

Digital Trends - Spring: Incl Impact of COVID-19 - US - April 2020

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"As consumers across the US stay at home due to the COVID-19 outbreak, the use of technology and digital services has surged. While the short term impact of COVID-19 highlights the importance of technology, medium term there will be significant pricing pressure due to the economic impact. In the longer term, physical distancing will accelerate digital adoption."
- Buddy Lo, Senior Technology Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior in the digital and tech space.
- How digital hardware and services will fare the post-COVID-19 slowdown
- Home and personal electronics ownership and purchase intent
- Essential tech shopping resources and services primarily accessed via apps

While social isolation measures are in place to combat the spread of COVID-19, consumers resort to more digital tools and software solutions to retain a connection to others and take the place of out-of-home entertainment. Meanwhile, more employees are working from home, students have shifted to online instruction, and digital services like video chats became the new happy hour spot. COVID-19's impact on consumer behavior and trends will have a short-term impact that could result in long-term changes and opportunity for new product development. The virus is also having material impact on hardware and manufacturing, causing significant supply chain issues globally, which will lead to retail disruptions in the longer term.

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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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Table of Contents

Overview

- What you need to know
- Key issues covered in this Report
- Definition

Executive Summary

Figure 1: Short, medium and longer term impact of COVID-19 on technology hardware and digital services, April 2020

Consumers and digital trends adjust to impact of COVID-19

The issues

COVID-19 impacts day-to-day life in the US

Figure 2: COVID-19 lifestyle changes, March 4-6 – April 10-16, 2020

Hands-on/in-person experience is often a “must have” for purchasing tech products

Figure 3: Essential resources for tech purchases (NET) – Across any surveyed products, February 2020

The opportunities

Tech’s time to shine

Figure 4: Services most accessed using an app, by age, February 2020

Apps could be a touchpoint for financial services to engage younger women with investing

Figure 5: Services most accessed by an app – Financial services, by gender and age, February 2020

Key trends

The young and wealthy are willing to spend more for better environmental results

: Figure 6: Attitudes toward tech and the environment, by age and household income, February 2020

Younger consumers find apps more secure than browsers

Figure 7: Attitudes toward tech and electronics – App security, by age, February 2020

What’s next

The Impact of COVID-19 on Digital Trends

What you need to know

Figure 8: Short, medium and longer term impact of COVID-19 on technology hardware and digital services, April 2020

Opportunities and threats

Technology hardware and digital services have longer-term resiliency

Telecommuters will help to prop up the market

Figure 9: Ashley Furniture Industries Inc. Creative, April 2020

Video conferencing will stick post COVID-19

Figure 10: Growth of downloads of video conferencing apps, March 15-21, 2020 vs Q4 2019 weekly average

Telecoms respond to increasing needs with home internet promotions

Figure 11: Estimated acquisition mail volume of US Gigabit Internet Offers, 2018 Q1-2019 Q4

Streamers push content and promotions to rack up subscribers

Figure 12: Projected volume of win back emails by week, November 2018- March 2020

Impact on the consumer electronics market

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Telecommuting will shift home electronics spending from entertainment to productivity in the mid-term

Economic uncertainty will increase focus on pricing

Gaming industry to thrive amidst the lockdown and retain its audience

Consumer electronics manufacturing completely upended

How the crisis will affect key consumer segments

Increased digital usage among 55+

Impact among younger tech users will be economic

How a COVID-19 recession will reshape the industry

Discretionary spending cuts will hit consumer electronics

Telecoms won't be able to go back to pricing as usual

Figure 13: AT&T Instagram post – “Pledging To Keep You Connected,” March 2020

Figure 14: Verizon Instagram post – “We’re here. And we’re ready.,” March 2020

Recession could delay 5G device adoption

A catalyst for category innovation

COVID-19: US context

The Market – What You Need to Know

COVID-19's impact on tech is unprecedented, widespread and varied

Market Factors

COVID-19 disrupts supply chains for tech industry

Recession expected due to the outbreak

Digital communication services more important than ever

Key Players – What You Need to Know

Telecoms address concerns during COVID-19 fallout

Online services overloaded by higher usage during social distancing

Streaming services release content early to draw viewers

Isolated people turn to video conferencing services for social contact

Retailers see record app downloads

Hoarding concerns creeping into digital retail

Tech firms work toward sustainability

Third-party delivery platforms look to support their restaurant partners

What's Working

Telecoms respond to provide relief for consumers during crisis

Figure 15: AT&T Instagram post, March 2020

Figure 16: Verizon Instagram post, March 2020

Social distancing leads consumers to depend on tech for socializing

Figure 17: #VirtualHappyHour Instagram post, March 2020

Figure 18: Peloton Tweet, March 2020

Grocery delivery and big box retailers see record app downloads

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Third-party delivery companies forgo fees for restaurants

