

EXECUTIVE SUMMARY

DIGITAL TRENDS QUARTERLY
UK, MARCH 2019





THE FOLDABLE PHONE SPACE IS MORE THAN JUST AN EXTENSION OF THE SMARTPHONE CATEGORY: IT IS ESSENTIALLY AN ENTIRELY NEW HYBRID CATEGORY THAT IS RIPE FOR A LAND GRAB BY THOSE WHO ARE QUICKEST TO MARKET WITH THE BEST DEVICES. THE LIKES OF SAMSUNG WON'T DOMINATE IT BY DEFAULT ON THE BASIS OF THEIR EXISTING SMARTPHONE CREDENTIALS: IF THE USER EXPERIENCE ISN'T RIGHT, THEN NO AMOUNT OF HERITAGE IS GOING TO CONVINCE PEOPLE TO SPEND FOUR FIGURES ON A FOLDING DEVICE. THIS IS NOT SO MUCH ABOUT A CHANGING OF THE GUARD AS THE ESTABLISHMENT OF AN ENTIRELY NEW ONE AND THERE'S NO REASON WHY HUAWEI CAN'T BECOME AND REMAIN TOP DOG IF ITS DEVICES MATCH FORM WITH FUNCTION.



Mobile phones and personal technology

2019 are largely unchanged compared with three years ago.

as Q2 2018, after a steady period of growth over three and half years.

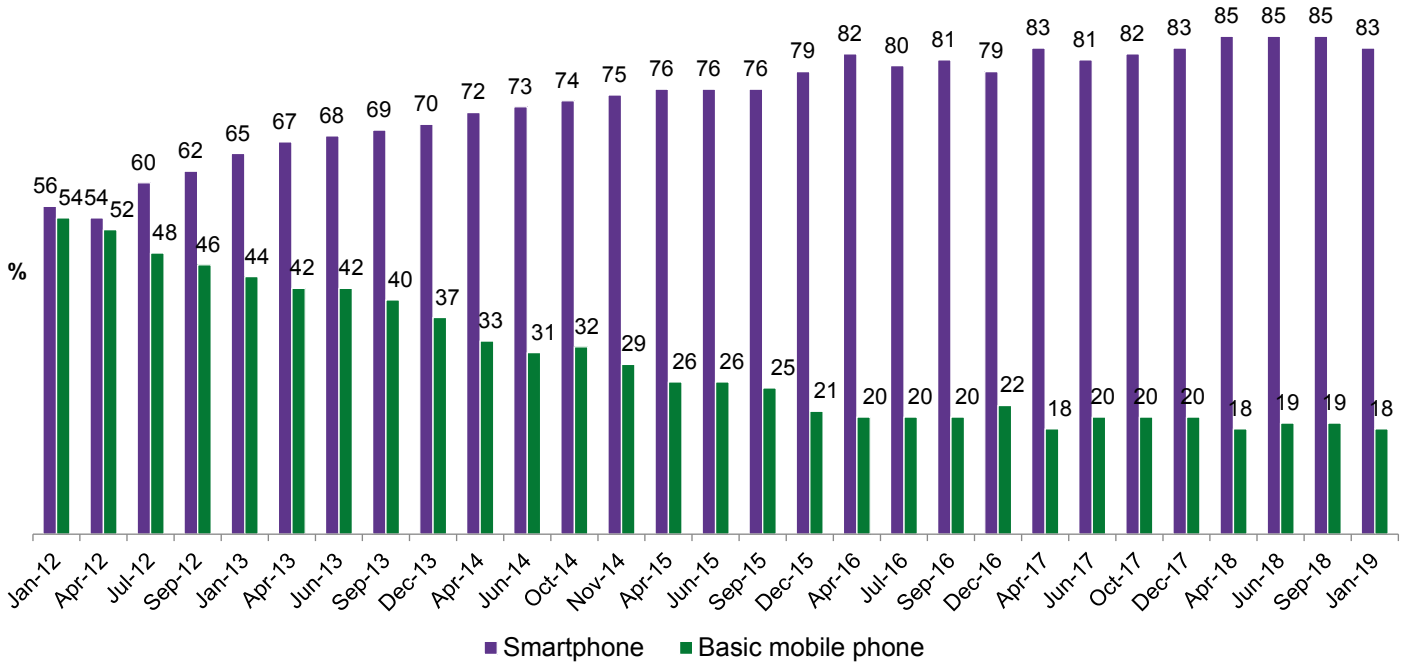
Smartphone ownership of 83% and basic mobile phone ownership of 18% in Q1

Smartwatch ownership growth has stalled, with Q1 2019 ownership of 11% the same

Fitness band/sport watch ownership remains higher, at 15%.

