Home Office and Classroom Technology: Hardware & Services - US - 2021

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This report looks at the following areas:

- **The impact of COVID-19 on consumer behavior and the home office and classroom tech market**
- **Levels of remote work for consumers in the workforce**
- **Levels of remote schooling for parents and future plans for schooling**
- **Tech purchases made for remote work and learning**
- **Satisfaction levels with remote work and learning**
- **Attitudes toward remote work and the role it will play in the future**

Working and going to school remotely are prominent factors driving consumer behavior through the pandemic. Mintel data shows remote work remains elevated and remote workers are widely satisfied with their arrangements. More than four in five remote and hybrid workers are very or somewhat satisfied with their remote work situations, and the majority feel the benefits of remote work outweigh the benefits of going into the office.

Meanwhile, more than half of parents say their children used e-learning either full-time or part-time through a hybrid model, spurring educational tech purchases. Although overall satisfaction with their children's remote learning arrangements was high, more than half of parents anticipate their children will return to school in the fall. Digital products will continue to play a major role in education, especially as schools commit to using digital learning management systems (LMS) even as students return to in-person learning. Because parents have adapted to remote education and have purchased necessary devices, their tech spending for children will likely migrate away from education-driven devices to leisure and entertainment.

Despite the popularity of remote work, Mintel shows some demographics are returning to the office – older Millennials and Gen Xers with higher household incomes, in particular. Consumers aged 35-54 with household earnings of at least $75K accounted for 22% of all full-time commuters in February 2021, but that figure increased to 32% in May 2021. The growth is an indication that

"The COVID-19 pandemic changed the way millions of consumers worked and how children learned."
- Buddy Lo, Sr. Technology and Consumer Electronics Analyst

higher earning (ie middle and upper management) employees are leading the return to the office. As for the future of work, there will be no returning to the prepandemic world of the full-time, in-office arrangement. Brands and employers need to contend with the newfound demand for flexible work as a major factor driving consumer behavior toward technology and connectivity, as well as general lifestyle behaviors (ie shopping, dining out) to address the changing nature of consumers in the workforce.

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What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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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- Video conferencing growth spurred by remote work, customer/client meetings
- COVID-19 variants could undo progress made to reopen the country
- Computer chip shortage puts pressure on manufacturers and pricing

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About Mintel

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