



## March 2023

### Smart Homes - US

"2023 will be a transitional year for smart home tech. Matter is shifting the landscape, paving the way for new entrants and forcing top brands to retool their offerings and strategies for market share. Although at least a few years out, developments in generative AI and its implementation into smart ...

## February 2023

### Smartphones and Accessories - US

"US adults are increasingly reliant on their smartphones, making the devices a necessity. Consumer dependence helps to buffer the category from steep losses amid consumer cost-cutting; however, shoppers are making cost-savings choices that suggest an openness to varying functionality and brands that help them rein in their tech spend."

### Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

### Tech Trends: 2023 - US

"Pandemic era growth has slowed, and as consumers contend with record inflation, they will delay new tech purchases as long as their current devices meet their needs. In communication services, subscribers are looking for deals and will consider the value that current subscriptions provide; 2023 may see some consumers trimming ...