FIGURE 1: OWNERSHIP OF MOBILE PHONES, JANUARY 2012-JANUARY 2019

"Which of these technology products do you personally own?"

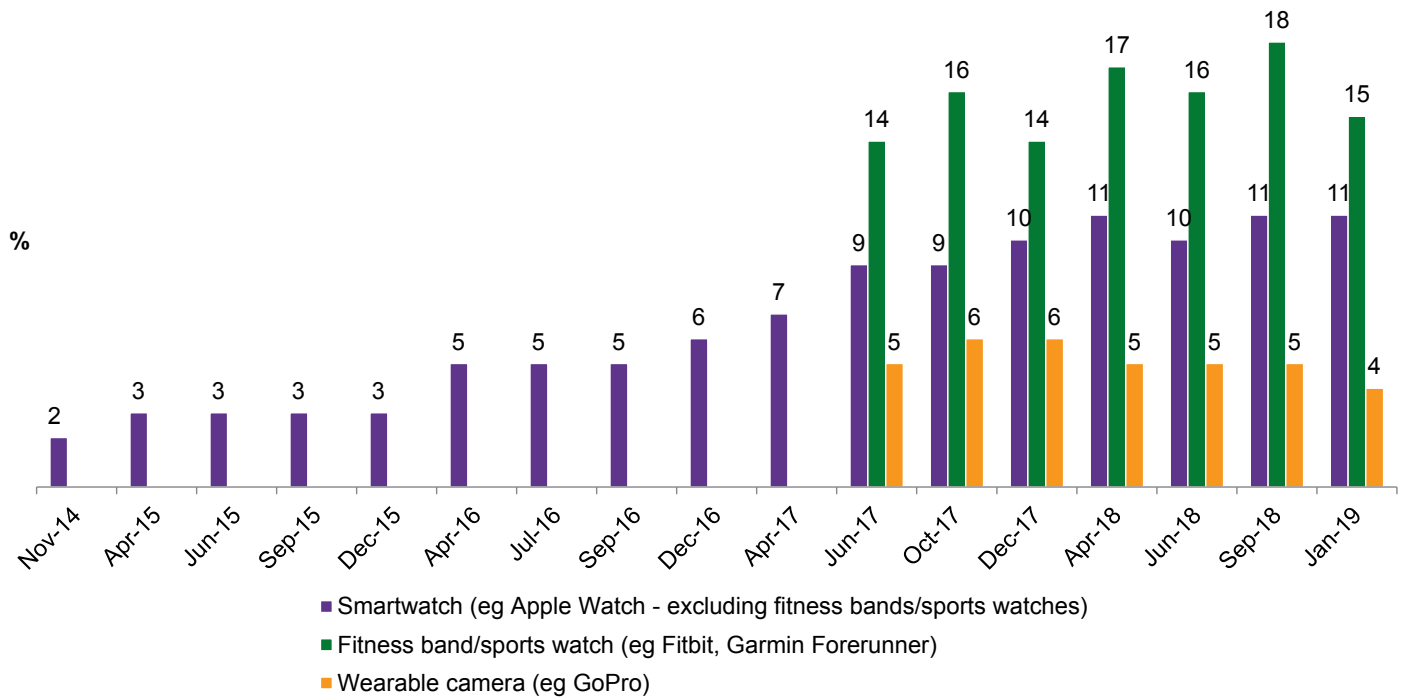


Base: 2,000 internet users aged 16+

Source: Lightspeed/Mintel

FIGURE 2: OWNERSHIP OF WEARABLE DEVICES, NOVEMBER 2014-JANUARY 2019

“Which of these technology products do you personally own?”



