



July 2021

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 ...

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 ...

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 ...

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 ...

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 ...