Digital Trends: Spring - US - March 2017

Report Price: £3215.29 | $3995.00 | €3762.21

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

This Report tracks trends in ownership of electronics, intent to purchase electronics, hardware used to access the internet, and online activities, separating definite shifts in consumer behavior from the hype often associated with mainstream reporting.
- Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- **Smartphones edging out dedicated portables**
- **Smartphone adoption nearly complete**
- **Disappointing holiday season for wearables**

Findings include the lasting desirability of PCs even during the continuing transition to mobile computing, the adoption of new interfaces in living room hardware, the shift to streaming media consumption, the slow pace of adoption for wearable tech, and a growing interest in smart home hardware.

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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