Base: 2,000 internet users aged 16+
Source: Lightspeed/Mintel

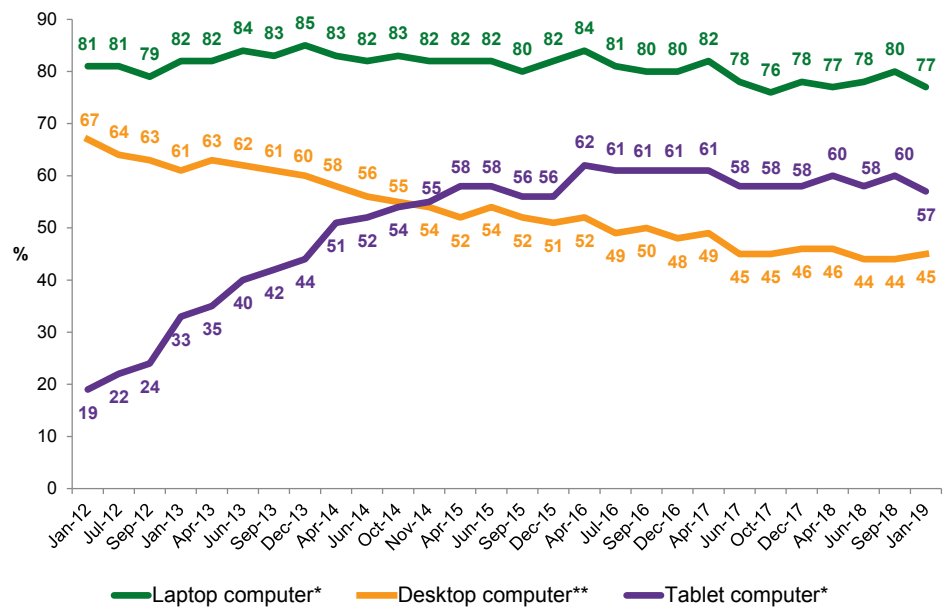
Computers

Laptop ownership (77%) has been largely unchanged over the last six years, while tablet ownership (57%) has been flat over the last two years.

After a period of decline, desktop ownership (45%) has been broadly level since 2017.

FIGURE 3: OWNERSHIP OF COMPUTERS, JANUARY 2012-JANUARY 2019

“Which of these technology products do you personally own?”
“Which of these technology products are in your household?”



Base: 2,000 internet users aged 16+

*personal ownership

** household ownership

Source: Lightspeed/Mintel

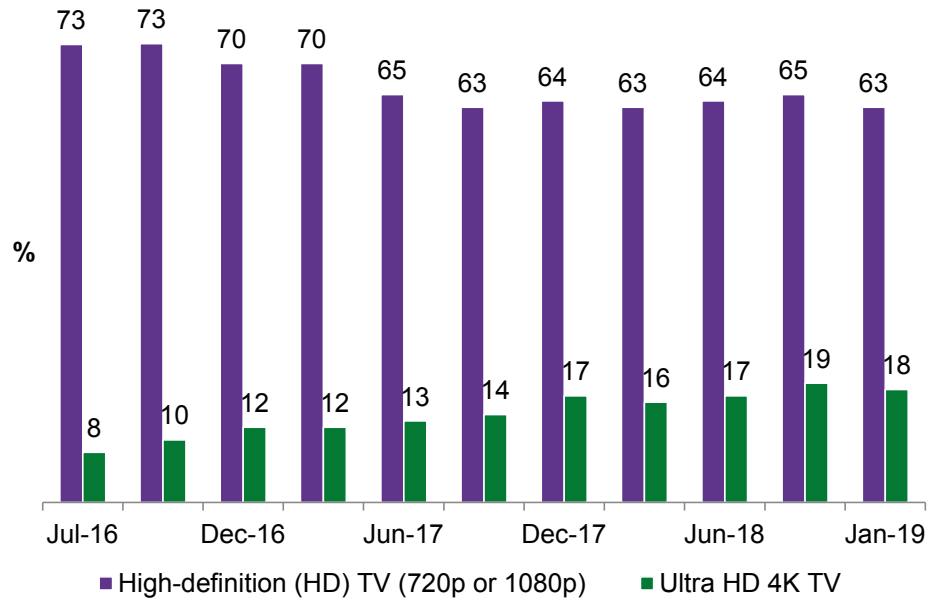
Televisions and other household technology

The number of HD-only TV households dropped to its lowest level to date - 54% - in Q1, from 56% the previous quarter. Some 18% of households now have a 4K TV.

The steady growth in the voice-controlled speaker market has continued, with ownership reaching 15% in Q1, up from 10% in December 2017.

FIGURE 4: HOUSEHOLD OWNERSHIP OF HD AND ULTRA HD 4K TELEVISIONS, JULY 2016-JANUARY 2019

"Which of these technology products are in your household?"



