

Technology Habits of Generation Z: Inc Impact of COVID-19 - UK - September 2020

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.



“Video calling has been a key tool for Generation Z as the COVID-19 lockdown stopped them from in-person social interaction, and many in the age group say they are likely to continue to use it in the future as a result of the pandemic.”

– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- The impact of COVID-19 on the technology habits of Generation Z including which technology products they have used more often as a result of the outbreak.
- How the popularity of smart earbuds and smartwatches is impacting Generation Z’s purchasing intentions for the next year.
- Which technology devices they use most often for specific activities including shopping, online banking and watching media content.
- Generation Z’s preference for streaming services ahead of traditional TV, and subscriptions to video-sharing websites.

Generation Z are driving the shift away from traditional TV viewing to streaming services and video-sharing websites. As such, 77% of this age group watch content from video-sharing websites more frequently than TV from a set-top box and 24% have a subscription to a video-sharing website like YouTube Premium. It is therefore becoming increasingly difficult for companies to reach Generation Z through TV advertising. Services such as YouTube TV could play an important role for advertisers in the future as a means of reaching Generation Z on a platform they use frequently.

The limited social interaction brought about by COVID-19 is having a significant effect on 16-23 year olds. Spending time with friends in-person is their favourite activity and more than half have struggled with loneliness since the lockdown. Video calling apps have been critical in this period and despite some of the frustrations with using it, 63% of Generation Z are more likely to video call in the future as a result of COVID-19.

One of the threats in relation to technology habits and Generation Z is digital addiction. Some 56% of Generation Z are concerned about the mental health implications of using technology devices too often. However, this also represents an opportunity for manufacturers to reach out to Gen Z to help them with these issues, for example with newsletters featuring recent news articles and resources/advice on the theme of digital addiction. This can be useful as a way of building relationships with a generation who are tech enthusiasts but also increasingly concerned about their relationship with the devices they use every day.

**BUY THIS
REPORT NOW**

VISIT:
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

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Technology Habits of Generation Z: Inc Impact of COVID-19 - UK - September 2020

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

- What you need to know
- Key issues covered in this Report
- COVID-19: Market context
- Economic and other assumptions
- Products covered in this Report

Executive Summary

Impact of COVID-19 on the technology habits of Generation Z

Figure 1: Short, medium and long-term impact of COVID-19 on the technology habits of generation Z, 16 September 2020

The market

In-person social interaction still much more important than online for Generation Z

Importance of video calling during lockdown to combat loneliness

Streaming services thriving during lockdown

TV viewing among 16-24 year olds continues to drop significantly

Companies and brands

Instagram adds Reels to compete with TikTok for Generation Z

iOS 14 includes new privacy feature but will impact advertisers

Fitbit's new flagship smartwatch can support Generation Z struggles during COVID-19

The consumer

High ownership of smart earbuds in Generation Z

Figure 2: Technology products owned by Generation Z, July 2020

Almost four in 10 Generation Z consumers have a voice-controlled speaker at home

Figure 3: Technology products in the home, July 2020

Many of Generation Z are not regular TV watchers

Figure 4: Generation Z's daily usage of technology products, July 2020

Increased usage of technology products across the board since COVID-19

Figure 5: Impact of COVID-19 on Generation Z's daily usage of technology products, July 2020

Generation Z favour smartphones over tablets for vast majority of activities

Figure 6: Generation Z's preferred device for particular activities, July 2020

iPhone SE to engage Generation Z but lack of 5G could be problematic

Figure 7: Generation Z's interest in buying technology devices in next year, July 2020

Vast majority of Generation Z prefer streaming services to traditional TV

Generation Z indicate ongoing interest in video calling

Over half of 16-23 year olds are concerned about too much technology usage

Figure 8: Attitudes towards streaming services, video calling and too much technology usage, July 2020

COVID-19 and Technology Habits of Generation Z

**BUY THIS
REPORT NOW**

VISIT: 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

Technology Habits of Generation Z: Inc Impact of COVID-19 - UK - September 2020

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.

