

## Digital Trends Summer - UK - July 2017

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“Home-based devices like Amazon Echo and Google Home will become much more central to the voice control market as it evolves. As these devices become more widely owned and more products like TVs come with voice control built in, people will increasingly explore its capabilities beyond basic tasks.”

**– Matt King – Category Director, Technology and Media Research**

This report looks at the following areas:

- **Household ownership of consumer technology products**
- **Personal ownership of consumer technology products**
- **Planned purchase or upgrade of consumer technology products**

Smartphone ownership hit its highest level to date. While it's unlikely that the market will see a great deal of growth in ownership over the next few years, there is clearly headroom left in the over-65 age group.

Meanwhile, smartwatch penetration continues to edge up. Increases in wearables market share for Apple and Samsung, alongside a decline for Fitbit, suggest that people are starting to appreciate the benefits smartwatches can offer over more basic fitness trackers.

In the emerging voice control segment, the highest interest is occurring among younger Millennials, with playing/controlling music and requesting information or news updates the most popular potential uses for voice commands.

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