

The Impact of COVID-19 on Technology - US - June 2020

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“Technology has enabled consumers to bridge the physical distance imposed by COVID-19. It will undoubtedly accelerate the use and reliance on digital services and consumer electronics, and lead to new innovations.”

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

This report looks at the following areas:

In the short term, when COVID-19 essentially paused all non-essential in-person activities, technology enabled many to continue to perform a variety of everyday functions, though in the digital sphere. Digital services and devices have allowed millions to telecommute and continue to work amidst stay-at-home orders and social distancing. Schools across the country utilized virtual instruction to ensure children continued to receive an education. From a social aspect, video conferencing has filled in as a placeholder for social gatherings, while digital services like streaming and online gaming fill the gaps for entertainment and leisure.

As consumers have gained greater familiarity and become reliant on technology as a substitute for in-person interactions, we expect some of the behaviors adopted during the short term to continue throughout the medium term as states tentatively reopen for business, but consumers remain hesitant to revert to pre-COVID-19 routines. Health concerns along with the economic fallout due to COVID-19 will keep consumers closer to home and reluctant to spend unnecessarily as they consider their own financial health. Into the longer term, lingering concerns around travel and in-person interactions will continue to fuel the need for technology solutions for connecting with others. Consumers who put off device upgrades and ancillary tech purchases during the medium term will re-enter the market, motivated by innovations that answer their evolving needs, particularly related to health and convenience.

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