Igniting Growth in Consumer Technology

Growth is stalling
Smartphone sales have reached maturity
90% of consumers now own a smartphone
-3% YoY points over last 5 years
Only 48% plan to buy a smartphone in the next 12 months
-9% YoY points since 2014

It’s not just smartphones
Growth in smartphone sales is tepid across all traditional categories
Overall only 13% plan to increase spending on smartphones, tablets and laptops

Lack of a “WOW” factor failing to attract new consumers
40% say these are not enough to satisfy and are not planning to upgrade it over the next 12 months.
54% are satisfied with their TV
49% are satisfied with their laptop
30% are satisfied with their tablet

Demand for next generation IoT-enabled devices
Ready to grow fast enough to offset declines

Roadblocks to IoT Adoption
Lack of value perception raises concerns about price
62% of consumers believe IoT devices are too expensive
Privacy fears are shutting down use
27% have privacy and security concerns
Consumers continue to have issues using their IoT devices
18% are unable to connect with the element
-3% fewer than 2014
5% say they are too complicated for use
-7% YoY points
11% admit the set-up didn’t proceed properly
-6% YoY points
13% say it’s not as useful as advertised
-6% YoY points

Find out what actions you can take to ignite growth in your business

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About the Technology & Innovation Centre (TIC):
TIC is a $3.5 billion, 250,000 square foot facility in Ireland, which develops the leading-edge technologies of tomorrow. It is the largest such facility of its kind in the world. Visit accenture.com/technology to learn more about Accenture’s role as the global leader in digital transformation and innovation.

About Accenture:
Accenture is a global professional services company with 340,000 people serving clients in more than 120 countries. The company's specialized experience and industry knowledge enables Accenture to deliver* the business outcomes that clients demand. We provide end-to-end capabilities, experience and commitment in every client engagement to deliver high-impact change to help businesses实现其目标.

*In Asian markets.

Accenture is committed to delivering technology-enabled business solutions to help businesses harness innovation to drive growth. Accenture’s Technology & Innovation Centre (TIC) is the largest and most advanced of its kind in the world. As businesses look to deliver value to their customers and transform their business models, Accenture is committed to delivering a technology-driven approach to business transformation. By leveraging the latest technologies and developing innovative solutions, Accenture is helping businesses to unlock new opportunities for growth and success.