

Digital Trends Summer - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Despite many people viewing email as a somewhat outdated means of communication, it is not only the most common online activity but also the most likely to be done multiple times per day. It cannot be argued, though, that other channels such as instant messaging can provide more immediacy and engagement.”
 – Matt King - Category Director, Technology and Media Research

This report looks at the following areas:

- Early indication of a return to growth in the tablet market
- Smartphone ownership edges up
- Over-65s showing increased interest but purchase intentions still vague

This Report covers ownership of and intentions to purchase consumer technology products (eg televisions, laptops and smartphones), as well as which methods people have used to connect to the internet in the last three months.

We also look at types and frequency of activities consumers have performed online in the last quarter and analyse the factors that may be influencing ongoing trends in behaviour.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Digital Trends Summer - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

Early indication of a return to growth in the tablet market

Figure 1: Household ownership of consumer technology products, December 2015 and April 2016

Smartphone ownership edges up

Figure 2: Personal ownership of consumer technology products, December 2015 and April 2016

Over-65s showing increased interest but purchase intentions still vague

Figure 3: Plans to purchase or upgrade consumer technology products, by timescale, April 2016

Nearly half of tablet owners have small-screen models

Figure 4: Tablet screen size, April 2016

Apple's move into phablet market helps boost large-screen smartphone share

Figure 5: Smartphone screen size, April 2016

Growing internet access via mobile devices sees PC use scenarios decline

Figure 6: Methods used to access the internet in the last three months, June 2013-April 2016

Communication, sharing and content creation

Figure 7: Frequency of online social & content creation activities, April 2016

Entertainment and news

Figure 8: Frequency of online news & entertainment activities, April 2016

Brand interactions, reviews and comparisons

Figure 9: Frequency of online brand or product-related activities, April 2016

Retail, finance and information

Figure 10: Frequency of online retail, finance and information-related activities, April 2016

What we think

The Consumer – What You Need to Know

Early indication of a return to growth in the tablet market

Desktop ownership decline shows signs of abating

Nearly half of tablet owners have small-screen models

Smartphone ownership edges up

Over-65s need to be encouraged to firm up smartphone purchase intentions

Screen size a key battleground in the smartphone market

Growing internet access via mobile devices sees PC use scenarios decline

Instant messaging services presenting more of a challenge to email

Four in ten social media users like or follow brands regularly

More than six in ten over-55s manage finances online

Social media key for targeting young families with voucher details

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Digital Trends Summer - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Consumer Technology Products – Overview

Uptick in tablet penetration suggests return to growth

Figure 11: Household ownership of consumer technology products, December 2015 and April 2016

Smartphones break 80% barrier...

Figure 12: Personal ownership of consumer technology products, December 2015 and April 2016

...and still top people's shopping lists

Figure 13: Plans to purchase or upgrade consumer technology products (at any point in the future), December 2015 and April 2016

Figure 14: Plans to purchase or upgrade consumer technology products, by timescale, April 2016

Consumer Technology Products – Televisions

Ownership

Smart TVs provide a valuable window into the smart home

Figure 15: Household ownership of televisions, by type, April 2015-April 2016

Intention to purchase

More content set to drive take-up of 4K

Figure 16: Ownership of and interest in Ultra HD 4K TVs, June 2016

Betting on sport to boost interest

Figure 17: Plans to purchase or upgrade televisions, by timescale, April 2016

Figure 18: Activities likely to be done to shop around for technology products, men aged 25-44 vs all respondents, April 2016

Companies admit defeat in 3D market

Consumer Technology Products – Computers

Ownership

Tablet market shows early indication of a return to growth

Figure 19: Household ownership of computers, January 2012-April 2016

Intention to purchase

Desktop ownership decline shows signs of abating

Figure 20: Plans to purchase or upgrade computers, by timescale, April 2016

Figure 21: Plans to purchase or upgrade desktop computers, by timescale, by age, April 2016

Parents show highest levels of imminent upgrade intentions.

Nearly half of tablet owners have small-screen models

Figure 22: Tablet screen size, April 2016

Consumer Technology Products – Mobile Phones and Smartwatches

Ownership

Figure 23: Ownership of mobile phones and smartwatches, January 2012-April 2016

Over-65s need to be encouraged to firm up purchase intentions

Figure 24: Smartphone ownership, by age, November 2014-April 2016

Taking a function-first approach

Intention to purchase

Connectivity is key for kick-starting smartwatch growth

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Digital Trends Summer - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 25: Plans to purchase or upgrade mobile phones and smartwatches, by timescale, April 2016

Smartphone screen size

Phablets gain share as more models come on-stream

Figure 26: Smartphone screen size, April 2016

Internet Access

Figure 27: Devices used to access the internet in the last three months, June 2013-April 2016

Online Activities

Communication, sharing and content creation

Figure 28: Frequency of online social & content creation activities, April 2016

Apple, Google and WhatsApp offer more from messaging

Figure 29: Google assistant in Allo app, July 2016

Entertainment and news

Authenticity, immediacy and exclusivity

Figure 30: Frequency of online news & entertainment activities, April 2016

Pokémon Go highlights AR potential

Brand interactions, reviews and comparisons

Figure 31: Frequency of online brand or product-related activities, April 2016

Retail, finance and information

Figure 32: Frequency of online retail, finance and information-related activities, April 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com