

Digital Trends - China - June 2017

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“Consumers are more selective and have higher requirements on compelling features of digital products, but this does not stop them from trying new, innovative but less mature technologies, eg smart home appliances. Multiple functions and portability are two main purchase triggers. Interestingly, not many people would buy digital products just as a way of showing off.”

– **Alina Ma, Senior Research Analyst**

This report looks at the following areas:

- **Desire to live in a home which knows me more than I do**
- **Access to “unlimited” services**
- **The rising demand of embedding security features into digital products**

The role of digital products is expanding as they have made consumers’ lives so convenient, easy and fun with powerful and innovative functions. Today’s consumers find it hard to live without them, let alone completely switching off. At the same time, more and more people have acknowledged the importance of physical interaction and thus want to spend more of their time on meaningful offline activities with family and friends as well as making time for their hobbies. A potential area for digital companies to tap into is to ensure that consumers can get enough offline time to balance their active and dynamic online lives.

This Report examines consumer attitudes towards digital products, ownership and usage trends and identifies business opportunities for improving sales of digital products (especially those related to smart home). This is the fifth Report in the *Digital Trends China* series dated back to 2013, giving a holistic view of the Chinese technology market and consumers’ usage behaviours of and attitudes towards diverse digital products.

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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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