

## Digital Trends - Asians - US - July 2015

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"Despite their relatively small share of the US population, Asians play an important and growing role in the markets for consumer electronics (CE) products and digital services. Young, affluent, and educated, Asians are leaders in adoption of new technologies, participation in online activities, and engagement with the mobile web."

- Fiona O'Donnell, Category Manager - Multicultural, Lifestyles, Leisure and Travel

### This report looks at the following areas:

- Small Asian population a challenge for marketers
- Affluent Asians can afford the newest technology
- Asians prefer strong global brands
- Asians favor forward-looking technology

The report details ownership of CE products and online behavior among the US Asian adult population.

This report covers physical CE products that do not require professional installation which include:

- Tablets
- Computers
- Cell phones
- Televisions
- Cameras
- Portable and digital media players
- Surround sound systems
- Blu-ray/DVD players
- Gaming consoles.

This definition excludes automotive electronics and home security systems.

For the purposes of consumer research for this report Asians are defined as persons "having origins in any of the original peoples of the Far East (Japan, China, Korea, etc), Southeast Asia (Indonesia, Philippines, Thailand, Vietnam, etc), South Asia/ Indian subcontinent (India, Pakistan, Bangladesh, etc)."

Mintel's use of the term *Asian Americans* refers to Asians who have immigrated to the US or who are living in the US of any immigration status. They may be visiting foreign nationals, first-, second-, or higher-generation immigrants. Throughout the report, *Asian* and *Asian American* are used interchangeably to refer to the population described above.

The report is a companion to Mintel's *Digital Trends – Black Consumers – US, July 2015* and *Digital Trends – Hispanics – US, July 2015* and builds on *Digital Trends Fall – US, September 2014*, *Digital Trends Spring – US, March 2014* and *Digital Trends Fall – US, September 2013*.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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