

## Digital Trends Quarterly - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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



“Despite the fact that simple, quick interactions will be key to maximising the potential of voice out of home, brands can also encourage people to request more information about their products for later review.”

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

This report looks at the following areas:

People are never going to buy a pension or book a holiday through their digital assistant while they're waiting for a train, but they could be encouraged to request more information to read later, particularly if incentivised with discounts or sign-up bonuses.

- **Smartphones remain the most-bought device despite the challenge of innovation**
- **Smartwatch growth continues, with wearable camera ownership also on the rise**
- **Signs of a resurgence in desktop ownership**
- **Peripherals driving growth in TV connectivity**
- **News consumption leads to increased tablet activity**
- **People getting happier to use voice both in and out of home**

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### 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 Quarterly - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## Table of Contents

### Overview

Covered in this Report

### Executive Summary

Smartphones remain the most-bought device despite the challenge of innovation

Figure 1: Ownership of mobile phones, January 2012-June 2019

Smartwatch growth continues, with wearable camera ownership also on the rise

Figure 2: Ownership of wearable devices, November 2014-June 2019

Signs of a resurgence in desktop ownership

Figure 3: Ownership of computers, January 2012-June 2019

Peripherals driving growth in TV connectivity

Figure 4: Household TV connectivity, January 2019-June 2019

News consumption leads to increased tablet activity

Figure 5: Online activities done in the last three months on a tablet, June 2017-June 2019

People getting happier to use voice both in and out of home

Figure 6: Situations in which people would be happy to use voice commands to control devices, April 2017 and June 2019

Figure 7: Devices controlled by voice commands in the last three months, June 2019

### Headline Data – Technology Ownership and Purchasing

Data highlights

Mobile phone ownership

Figure 8: Ownership of mobile phones, January 2012-June 2019

Wearable technology ownership

Figure 9: Ownership of wearable devices, November 2014-June 2019

Other personal technology ownership

Figure 10: Ownership of digital/video cameras and portable games consoles, December 2013-June 2019

Computer ownership

Figure 11: Ownership of computers, January 2012-June 2019

Computer form factors

Figure 12: Ownership of computers, by form factor. June 2017-June 2019

TV ownership

Figure 13: Household ownership of HD and Ultra HD 4K televisions, July 2016-June 2019

TV connectivity

Figure 14: Household TV connectivity, January 2019-June 2019

Other household technology ownership

Figure 15: Ownership of other household technology products, January 2012-June 2019

Recent purchasing

Figure 16: Technology products bought in the last three months, June 2017-June 2019

Planned purchasing

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Digital Trends Quarterly - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Figure 17: Technology products plan to buy in the next three months, June 2017-June 2019

## Headline Data – Online Activities

### Data highlights

#### Activities on any device

Figure 18: Online activities done in the last three months on any device\*, June 2017-June 2019

#### Activities on a desktop/laptop

Figure 19: Online activities done in the last three months on a desktop/laptop, June 2017-June 2019

#### Activities on a tablet

Figure 20: Online activities done in the last three months on a tablet, June 2017-June 2019

#### Activities on a smartphone

Figure 21: Online activities done in the last three months on a smartphone, June 2017-June 2019

#### Other digital activity

Figure 22: Other digital activity in the last three months, April 2017-June 2019

## Headline Data – Special Focus: Voice

### Data highlights

#### Voice command use situations

Figure 23: Situations in which people would be happy to use voice commands to control devices, April 2017 and June 2019

#### Devices controlled by voice

Figure 24: Devices controlled by voice commands in the last three months, June 2019

## Key Trends This Quarter

New iPhone models tell the story of the smartphone market

Continued smartwatch growth highlights wearables' potential to combat screen fatigue

Could esports drive a desktop market resurgence?

Growth in peripherals as more TVs get connected

Hybrid laptops see biggest growth in recent purchasing

News drives increased online activity across the board

Consumers showing increased willingness to use voice out of home

## Insight: Positive Signs for Tablet Market as Usage Increases

### News leads the way in increased tablet activity

Figure 25: Growth/decline in online activities, by device, January 2019-June 2019

### All-you-can-eat subscriptions can further boost paid news consumption

Figure 26: Apple News+ subscription service homepage

### Longer-form content is key for tablets

Figure 27: Type of online national newspaper article most willing to pay for, by devices used to access national news in the last three months, November 2018

### Meanwhile, manufacturers are pushing productivity...

Figure 28: Samsung Galaxy Tab S4, with DeX

...at more appealing prices

More work = more play

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Digital Trends Quarterly - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## Greatest growth potential among 25-34s

Figure 29: Tablet ownership, split by laptop owners and non-laptop owners, June 2019

Figure 30: Use of tablets for working or studying at home, May 2019

More productivity on the horizon

## Insight: Growing Out-of-home Opportunities for Voice Technology

People getting happier to use voice on-the-go

Using voice on a smartphone isn't that smart

Wearables provide greater potential

Fitbit puts Alexa front and centre

Figure 31: Fitbit Versa 2, with Alexa

Hearables make the conversation flow

Figure 32: Second generation AirPods, featuring "Hey Siri"

Stepping stones to wider use

Opportunities for brands

Figure 33: Regularity of activities performed with voice-controlled speakers, April 2018

Experimenting with new ways to commercialise voice control

## Insight: Focus on Families

Parents among the biggest buyers in all tech categories

Figure 34: Technology products bought in the last three months, June 2019

Hybrid households

Figure 35: Ownership of hybrid, laptop and tablet computers, by age of children in household vs all adults, June 2019

Parents of 5-11-year-olds the biggest buyers of smartphones

Challenger brands well positioned to compete on price

Safety concerns will play a key role in purchase decisions

Recording early experiences head-on

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)