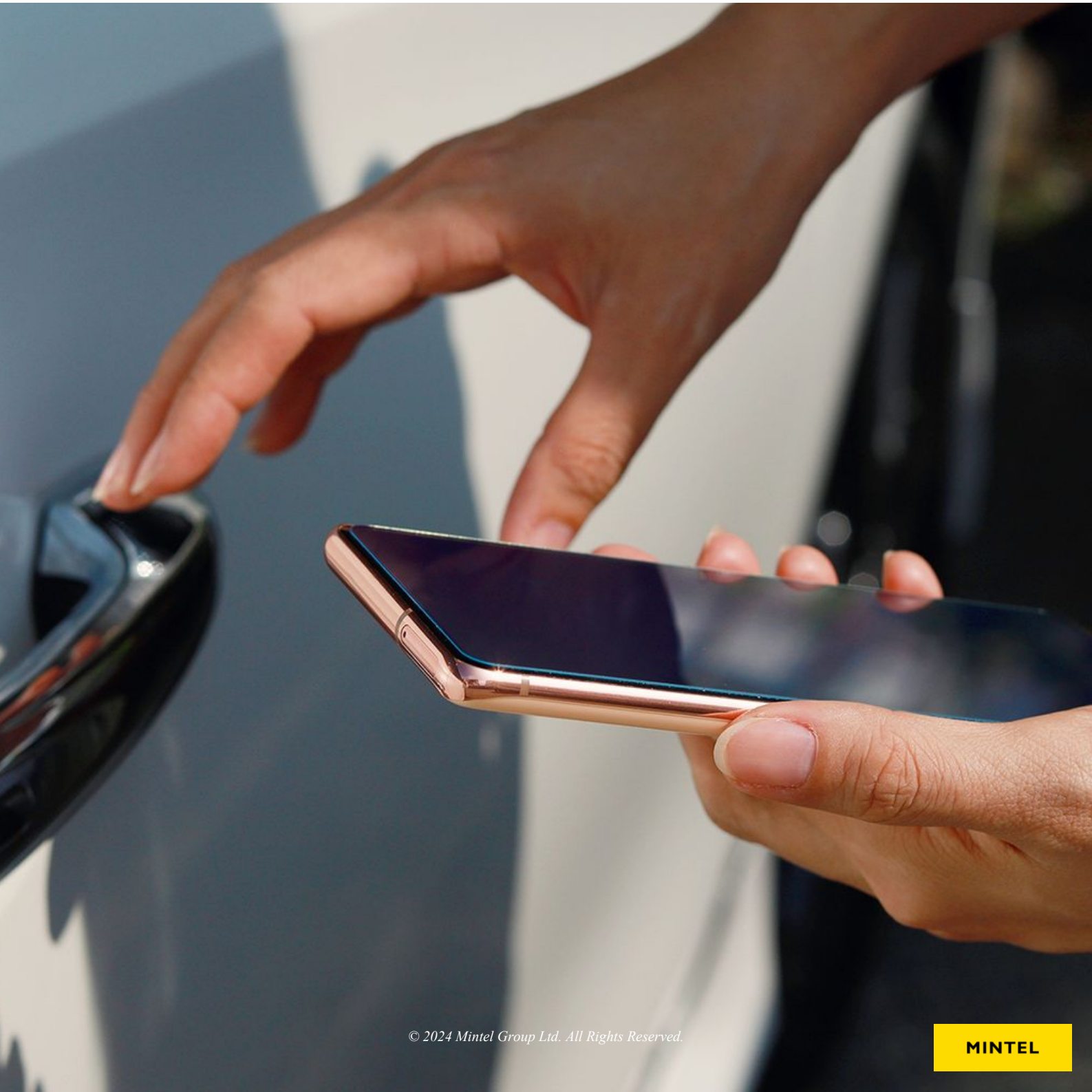


TECHNOLOGY TRENDS AUTUMN – UK – 2023

Microsoft is keen to add ChatGPT technology in cars, which would take the experience to the next level for the 25% of consumers who use voice control in cars.



Thomas Slide, Category
Director - Media and
Technology



Technology Trends Autumn - UK - 2023

This report looks at the following areas:

- Consumers' usage of technology in their car, such as voice control, Wi-Fi, a touchscreen interface or connecting their smartphone to the vehicle.
- The impact of the cost of living crisis on technology purchases.
- Trends in ownership of specific technology products.
- Smartphone operating system, app usage and 5G connectivity.
- Recent and planned purchases of technology devices.



Microsoft is keen to add ChatGPT technology in cars, which would take the experience to the next level for the 25% of consumers who use voice control in cars.

Overview

Just 16% of Baby Boomers have recently used a device to track exercise or diet despite 58% of the generation being concerned about their physical health. Baby Boomers prioritised sleep over other aspects of health in 2022 so wearable brands targeting them will get more engagement by marketing sleep-based features ahead of exercise.

