

TECHNOLOGY TRENDS WINTER – UK – 2023

A fifth of UK consumers bought electricals in the three months to January 2024, the highest since at least the start of 2018.



Thomas Slide, Category Director - Media and Technology



Technology Trends Winter - UK - 2023

This report looks at the following areas:

- Consumers' perception of different types of advertising, including TV adverts, social media adverts, sponsored search and pop-up adverts
- Trends in ownership of specific technology products
- Smartphone operating system, app usage and 5G connectivity
- Recent and planned purchases of technology devices



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Overview

As financial pressure has eased and confidence has returned, interest in purchasing electrical items improved. Recent purchasing and buying intentions reached the highest level since mid-2021. The lull in purchasing in 2022-23 also reflected a hangover following the surge in electrical goods buying that took place during, and in the period following, the COVID-19 pandemic.

Smartphone ownership has been near 90% among younger generations for a number of years, while adoption among older generations has been growing. Now, there is little difference between generations, with 84% of the over 65s owning a smartphone, compared to 88% of all 16-64s.

When it comes to perception of advertising, millennials are most likely to hold a positive opinion of TV adverts. 33% of older millennials find them 'entertaining' and millennials are the only generation that is more likely to perceive them as entertaining, than annoying. Since this generation also [watches more TV on demand than any other](#), with 61% watching at least daily,

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it bodes well for the introduction of TV advertising to many of the streaming platforms such as Netflix, Amazon Prime and Disney+.

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Report Content

MARKET DYNAMICS

- Financial confidence starts to recover as inflation eases
 - Graph 1: financial confidence, 2018-24
- Leading to renewed interest in purchasing electricals
 - Graph 2: bought new electrical equipment (eg TV, laptop) in the last three months vs plan to do so in the next three months, 2018-24
- Deflation has continued in most tech categories
 - Graph 3: consumer prices change, technology related products, 2018-23
- Spending on computers rises after the pandemic
 - Graph 4: consumer spending on technology, 2018-23
- Christmas 2023 boost fails to get going for specialist retailers
 - Graph 5: retail sales of audio, video and music specialist stores, 2021-23

WHAT CONSUMERS WANT AND WHY

Special focus – perception of online advertising

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Trended data – smartphones

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- Over 65s have almost caught up when it comes to smartphones
- Young men are most likely to have a 5G phone without a 5G contract
 - Graph 11: 5G smartphone connectivity, 2021-23
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 - Graph 12: smartphone operating system, 2021-23
- Despite growth in older users, Apple dominates among Generation Z

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- QR code scanning hits new highs
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 - Graph 16: device ownership, 2019-23
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- Supporting information

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