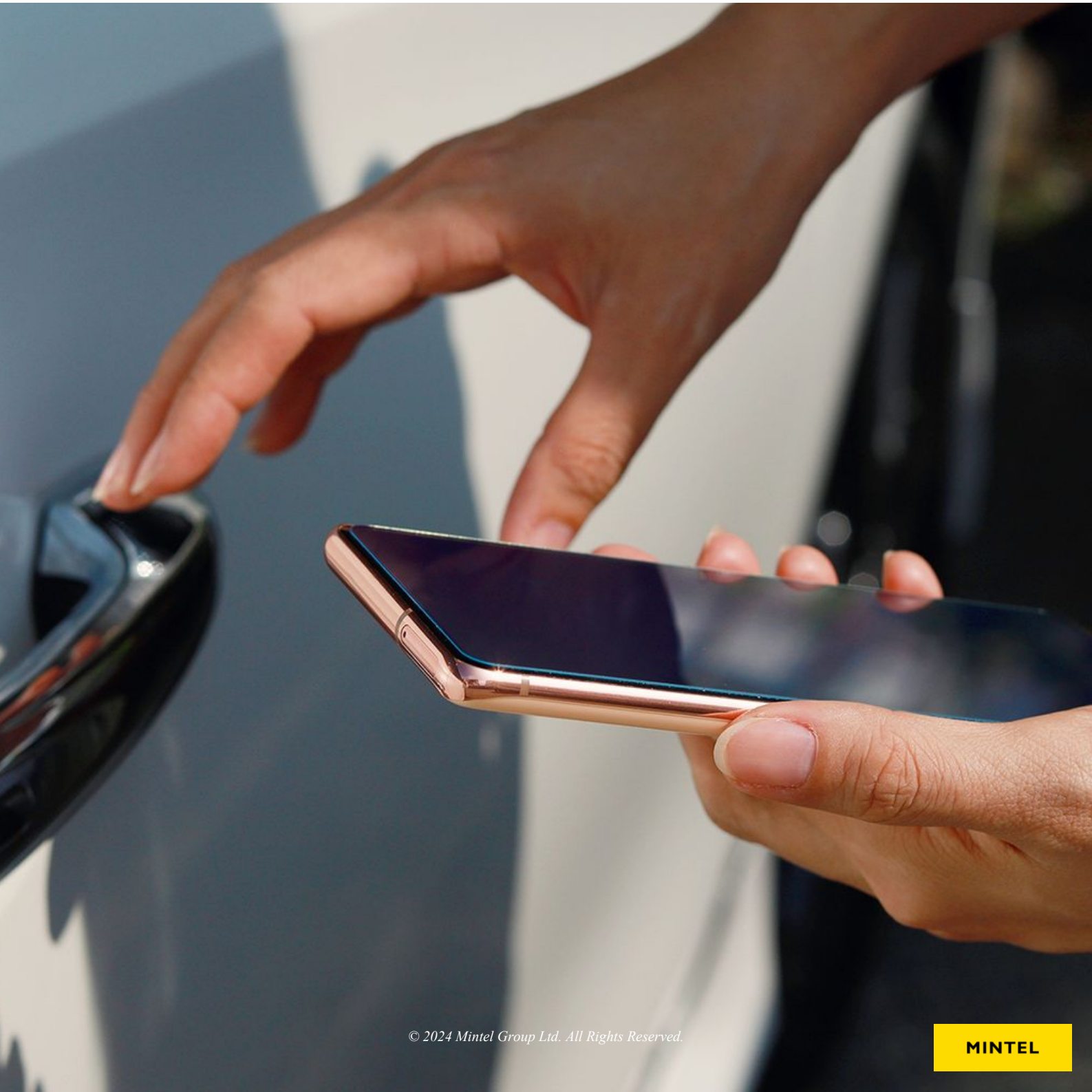


TECHNOLOGY TRENDS AUTUMN – UK – 2023

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



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

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- Galaxy Watch4 still has an important role to play as an entry level Samsung smartwatch
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WHAT CONSUMERS WANT AND WHY

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