PMPs, e-readers and Handheld Gaming Devices 2011

Description: The pace of change in all technology markets is unrelenting. This is clearly evident in the markets for personal media players (PMPs) and handheld games consoles, where personal media players and, more recently, tablet computers are displacing handheld games consoles.

Much the same is true of e-readers, a relatively recent addition to the growing array of digital devices. It could be that e-readers are doomed to have a short life cycle, as tablet computers with built-in e-reader capability obviate the need to carry a separate device.

This report looks in detail at consumer activity in the market over the last twelve months to assess and understand where interest and spending have been greatest. It also uses forward looking research to identify consumer interests and quantify spending priorities over the next six months by looking at what types of devices and which features of those devices consumers are most excited by.

You will get online access to the interactive report, alongside a pdf attachment and the demographic breakdown of the results will be available in an Excel format datasheet.

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Report Summary

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- Considerable momentum
- Apple and Argos dominate
- Good prospects for 2011

e-readers
- A modest market – at the moment anyway
- Amazon leads the way
- Uncertain prospects for 2011

Handheld games consoles
- A modest category with limited momentum
- Nintendo dominates
- Good prospects for 2011

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- Innovation proving irresistible to the wired generation
- Technology is ‘must have’ these days
- Momentum spurred on by strong word-of-mouth recommendation
- Questionable affordability in 2011
- Spending indicators weak but technology likely to be a priority
- Inflation eating into disposable income as wage rises remain low
- Rising unemployment suggests consumers’ fears are well-founded
- High and rising youth unemployment both a benefit and a barrier
- Population growing but profile changing
- Increased household numbers driving volume sales
- Increased use of social media linked to handheld devices
- Always-on connectivity
- Essential to reach opinion formers in the wired world

Personal Media Players – Drivers and Trends
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- Apple to be challenged in 2011

Personal Media Players – Consumer Insight
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