

Digital Trends (Hardware) - US - September 2018

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"In the modern tech market, efficient devices are expected and consumers are increasingly looking for connection between devices to contribute to a cohesive experience. Hesitation toward new, unproven technology has hindered growth in emerging categories, but advancements in displays and voice assistance have increased demand for upgrades on products that are already in the household."

– **John Poelking, Leisure & Media Analyst**

This report looks at the following areas:

- Not buying into alternate realities
- Push back for artificial intelligence
- Brand loyal market tough to break into

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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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