Digital Trends - China - July 2015

Report Price: £2463.80 | $3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Chinese consumers spend more money on technology products than people from the UK, Canada, the US or Brazil. In 2014, technology and communication account for 7.3% of total household expenditure in China making it the fifth largest spending sector ."

– Ivy Jiang, Research Analyst

This report looks at the following areas:

- What are the usage patterns across different consumer technology products?
- Who are the winners and losers in the dynamic digital technology landscape?
- What is the penetration of O2O services in China and what are the barriers to grow online door-to-door services?
- What online information resources do consumers use to research different products?

This report examines trends in consumer technology and online behaviour in China. This is the third report in the Digital Trends China series, building on Mintel's Digital Trends – China, June 2013 and Digital Trends - China, June 2014.

Personal computers, mobile phones, televisions, cameras, gaming consoles and wearable digital products are the major types of consumer technology products covered by this report.

DID YOU KNOW?

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

Digital Trends - China - July 2015

Report Price: £2463.80 | $3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents