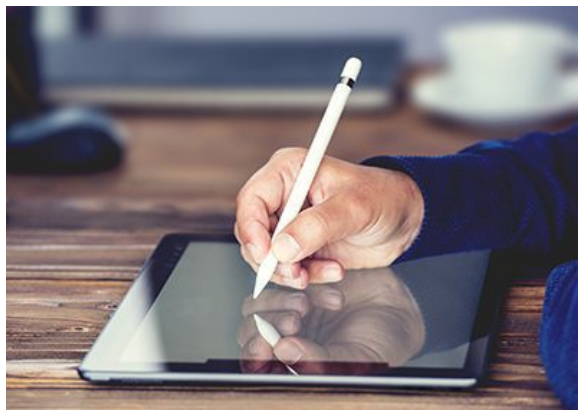


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“Observed in Q1 2020, the biggest ownership growth is in gaming console. In specifics, post 1990s and post 1970s are the top two generations driving this increase. Commercial 5G users are not ready. A result from the disruptive COVID-19 outbreak, consumers have been delaying their product upgrades.”

– **Xinyuan Xu, Associate Research Analyst**

This report looks at the following areas:

- **Internet of Things within reach**
- **Content is King, Distribution is Queen**
- **5G is here, consumers are not**

Mintel’s Digital Trends China Report series examines what types of activities consumers have performed online using PCs (laptops or desktops), tablets and smartphones. In each quarter, we focus on a different aspect of consumer behaviour, and this edition focuses on social and media-related activities including use of social networks and messaging services, online news and video consumption, photo and video sharing and gaming.

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