

COVID-19 Impact on Technology: One Year Later - US - 2021

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This report looks at the following areas:

- General impacts of COVID-19 across lifestyles, the economy and household spending
- Technology hardware and communications segment performance and forecasts
- How COVID-19 accelerated the adoptions of new technologies and increased consumer reliance on technology
- Opportunities for tech brands to reach digital consumers based on their wants and needs, as well as attitudes toward technology

The COVID-19 pandemic has been a transformative event for consumers and technology. The importance of technology products and services became elevated to new levels. Remaining connected was a top priority for 44% of consumers who felt home internet was more important because of COVID-19. The impact of the pandemic on daily life also drove changes in consumers' digital behaviors and accelerated adoption of things like video chatting, gaming, streaming and ecommerce and spurred consumers to purchase new tech products for a more virtual lifestyle.

One of the biggest impacts of COVID-19 on consumers' technology behaviors – one year after the pandemic – has been the widespread shift to remote work for millions of employees, and how that shift is impacting consumer electronics and online services. Remote working is expected to remain a feature of employment arrangements and should drive further spending and participation in various areas of consumer tech and electronics. Mintel has observed levels of remote work nearly double since the pandemic, and the "new normal" of a digitally connected workforce will lead more consumers to seek innovations and tech solutions for the home and the home office.



"The pandemic has impacted almost every facet of consumers' lives, from their personal finances to their social lives, as well as priorities and behaviors."

- Buddy Lo, Senior Technology and Consumer Electronics Analyst

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