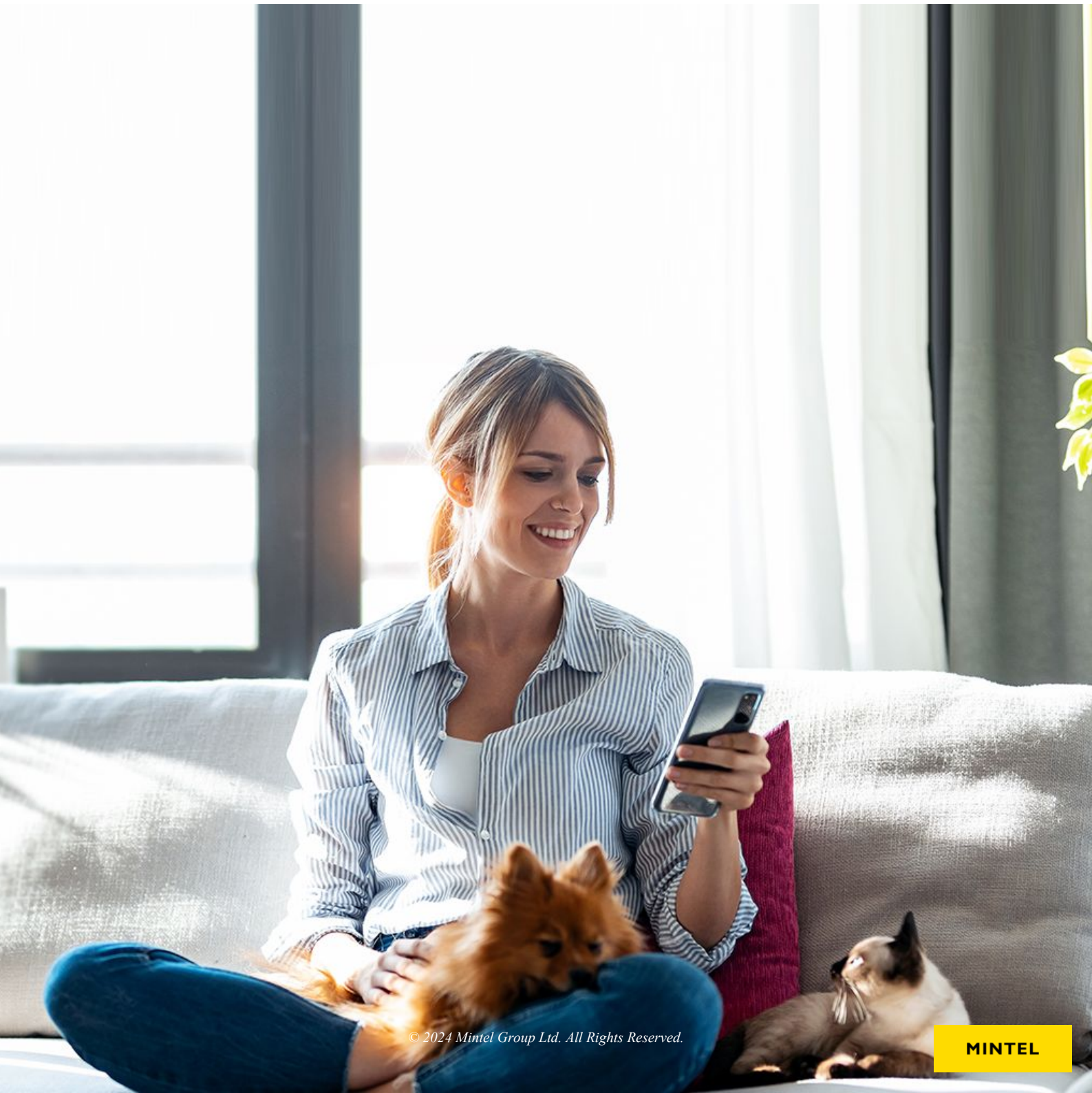


DIGITAL TRENDS – GERMANY – 2022

As consumers' concern over screen time increases, brands are well placed to provide tools that enhance digital wellbeing and encourage healthier device habits.



Jan Urbanek, Principal Analyst



Digital Trends - Germany - 2022

This report looks at the following areas:

- Personal and household ownership of technology devices
- Changing trends in personal and household ownership of technology devices
- Activities carried out online and how this has changed compared to previous years

Overview

Smartphone ownership among over-65s is now at **85%**, up from **76% in 2019**, as the older generation comes to recognise the benefits smartphones offer. Wearables are also increasing in popularity – **almost one in five** Germans own a smartwatch as its popularity overtakes that of fitness bands.

As Germans spend more time at home and online, the range of digital activities has expanded. Consumers increasingly turn to devices for all aspects of life, from financial management to health monitoring. Growth in usage of devices and connectivity leads consumers to think more about data privacy. Increasing privacy concern acts as a barrier to device uptake, particularly for smart home devices. As digital activity increases, brands need to allow consumers more control over how data is collected and used and provide clear support about how to keep themselves and their data safe.

Increased usage of digital devices is also fuelling screen time concerns, especially among younger consumers. **38% of 16-24 year olds** who own a laptop, smartphone or tablet or have a desktop computer in the household are cutting down on screen time. **There is opportunity for**



As consumers' concern over screen time increases, brands are well placed to provide tools that enhance digital wellbeing and encourage healthier device habits.

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brands to step up their commitment towards helping consumers maintain healthy consumption habits and enhance digital wellbeing. Tech companies can offer tools to monitor device usage and improve the quality of device engagement despite the reduction in quantity.

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