Base: 2,000 internet users aged 16+

Source: Lightspeed/Mintel

Recent purchasing and purchase intentions

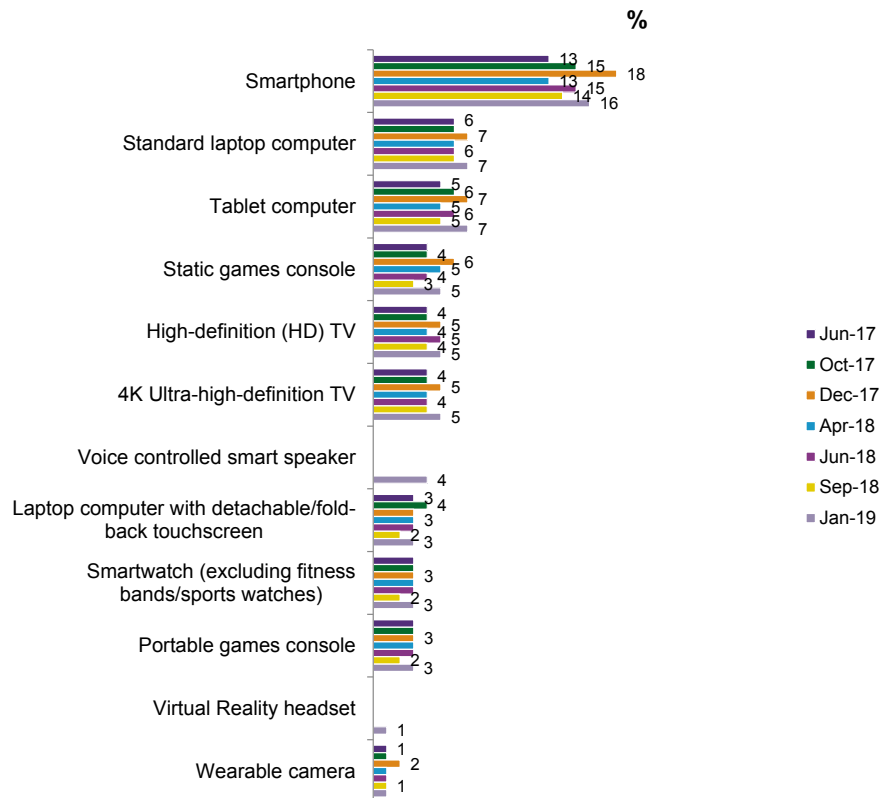
Recent smartphone purchases were up two points on the previous quarter, to 16%, but planned purchases stayed the same, at 14%.

Some 4% of people bought a voice-controlled speaker, with 5% planning to buy one in the next three months.

Although just 1% of people bought a VR headset in the last three months, 3% are planning to buy one in the next three.

FIGURE 5: TECHNOLOGY PRODUCTS BOUGHT IN THE LAST THREE MONTHS, JUNE 2017-JANUARY 2019

"Which of these technology products have you bought in the last 3 months?"

