The Future of Tech

An annual report to help you shape your strategy and make your future.

As innovation continues to transform the consumer technology market, it’s more important than ever to know what the future holds. Maybe your strategy is spot on. Maybe it’s not. Maybe you need to double your investment in a soon-to-be-hot product type. Or maybe you need to think twice about that decision you just made to invest in a soon-to-be-not-hot product. And what about the people who will buy these products? Do you know who they are, what they’re like, where they shop, how they buy, and how they think about technology?

The NPD Group created The Future of Tech report to serve as your interactive crystal ball. Its subcategory-specific forecasts function as a trusted third-party check on the decisions you’ve made, or those you are thinking of making. Without credible, external validation like this, you could take on millions of dollars of potential unnecessary risk, or miss out on the market’s greatest opportunities. Whether you’re a big, mature brand or new to the market, you’ll benefit from this report’s information and insights.

What is it? Why will it change the way you see your future?

This report package includes high-level volumetric forecasts through 2019 for all 235 subcategories NPD tracks. An online reporting tool is also provided to give you interactive access. The written report covers many categories of significant importance in driving the future of the market. For these categories NPD ties critical consumer insight on the profiles of current and future buyers into the NPD forecasts for a complete perspective. Examples of these categories include:

- **TVs** — Forecast by screen size, 4K vs. non-4K, and OLED vs. non-OLED
- **PCS** — Notebook and desktop forecast by operating system and form factor (convertible, touch clamshell, non-touch clamshell) — including gaming-specific forecasts for notebooks and desktops
- **Home Automation** — Forecast for kits, power and sensors, security and monitoring, entry, lighting, and system controllers
- **Headphones** — Forecast by form factor (true wireless; wired and wireless in-ear, on ear, and around ear)
- **Streaming Audio Speaker** — Bluetooth and Wi-Fi, each broken out by voice capabilities and perspective and forecast on Amazon Echo products (informed by NPD’s Checkout data)
What’s inside?

The Future of Tech goes beyond simple demographic profiles to help you really understand how the U.S. consumer is adopting technology products.

One deep-dive causal forecast for a category you choose is included with the report. Your written report will tell the entire story of the future of consumer technology in an engaging way, with a focus on the people most likely to purchase these products and where they will shop. You’ll also gain access to an experienced industry analyst to help you leverage the report’s insights and put them into action.

What’s behind these technology forecasts?

The forecasts are built on several years of unparalleled point-of-sale data from NPD’s Retail Tracking Service. That data is augmented by deep insight on the various factors that can affect sales, such as:

- DISTRIBUTION
- PRICING
- ASSORTMENT
- CHANNEL NUANCES
- SEASONALITY

The end result is a comprehensive report that delivers a deep understanding of the levers you need to pull to improve business performance.

About NPD’s Analytic Solutions Group

NPD’s Analytic Solutions Group includes a team of senior leaders with extensive experience developing and delivering analytic solutions that address strategic marketing, sales, and planning issues. By investing in its information infrastructure and establishing new retailer partnerships, NPD now collects and delivers more granular information. And by combining its unique data assets and industry expertise with state-of-the-discipline research techniques and proprietary solutions, NPD is equipped to answer clients’ most pressing business questions.

Learn More

For more information, contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.