

Digital Trends – Asian Consumers – US – May 2019

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This report looks at the following areas:

- The influence of culture on content
- The impact of free video
- The act of engaging in tech
- The importance of communication

Despite comprising only 6% of the US population, Asian Americans are one of the most influential groups in the tech market. Higher annual household incomes and a population that skews younger give these consumers more disposable income to invest in a wide variety of hardware and services. Asian Americans are more likely than the average US consumer to use many different devices to access the internet, most notably emerging tech such as smart speakers and smartwatches, which the general population has been slower to adopt.



"Although the Asian American population is small, it is incredibly influential to the development of emerging tech trends in the US. A mobile-first strategy and smart home integration will be important to reaching this tech-savvy group as they look to connect to their domestic and international interests through the adoption of new hardware and services."

– John Poelking, Leisure & Media Analyst

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- **Creating new digital experiences**

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