

Consumer Electronics Show (CES) 2021:

What tech is next for the 2021 consumer?

As we experience CES in an all-digital environment, we look to understand what's next for the 2021 consumer. How is technology playing a role in their daily lives? What impact has the pandemic had on technology use and intentions?



11,000+
Global consumers surveyed

Toluna surveyed 11,000+ global consumers on January 5th to understand their attitudes, purchase intent, and adoption of consumer electronics ahead of CES 2021. We used the Toluna Start platform, the world's first end-to-end, real-time consumer intelligence platform to access consumer insights about this category. Findings highlight the importance of consumer insights for brands and businesses when thinking about new product launches and marketing applications for emerging technologies.

Countries Surveyed	# of respondents
Australia	1000
France	1000
Germany	1000
India	1000
Italy	1000
Japan	500
Korea	500
New Zealand	775
Singapore	1000
Spain	1000
United Kingdom	1000
United States	1000

How have consumers changed tech use in COVID environment?

48%

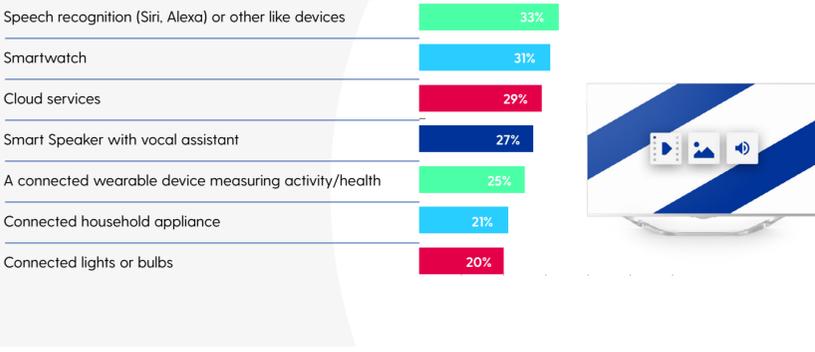
of people report that their use of technology has changed as a result of COVID 19.

Are you more likely to consider investing in the following areas as a result of COVID-19?



Desire for Smart Technology

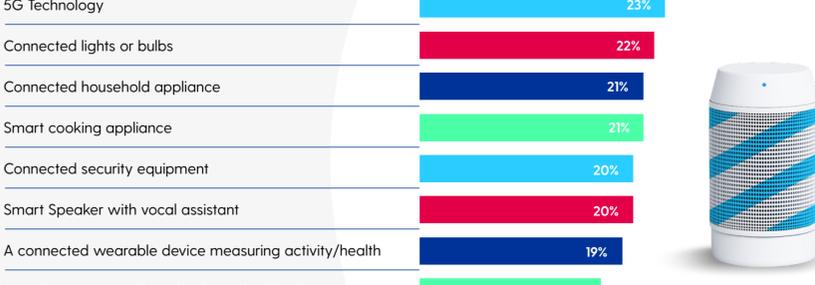
When asked about which of the technologies or devices consumers own, more than 85% report owning at least one of the following:



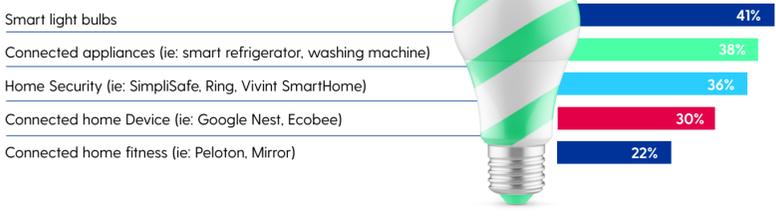
60%

of respondents who use a smart speaker, use it at least once a day.

Would you be interested in purchasing new products that fall under any of these categories in the next 6 months:



Which of the following smart home devices or Internet of Things connected devices would you consider purchasing?



64%

Over half of consumers do not purchase smart home devices or IoT connected devices because of the price.

Consumers want to purchase smart technology for different reasons.



58%

of respondents would be more likely to purchase a product if they were able to virtually try it on or see how it would look in their home.

Smart Technology in Automobiles

Which of the following smart features does your vehicle currently have?



Which of the following vehicle smart features would you want in your next car?



Smart Technology at Work

59%

of respondents said their company is not up to speed with the latest developments in smart technology and using it regularly in the workplace.

Why isn't your company up to speed with the latest developments in smart technology and using it regularly in the workplace?



*The above data has been weighted by age and gender.

Interested in these results?

Demo the Toluna Start Platform to see how real time access to insights can work for you.