

Computers - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the buying and usage of computers and tablets.
- Ownership of desktop, laptops and tablets and operating system of these devices.
- The types of activities consumers use these devices for.
- Preferences for using a smartphone ahead of a computer or tablet at home.

Half of tablet owners prefer to use their smartphone at home, rising to 72% of Millennials. Despite the efforts from manufacturers to pitch tablets as a potential laptop replacement, they remain secondary items to either a traditional computer or a phone and one that is predominantly used for media consumption.

COVID-19 has caused permanent changes to where consumers work, with a section of people likely to have moved further away from the office for financial or family reasons. Therefore, manufacturers can hone in on tablets being a media consumption device and one that is ideal for keeping users entertained during longer, albeit less frequent, commutes - with video or game streaming.

The computers and tablets industry is still a long way from being able to fully meet consumer demand. The pandemic caused a shortage of semiconductor chips at a point when these devices were most in demand and Intel expects this to continue into 2023. 38% of those who have bought a laptop, desktop or tablet since COVID-19 say that stock shortages made it difficult for them to buy one of those products.

The fact that this percentage rises to 59% for Older Millennials indicates that this generation has been looking for more specific computers, instead of buying whichever was available. Brands which focus their advertising on RAM



"COVID-19 has changed where people carry out their work and some are likely to have moved further away from the office due to family or financial reasons."

– Zach Emmanuel, Consumer Technology Analyst

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capabilities, particularly how it benefits gaming, will engage those Older Millennials who have not bought a new personal computer yet since the pandemic.

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