact on consumers’ digital behaviors. The push to more remote and flexible functions has opened the door for new avenues of communication and virtual activities. Consumers are experimenting and adopting new channels to connect with each other and brands. Major categories like healthcare, retail and ...

November 2021

Streaming Video - US

“COVID-19 has been a transformative event for streaming video, leading to significant investment by both media companies and consumers. Studios have committed to shorter theatrical windows, and more content exclusively for their streaming platforms, and consumers have responded by increasing their spending in the category to \$31.4 billion. Streaming ...

The Media Landscape - US

“Whether they are watching, listening or reading, American adults love media. The pandemic accelerated the use of digital media. Ad-free streaming services can make reaching target audiences challenging with traditional advertisements, but there are opportunities for marketers to employ more innovative campaigns that reach consumers across channels and generate positive ...

October 2021

Digital Trends - Fall - US

“The pandemic accelerated adoption of many digital behaviors, and led to consumers purchasing home electronics and entertainment products to improve their home experience. Many new behaviors and habits established during the pandemic will persist beyond widespread vaccine availability and lowering COVID-19 case counts. Understanding these shifts in behaviors will best ...

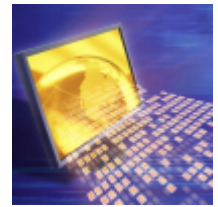
September 2021

Digital Advertising - US

“In a world where digital behaviors and digital media consumption increased post COVID-19, it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success in the marketplace. Digital activities are on the rise across the board, and brands that do not leverage ...

Home Entertainment Technology: Hardware & Services - US

“The COVID-19 pandemic forced consumers to re-evaluate their relationships with their homes and has spurred wider investment into their home-entertainment devices and services. From ultra-high-definition TVs, next-gen video game consoles to wireless



speaker systems, consumers are embracing new digital innovations that elevate the home experience and will continue to seek ...

July 2021

Home Office and Classroom Technology: Hardware & Services - US

“The COVID-19 pandemic changed the way millions of consumers worked and how children learned. For the workforce, the changes will be lasting and have a dramatic impact on future behavior as employees demand more flexibility and the option to work remotely – at least some of the time. For education ...

COVID-19 Impact on Technology: One Year Later - US

“The pandemic has impacted almost every facet of consumers’ lives, from their personal finances to their social lives, as well as priorities and behaviors. Technology has been at the forefront of consumers’ responses to pandemic conditions, whether using technology to work from home, stay in touch with friends or keep ...

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

May 2021

Health Technology Trends - US

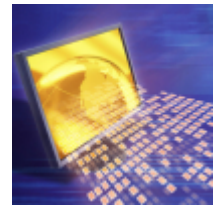
“Following a year of heightened attention on personal health, consumers are emphasizing both top-of-mind and forward-looking health ambitions going into 2021 and beyond. Health technology can guide newfound health needs of consumers, such as illness prevention and mental health management. Companies have the opportunity to simplify health priorities, cater to ...

Social Media Trends - US

“In spite of the occasional confrontation, social media is largely seen as a positive experience for users looking for a place to connect with like-minded individuals through compassion and kindness. Brands will need to navigate a new era of entertainment and information that places a greater emphasis on accountability and ...

Smart Homes - US

“COVID-19 drove consumers back into their homes, which led them to prioritize their surroundings. As a result, spending on the home increased dramatically over the last year, which has benefited the smart home category. Device adoption and new digital behaviors established during 2020 should drive further consumer participation in the ...



April 2021

Home ISPs & Bundled Services - US

“Home internet is among the most important services for US consumers, and access to high-speed reliable home internet has been put front and center due to the COVID-19 pandemic in 2020. Internet access is considered such a necessity there are calls to classify broadband access as a utility. Demand for ...

March 2021

Mobile Network Providers - US

“Mobile connectivity is considered an essential service and, while the COVID-19 pandemic has reduced the amount of time people travel for leisure or commute to work, reliance on mobile connections has not diminished. In fact, for some it is their only digital connection; for others, it is an indispensable supplement ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

January 2021

Wearable Technology - US

“The wearable tech category provides unique value to consumers amidst the COVID-19 pandemic. Hearable devices offer utility both on-the-go as well as working remotely at home, while health-monitoring capabilities of wrist-worn devices gain renewed interest among an increasingly health conscious populous. The economic impact of COVID-19 disproportionately impacts lower-income households ...