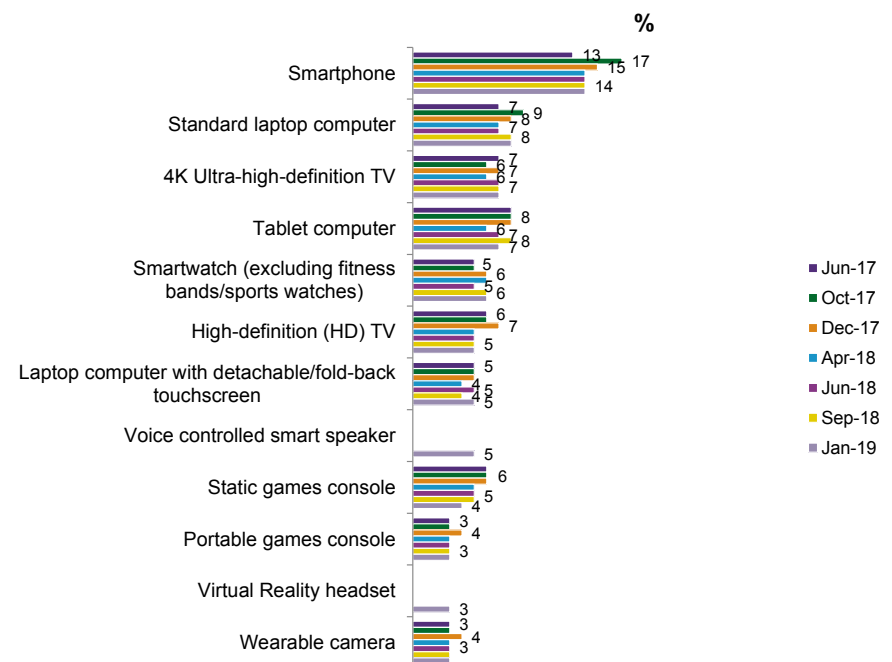


Base: 2,000 internet users aged 16+

Source: Lightspeed/Mintel

FIGURE 6: TECHNOLOGY PRODUCTS PLAN TO BUY IN THE NEXT THREE MONTHS, JUNE 2017-JANUARY 2019

"Which of these technology products are you planning to buy in the next 3 months?"



Base: 2,000 internet users aged 16+

Source: Lightspeed/Mintel

Online activities

Video streaming continues to grow, with 58% of smartphone owners (up from 54% the previous quarter) and 61% of tablet owners (up from 57%) having done it in the last three months.

Use of smartphone instant messaging has grown steadily over the last two years, from 69% of smartphone owners in June 2017 to 74% in January 2019.

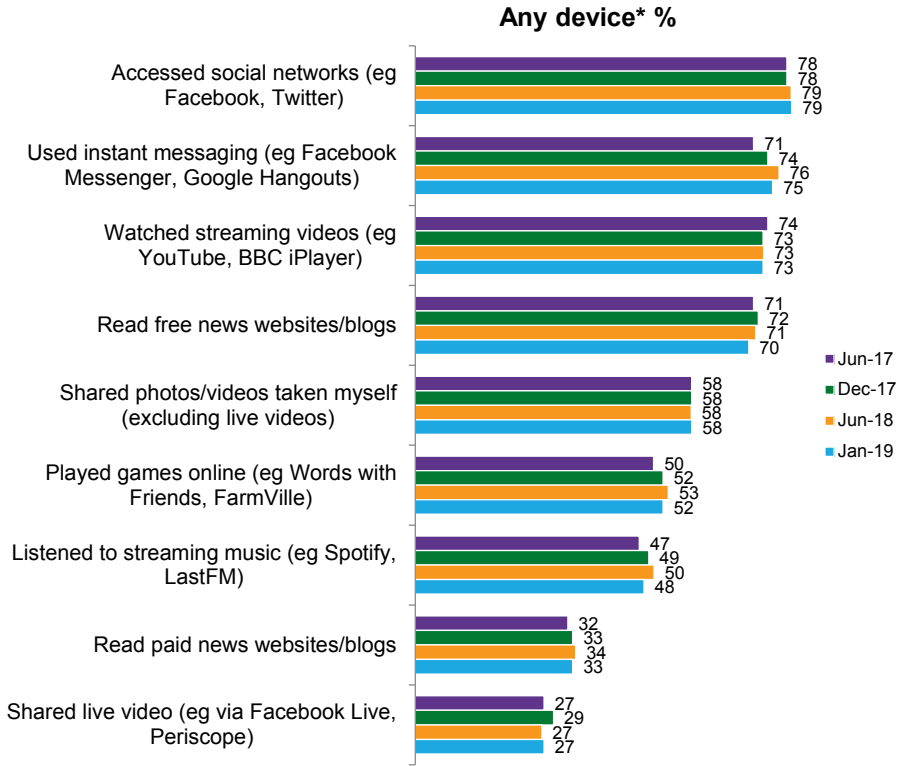
Overall voice interaction across all technology devices hit its highest level to date, 23%.

Use of smart home devices similarly hit its highest level – 15% - up from 9% in April 2017.

FIGURE 7: ONLINE ACTIVITIES DONE IN THE LAST THREE MONTHS ON ANY DEVICE*, JUNE 2017-JANUARY 2019

“Have you done any of these on the desktop/laptop computer in your household in the last 3 months?”

“Have you done any of these on your [tablet/smartphone] in the last 3 months?”



