

Technology Trends: Summer - UK - 2023

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This report looks at the following areas:

- Trends in ownership of technology products.
- Recent buying activity and buying intentions regarding technology products.
- Online activities undertaken on technology devices.
- Consumer attitudes towards technology.

The proportion of males aged 25–44 who view having the latest technology as a sign of success, declined 14 percentage points, from 60% in December 2021 to 46% in April 2023. This represents a changing attitude towards status and technology that is being driven by the cost of living crisis as well as changing attitudes towards sustainability and a perceived lack of innovation in some categories.

Faced with squeezed budgets, consumers have been forced to make tough choices regarding tech purchases. Fewer now see the latest tech as a sign of success, while fewer consider it worthwhile to spend extra for sustainably made technology devices.

The tech industry faces a significant challenge if the core target demographic of young males are less likely to view technology as a sign of success. A lack of perceived innovation in areas such as smartphones, have made getting the latest device less notable. While breakout technologies such as AR and VR headsets have struggled to really engage consumers.

The launch of the new Apple Vision Pro headset has the potential to be a game changer for wearable technology. But the device isn't available until at least 2024, is very expensive, and currently lacks apparent utility for consumers. A more fundamental question will be whether consumers will be willing to wear the devices in public and, if not, will a significant proportion of consumers be willing to part with so much money without the added status it would bring.



"As fewer young males view the latest technology as a sign of success, the technology sector finds itself at a crossroads. There is huge interest in potentially game-changing breakout technologies, such the Apple Vision Pro headset."

- Thomas Slide, Category Director – Media and Technology

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