

Igniting Growth in Consumer Technology

New findings from the 2016 Accenture Digital Consumer Survey for Italian communications, media and technology companies reveal...



Growth is stalling

Smartphone market has reached maturity

91% of consumers now own a smartphone
 ↑ +3% points since 2015

56% plan to buy a smartphone in the next 12 months
 ↓ -8% points since 2015

It's not just smartphones

Consumer demand is sluggish across all traditional categories

Overall only **9%** plan to increase spending on smartphones, tablets and laptops

DOWN
20%
 FROM 2014



38% plan to buy a television
 ↓ -7% points since 2015



25% plan to buy a laptop
 ↓ -8% points since 2015



36% plan to buy a tablet
 ↓ -12% points since 2015

Lack of a "WOW" factor failing to attract new consumers



42% are satisfied with their current smartphones and are not planning to replace them over the next 12 months

50% of those planning to buy a new smartphone are motivated by innovative features and functionalities

Italians are early adopters with the highest adoption of mobile payment services



57% use or plan to use mobile payment
 ↑ +15% points than EU



65% use it daily or weekly
 ↑ +17% points than EU

Marginal increase in purchase intent of IoT but it's not enough to offset declines



16% plan to purchase a smartwatch
 ↑ +5% points since 2015



20% plan to purchase a fitness monitor
 ↑ +7% points since 2015



17% plan to purchase home connected security systems
 ↑ +5% points since 2015



15% plan to purchase smart home thermostat
 ↑ +3% points since 2015



10% plan to purchase virtual reality headset
 ↑ +1% points since 2015



10% plan to purchase a personal drone
 ↑ +1% points since 2015

Roadblocks to IoT Adoption

Price, risk and security are top barriers to IoT adoption



Lack of value perception raises concerns about price

64% of consumers believe new IoT devices are too expensive



Privacy and security fears are shutting down use

31% have privacy and security concerns



Consumers continue to have issues using their IoT devices

20% are unable to connect to the internet
 ↓ -1% point since 2015



14% say they are too complicated to use
 ↓ -5% points since 2015



21% said the set-up didn't proceed properly
 ↓ -4% points since 2015

To learn more visit accenture.com/ignite

Source: About the 2016 Accenture Digital Consumer Thought Leadership program. The Accenture Digital Consumer Thought Leadership program for communications, media and technology companies is based on a survey which was conducted online between October and November 2015, with 28,000 consumers in 28 countries: Australia, Brazil, Canada, China, Czech Republic, France, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Netherlands, Philippines, Poland, Romania, Russia, Saudi Arabia, Slovakia, South Africa, South Korea, Spain, Sweden, Turkey, United Arab Emirates, United Kingdom, United States.

The sample in each country is representative of the online population, with respondents ranging in age from 14 to 55 and over. The survey and related data modelling quantifies consumer perceptions of digital devices, content and services, purchasing patterns, preference and trust in service providers, and the future of their connected lifestyle.

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