Smartphones & Wearable Technology - US - 2022

Report Price: £3695 | $4995 | €4400

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This report looks at the following areas:

- The size and growth trends for the smartphone and wearables market, including how this sector has been impacted by COVID-19
- Analysis of strategies and opportunities brands can leverage to win with consumers
- Demographics and attitudes of the different consumer segments for smartphones and wearables
- Ownership and usage trends for smartphones and wearables
- How 5G could impact the smartphone market and consumer attitudes toward 5G

96% of US adults own a smartphone and approximately two thirds of smartphone owners also own a wearable device such as wireless earbuds, a smartwatch or a fitness tracker. While the pandemic dampened sales of smartphones, sales appear to have rebounded quickly in 2021. Increased focus on wellness, including physical fitness, mental wellness and self-improvement provided a boost to some wearable tech throughout the pandemic.

While smartphone penetration is nearly universal, there are still growth opportunities as consumers upgrade older equipment. The market for wearables has significant opportunity to grow – and to shape how consumers live their lives. Technology advances and 5G networks could help drive innovative new devices and applications that will provide truly transformative benefits. However, supply chain issues caused by COVID-19 and economic stresses could also discourage purchases and hold the category back in the near term. In this Report, Mintel provides insights to help brands navigate this landscape.

"In many respects, the market for smartphones and wearables is positive. Consumer interest in the category is strong and barely dampened by the pandemic. However, an uncertain economy could stunt growth. Smartphone upgrades may be delayed and purchase of wearables may be put off."
– Fiona O'Donnell, Senior Director – US Reports

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Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

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