Figure 19: Uber Eats COVID-19 email, March 2020

Sustainability initiatives gain prominence within tech operations

What's Struggling

Higher data usage hits unprepared services

EU urged video streaming services to lower video quality to lessen the strain

Video game servers crash amidst rush to online gaming

Figure 20: #xboxlivedown tweet, March 2020

Robinhood investing service experiences outages during extremely volatile trading sessions

Supply concerns have retailers bracing for hoarding behaviors

What to Watch

Streaming services launch content earlier than anticipated during social distancing

Figure 21: Disney+ Frozen 2 Twitter response, May 2020

The Consumer – What You Need to Know

COVID-19 will shift consumer digital behaviors

Smartphones and laptops top personal electronics purchase intent

Online reviews remain a top resource for electronics shoppers

Younger women are app power users

More than half of the market relies on apps for three or more services

Higher-income, younger consumers seek sustainability from their tech

Multicultural consumers view wearable tech as success symbols

Younger consumers view apps as a more secure platform

Home Electronics Ownership and Purchase Intent

COVID-19 will likely depress purchase intent for various household electronics

4K UHD TV ownership holds at around 30%

Figure 22: Home electronics ownership and purchase intent, February 2020

Figure 23: UHD TV ownership and purchase intent, by UHD owners and non-owners, February 2020

Opportunity to increase wireless router ownership

Figure 24: Router ownership, by household income, February 2020

Smart speaker ownership continues to grow at a modest rate

Figure 25: Smart speaker ownership and purchase intent, August 2019 and February 2020

Entertainment products should get a boost amidst social distancing

Figure 26: Home electronics ownership and purchase intent, by age, February 2020

Personal Electronics Purchase Intent

COVID-19 will depress sales of personal electronics

Figure 27: Personal electronics purchase intent, February 2020

Earbuds more popular than headphones in hearables space

Figure 28: Personal electronics purchase intent, by age, February 2020

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Essential Resources for Tech Purchases

Two thirds of consumers found hands-on essential before COVID-19

Figure 29: Essential resources for tech purchases, February 2020

Figure 30: Essential resources for tech purchases (NET) – Across any surveyed products, February 2020

In-market shoppers want more resources before buying

Hearable technology

Smartphone shoppers

Laptop shoppers

UHD TV shoppers

Smartwatch/activity tracker shoppers

Tablet shoppers

Streaming media player shoppers

Video game console shoppers

Smart speaker shoppers

Figure 31: Essential resources for tech purchases, by in-market shoppers, February 2020

Services Most Accessed Using an App

App usage somewhat limited before COVID-19

Figure 32: Services most accessed using an app, February 2020

Millennials and Gen X most likely to use an app as the primary access method for financial services

Figure 33: Services most accessed using an app – Financial services, by generation, February 2020

COVID-19 could change age dependent behaviors

Figure 34: Services most accessed using an app, by age, February 2020

Younger women are more app reliant for apparel and food

Figure 35: Services most accessed using an app, by gender and age, February 2020

Repertoire Analysis of Services Most Accessed Using an App

Majority of consumers use apps to access three or more services

Figure 36: Number of services most accessed by an app, February 2020

Younger women lead app usage across categories, except investing

Figure 37: Number of services most accessed by an app, by gender and age, February 2020

Figure 38: Services most accessed by an app – Financial services, by gender and age, February 2020

Attitudes toward Technology and the Environment

Environmental and sustainability initiatives should increase consideration

Figure 39: Attitudes toward tech and the environment, February 2020

Younger Millennials willing to put their money where their environment is

Figure 40: Attitudes toward tech and the environment, by age, February 2020

Age, along with household income, drives willingness to switch

Figure 41: Attitudes toward tech and the environment, by age and household income, February 2020

Attitudes toward Technology and Image

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Age and income are strongly correlated with tech and image attitudes

Figure 42: Attitudes toward tech and electronics – Tech and self-image, by age and household income, February 2020

Multicultural consumers view wearable tech as status symbols

Figure 43: Attitudes toward tech and electronics – Tech and self-image, by race/Hispanic origin, February 2020

Men more likely to be self-conscious of their smartphone

Figure 44: Attitudes toward tech and electronics – Tech and self-image, by gender and age, February 2020

Attitudes toward Apps

Apps need to have continuous value for consumers to download them

Figure 45: Attitudes toward tech and electronics – Apps, February 2020

Nearly half of Millennials willing to pay for an app

Figure 46: Attitudes toward tech and electronics – Downloading and paying for apps, by generation, February 2020

Figure 47: CHAID analysis of “I am willing to pay for an app,” February 2020

App security is an issue – younger consumers have more confidence

Figure 48: Attitudes toward tech and electronics – App security, by age, February 2020

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

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