Impact of COVID-19 on the technology habits of Generation Z

Figure 9: Short, medium and long-term impact of COVID-19 on the technology habits of generation Z, 16 September 2020

Impact on companies and brands

Instagram Guides start on Wellbeing theme during COVID-19

Fitbit's new flagship smartwatch can support Generation Z during COVID-19

Impact on consumers

Increased usage of technology products across the board since COVID-19

Gen Z will continue to embrace video calling after the pandemic

Issues and Insights

How COVID-19 is impacting the technology habits of Generation Z

Spreading news and resources on digital addiction to build Generation Z's knowledge

Generation Z becoming increasingly hard to reach with traditional TV ads

The Market – Key Takeaways

Generation Z feeling the stresses of limited social interaction

Generation Z most prominent in shift away from traditional TV

Market Background

In-person social interaction still much more important than online for Generation Z

Figure 10: Activities that Generation Z most enjoy, July 2020

Importance of video calling during lockdown to combat loneliness

Streaming services thriving during lockdown

TV viewing among 16-24 year olds continues to drop significantly

Figure 11: Average minutes per day spent watching TV (excluding streaming services), 2010-19

Generation Z's technology purchasing likely to be relatively resilient

Companies and Brands – Key Takeaways

Brands prioritise wellbeing during COVID-19

Apple develops privacy features for iOS, spelling bad news for advertisers

Launch Activity and Innovation

Instagram adds Reels to compete with TikTok for Generation Z

Instagram Guides start on Wellbeing theme during COVID-19

iOS 14 includes new privacy feature but will impact advertisers

Some positivity for Generation Z

Fitbit's new flagship smartwatch can support Generation Z's struggles during COVID-19

Stress tracking and possible illness prediction

Appeal of the Fitbit Sense to Generation Z

Fortnite adds direct payments but is then removed from App Store and Google Play

The Consumer – Key Takeaways

Smart earbuds high in Generation Z's interests

BUY THIS
REPORT NOW

VISIT: 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

Technology Habits of Generation Z: Inc Impact of COVID-19 - UK - September 2020

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.

Generation Z have clear preference for video-sharing websites ahead of TV

Impact of COVID-19 on Consumer Behaviour

Increased usage of technology products across the board since COVID-19 outbreak

Growth in technology usage despite mental health concerns

Figure 12: Impact of COVID-19 on Generation Z's daily usage of technology products, July 2020

Ownership of Technology Devices

High ownership of smart earbuds in Generation Z

Partnership between smart earbuds manufacturers and fashion retailers to engage Generation Z

Battery life key to convincing Generation Z away from AirPods

Lower-end and refurbished tablets can appeal to Generation Z

Figure 13: Technology products owned by Generation Z, July 2020

Almost four in 10 Generation Z consumers have a voice-controlled speaker at home

Figure 14: Technology products in the home, July 2020

Usage of Technology Devices

Many of Generation Z are not regular TV watchers

Casting social media to TV could be a key selling point

Figure 15: Generation Z's daily usage of technology products, July 2020

Generation Z favour smartphones over tablets for vast majority of activities

Figure 16: Generation Z's preferred device for particular activities, July 2020

Interest in Buying Technology Products

iPhone SE can engage Generation Z but lack of 5G could be problematic

5G smartphones with exclusive games could move Generation Z away

Figure 17: Generation Z's interest in buying technology devices in next year, July 2020

Attitudes towards Technology

Vast majority of Generation Z prefer streaming services to traditional TV

Traditional TV channels on video-sharing websites potentially key for advertisers

Generation Z indicate ongoing interest in video calling

Generation Z the ideal audience for gaming and calling experiences

Over half of 16-23 year olds concerned about too much technology usage

Figure 18: Attitudes towards streaming services, video calling and too much technology usage, July 2020

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS
REPORT NOW**

VISIT: 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