

## Digital Trends - Fall: Incl Impact of COVID-19 - US - October 2020

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“Consumer digital behaviors have rapidly changed in the short period of time since COVID-19 disrupted everyday life.”

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

This report looks at the following areas:

- How the market for digital hardware and services will fare in a COVID-19 recession.
- What the shift to remote telecommunications means for the future of work, school, and entertainment.
- Which new digital behaviors adopted during COVID-19 will persist beyond the pandemic.
- The importance of tech and digital services for consumers in the “next normal” and critical opportunities to connect with consumers.

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