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.
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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.
Report Content

Key issues covered in this Report

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

- Graph 1: operating system on smartphone, 2023
- Graph 2: 5G connectivity on smartphone, 2023
• Apple releases latest Apple Watch Series as it dominates smartwatches market
  - Graph 3: technology ownership, 2023
  - 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
  - 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
  - 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
  - Graph 10: 5G connectivity on smartphone, split by generation, 2023
  - 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**
- 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
  - Graph 15: planned purchases of wearables in next three months, 2019-23
- Touchless control added to Apple Watch Series 9

**Trended Data - Computers**
- Graph 16: computer ownership, 2018-23
- Graph 17: computer form factor, 2017-23
- Graph 18: internet browser used most often on computer, 2023
- Graph 19: purchases of computers in the last three months, 2019-23
- 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
  - 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
- 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
- Sleep-based features of wearables are key in targeting Baby Boomers
  - Graph 26: upgrading broadband service in previous three months, 2023

**Trended Data - Gaming**
- Graph 27: ownership of gaming hardware, 2018-23
- 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
  - Graph 30: planned purchases of gaming devices, 2019-23

APPENDIX

• Abbreviations
• Supporting Information