

Tech Trends: 2023 - US - 2023

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This report looks at the following areas:

- The market value and forecast of tech hardware and communication services
- How economic factors and supply chain issues impact the market
- Tech trends to watch in 2023
- Consumer ownership of tech devices and how inflation has affected tech spending
- Consumer knowledge, use and interest in various fintech and virtual tech products and services
- Consumer knowledge, use and interest in services like 5G, cloud computing, Wi-Fi 6

Market uncertainty and rising prices have consumers looking for savings, with more than six in 10 saying that inflation has impacted their tech spending. 32% have delayed a tech purchase and 24% have cancelled a streaming service in the last six months. In 2023, consumers demand quality in-home entertainment, but may be more willing to let some subscriptions go in favor of lower costs. Music and streaming video remain on top, but free social video, largely TikTok, is gaining ground. Lower-cost streaming video services are also expected to make gains. Brands need to expand their competitive sets beyond their own channel if they want to remain relevant.

Aside from economic factors, innovation and post-pandemic lifestyles will also shape consumers' tech priorities in 2023. Generative AI in the hands of consumers is a watershed moment, and 2023 will be largely devoted to experimentation and knowledge building; consumers and brands are already seeing the benefits and AI use will soon be commonplace. In contrast, virtual tech has failed to catch on. Aside from early adopters and avid gamers, consumers aren't seeing the utility that accompanies the high price tag of VR headsets. Until a compelling use case for VR and the metaverse is created, the concept will continue to be just that – a concept rather than an actual service that draws users.



“Pandemic era growth has slowed and consumers will delay new tech purchases as long as their current devices meet their needs. In communication services, subscribers are looking for deals; 2023 may see some consumers trimming back on entertainment. Interest in the metaverse lingers, but consumer attention has shifted to generative AI.”

– Jenni Nelson, Analyst, Tech, Media and Entertainment

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