



Early Adopters & Emerging Consumer Technology - US - 2022

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This report looks at the following areas:

- The adoption curve for new technologies and key demographics of Early Adopters
- Key players and opportunities in the emerging consumer technology sector
- Technology ownership and usage by Early Adopters
- Early Adopter attitudes toward new technologies
- Factors encouraging and discouraging Early Adopters from purchasing new technologies

Early Adopters play a crucial role in the introduction and success of new technologies. This group wishes to be amongst the first to try new tech products, or to even try them before they become publicly available. They make up 40% of consumers, and skew male as well as younger than the general population. Entertainment and curiosity are two of their biggest motivations for trying new technologies.

As inflation and geopolitical risk impact the US economy, the consumer technology space will inevitably feel the effects, potentially discouraging investment in R&D and delaying product rollouts. Companies may have more limited access to capital and supply chain issues could lead to shortages, driving prices even higher.

Early Adopters come from a mix of different income levels, and high prices as well as shortages could certainly cause them to cut back on purchasing – particularly for items considered non-essential, which is often the case for new technologies.

However, innovative technologies remain a critical driver of the global economy. Significant investments made in recent years will continue to bear fruit in the years to come, including widespread access to broadband internet connections via enhanced 5G networks as well as new platforms and hardware supporting VR and AR. Emergence of a “killer app” in areas like VR



“Technology is a major driver of the economy, making Early Adopters an important audience to win. This group is motivated by curiosity and the sheer fun of discovering something new, but innovations must also serve a helpful purpose. Even during turbulent times, Early Adopters remain excited about new technology.”

– **Fiona O’Donnell, Senior Director – US Reports**

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could make products that seem optional today become necessities tomorrow – and Early Adopters will be essential to this transition.

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