

# The Evolution of Technology in Consumers' Lives - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior related to communication, entertainment and other aspects of everyday life
- Key players in consumer technology like healthcare, gaming and communication and the strategic directions taken in the market
- Market opportunities in consumer technology and digital services identified through Mintel's 2022 Global Consumer Trends
- Expectations for participation in digital activities in a post-COVID-19 environment
- How attitudes toward technology now will impact future behaviors

COVID-19 has accelerated digital adoption and usage for a variety of categories, such as communication, entertainment, personal health management and home fitness. Consumers responded to the pandemic by using digital services and tools, such as video calling, online shopping, app usage and virtual activities as a way to reduce potential COVID-19 exposure. For example, nearly half of all consumers have increased their video calling since COVID-19, and less than one third expect to reduce their video calling in a post-COVID-19 world.

New digital behaviors established during stay-at-home measures and social distancing will have staying power to some degree after the pandemic. Familiarity and demand for virtual activities has increased, and consumers will seek more remote capabilities for a variety of activities. Brands that best understand how consumers are using technology and their expectations for a post-COVID-19 landscape can best position themselves to connect with their target audience.



"COVID-19 will have a lasting impact on consumers' digital behaviors. The push to more remote and flexible functions has opened the door for new avenues of communication and virtual activities.

Consumers are experimenting and adopting new channels to connect with each other and brands."

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

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