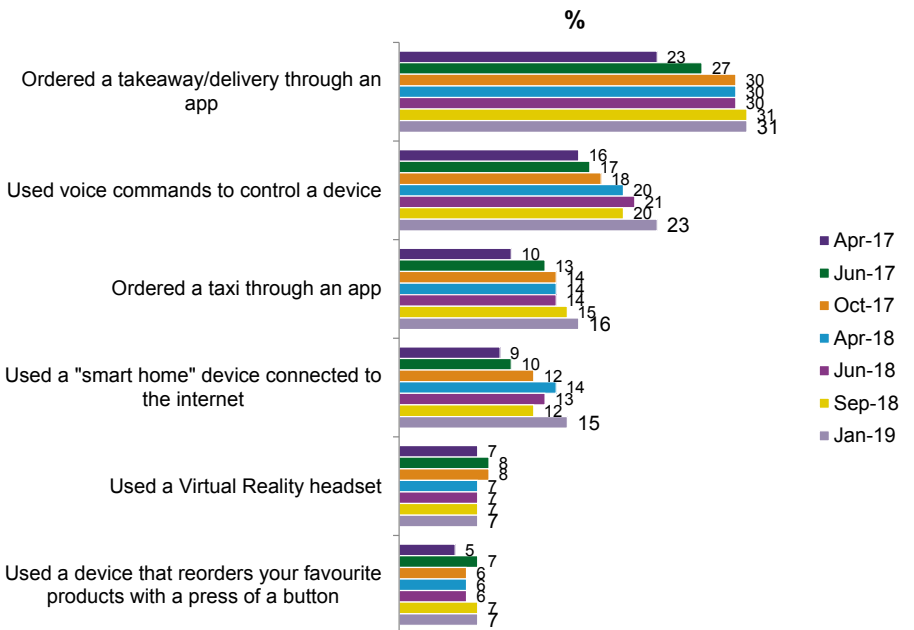
Base: 2,000 internet users aged 16+

* net: desktop/laptop, tablet or smartphone

Source: Lightspeed/Mintel

FIGURE 8: USE OF NEW TECHNOLOGY IN THE LAST THREE MONTHS, APRIL 2017-JANUARY 2019

Which of these have you done in the last 3 months?



Base: 2,000 internet users aged 16+

Source: Lightspeed/Mintel

Special focus – Online discussions and interactions

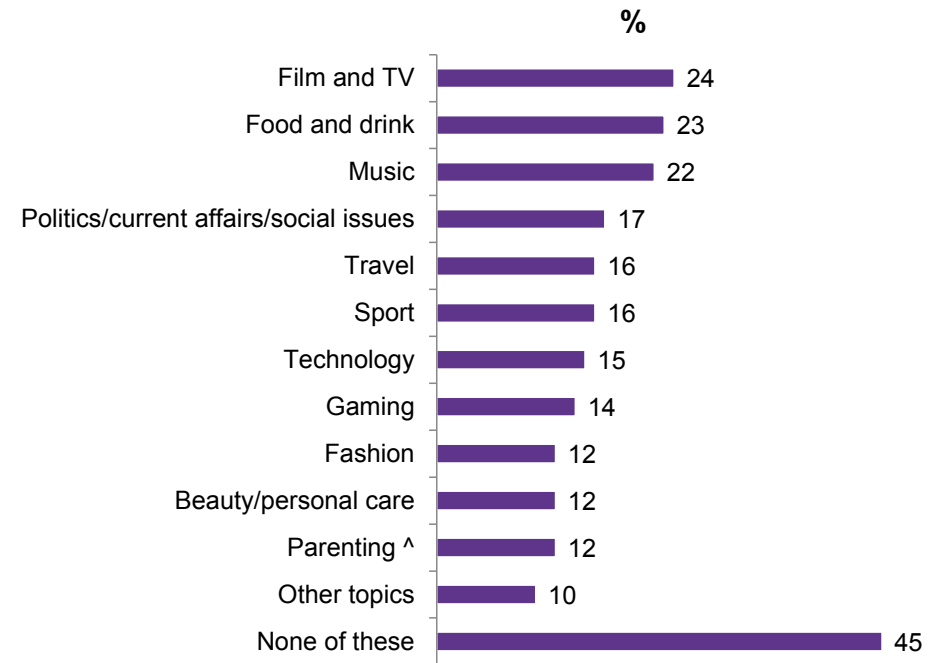
Food and drink is the most popular online discussion topic, with 23% of people talking about it regularly, followed by music (23%) and politics/current affairs/social issues (17%).

More than half of people (55%) who have regular topics they discuss online say it makes them feel part of a community. Meanwhile, 46% have met someone in person as a result of online discussions.

Although 41% of people feel like they spend too much time online, 43% of people feel the overall impact of social media on their lives has been positive.