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Report Content

EXECUTIVE SUMMARY

Opportunities within the technology market

- ChatGPT is set to re-ignite interest in voice-controlled speakers
- ChatGPT to also enhance voice control in cars and provide safer driving experience

What consumers want and why

- Apple leads smartphone brands despite Android covering the majority of OSes
 - Graph 1: operating system on smartphone, 2023
- Millennials are a key audience with 5G SIM-only contracts amid cost of living crisis
 - Graph 2: 5G connectivity on smartphone, 2023
- Apple releases latest Apple Watch Series as it dominates smartwatches market
- Galaxy Watch4 still has an important role to play as an entry level Samsung smartwatch
 - Graph 3: technology ownership, 2023
- Sleep-based features of wearables are key in targeting Baby Boomers
 - Graph 4: digital activities across last three months, 2023

WHAT CONSUMERS WANT AND WHY

Special Focus - Technology for the Car

- Google adds support for Zoom and Microsoft Teams audio calls in cars
- Over half of people show engagement in using a touchscreen built into a car
 - Graph 5: behaviours around technology on the move, 2023
- Google adds support for Zoom and Microsoft Teams audio calls in cars
- Microsoft opens door to ChatGPT-based voice control in cars
- Family days out are the most suitable angle for marketing of in-car Wi-Fi
 - Graph 6: usage of Wi-Fi in car, split by age of children, 2023
- Driverless cars are still a long way away from integration into daily lives

Trended Data - Smartphones

- Nine in ten consumers now own a smartphone
 - Graph 7: smartphone ownership, 2012-23
- Apple leads smartphone brands despite Android covering the majority of OSes
 - Graph 8: operating system on smartphone, 2022 - 2023
- Over a third of consumers now have a 5G contract
 - Graph 9: 5G connectivity on smartphone, 2022-23

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- Millennials are a key audience to target with 5G SIM-only contracts amid cost of living crisis
 - Graph 10: 5G connectivity on smartphone, split by generation, 2023
- Generation X's increase in sending money via apps underlines growth in confidence over mobile payments
 - Graph 11: sending money to friends or family via an app, 2022-23
- Recent and planned smartphone purchases continue at consistent levels
 - Graph 12: recent and planned purchases of smartphones, 2019-23

Trended Data - Wearables

- Galaxy Watch4 still has an important role to play as Samsung's entry level smartwatch
 - Graph 13: wearables ownership, 2019-23
- Apple releases latest Apple Watch Series as it dominates smartwatches market
- Wireless earbuds have consistently been among the most popular technology purchases
 - Graph 14: purchases of wearables in the last three months, 2019-23
- Apple releases latest Apple Watch Series as it dominates smartwatches market
 - Graph 15: planned purchases of wearables in next three months, 2019-23
- Touchless control added to Apple Watch Series 9

Trended Data - Computers

- Decline in computer and tablet ownership in line with expectations
 - Graph 16: computer ownership, 2018-23
- Possibility for uptick in cheaper hybrid laptop purchases
 - Graph 17: computer form factor, 2017-23
- Consumers still favour Chrome despite Bing's extensive media coverage
 - Graph 18: internet browser used most often on computer, 2023
- Consumers struggling financially are just as likely to buy laptops
 - Graph 19: purchases of computers in the last three months, 2019-23
- Brand loyalty is a key driver of the expected iPad sales
 - Graph 20: planned purchases of computers in next three months, 2019-23

Trended Data - TV and Media Devices

- Cost of living crisis holds back take up of Ultra HD TVs
 - Graph 21: type of TV owned, 2016-23
- Consumer financial confidence has grown, which should boost purchases of Ultra HD TVs
- Recent and planned purchases of HD TVs
 - Graph 22: recent and planned purchases of Ultra HD TVs, 2019-23
- Room for growth in smart TVs among Generation X
 - Graph 23: internet connectivity on TV, 2019-23
- ChatGPT to re-ignite interest in voice-controlled speakers
- Scope for growth in Sky Glass as consumers move away from set top boxes

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- ChatGPT to re-ignite interest in voice-controlled speaker market
- Ownership of set-top boxes now down to 40%
 - Graph 24: devices in the household, 2017-23
- Nearly three in ten consumers have recently used a device to track diet or exercise
 - Graph 25: digital activities done in last three months, 2020-23
- Sleep-based features of wearables are key in targeting Baby Boomers
- Millennials will not compromise on broadband speed despite the difficult financial situation
 - Graph 26: upgrading broadband service in previous three months, 2023

Trended Data - Gaming

- Static console ownership stays level but PlayStation's popularity grows
 - Graph 27: ownership of gaming hardware, 2018-23
- Exclusive games likely to have been a key factor in Generation Z moving to PlayStation
 - Graph 28: PlayStation or Xbox in household, 2022-23
- Consumers still believe in VR despite stagnating ownership
- Purchases of consoles following a similar pattern to previous years
 - Graph 29: purchases of gaming devices, 2019-23
- PlayStation to release Portal accessory for PS5 streaming in November 2023
 - Graph 30: planned purchases of gaming devices, 2019-23

APPENDIX

- Abbreviations
- Supporting Information

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