FIGURE 9: TOPICS DISCUSSED REGULARLY ONLINE, JANUARY 2019

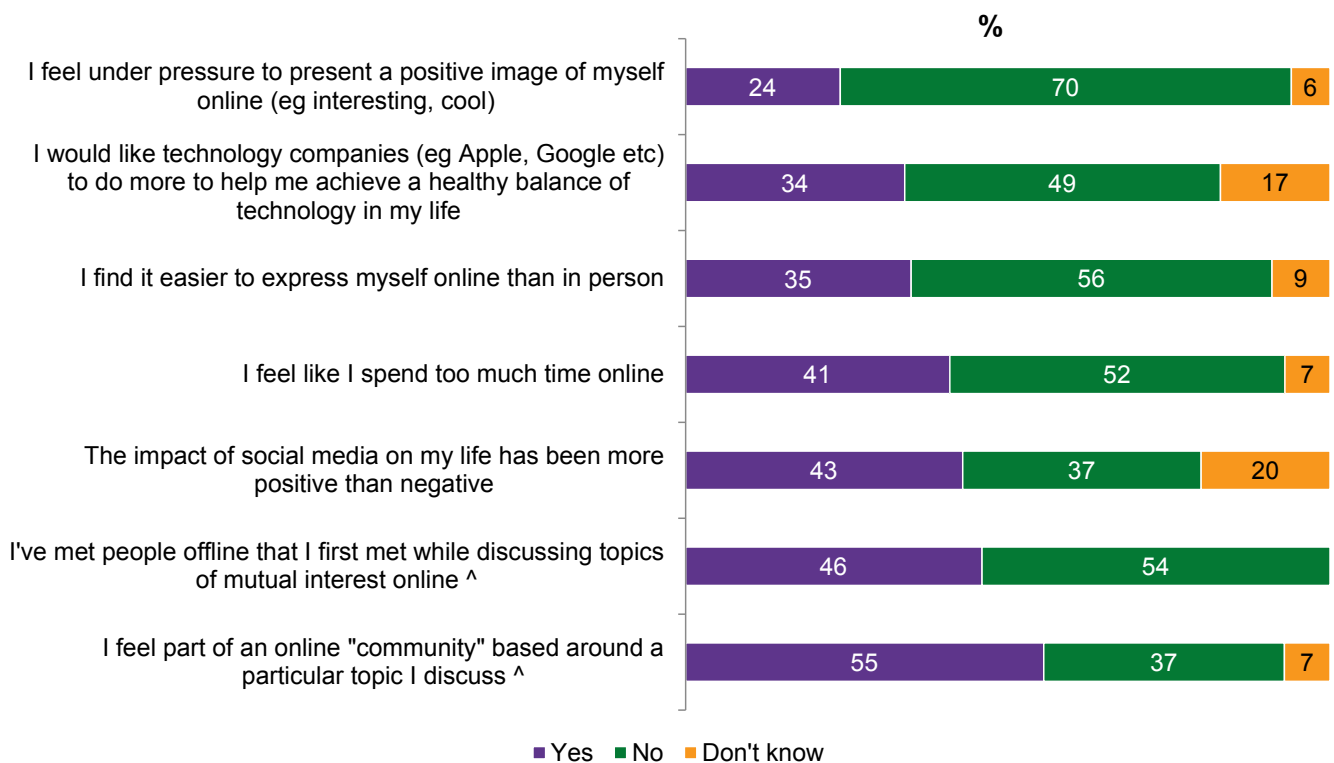
Which of the following do you regularly discuss with people online (eg on social media, discussion forums etc)?



Base: 2,000 internet users aged 16+
 ^ 1,173 internet users aged 16+ who are parents
 Source: Lightspeed/Mintel

FIGURE 10: ATTITUDES TO ONLINE INTERACTIONS, JANUARY 2019

Do the following statements apply to you?



Base: 2,000 internet users aged 16+
 ^ 1,092 internet users aged 16+ who regularly discuss certain topics online
 Source: Lightspeed/Mintel

Disclaimer

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at

<http://www.mintel.com/legal>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: info@mintel.com

Help desk

UK	+44 (0) 20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
Japan	+81 (3) 5456 5605
China	+86 (21) 6386 6609
Singapore	+65 6653 3600
India	+91 22 4090 7217

© 2019 Mintel Group Ltd. All rights reserved.
Confidential to Mintel.

