US Consumers' Attitudes and Behaviors Toward Digital Photo Frames

Description:
Portable, multimedia applications often represent strong revenue opportunities for suppliers to and manufacturers of consumer electronic (CE) products. Some of these applications include multimedia smartphones, personal navigation devices, and handheld gaming devices. We believe there is another portable, multimedia application that represents a potential growth opportunity for traditional CE companies: digital photo frames that are used primarily to showcase digital photos in a slideshow mode.

In order to find out what US consumers are thinking about digital photo frames, we fielded a survey to its proprietary Technology Adoption Panel (TAP) in November 2008 regarding their attitudes and behaviors toward digital photo frames. The survey yielded 1,549 respondents, of which 498 respondents, or 32%, owned a digital photo frame. As with most CE products, consumer demand is one of the primary drivers for the development of new products in the digital photo frame market. In addition, consumer perspectives about these devices often affect retailer availability.

Our latest In-Sight includes demographic results for current digital photo frame owners, as well as those who plan to purchase a digital photo frame in the coming year. This research also includes data on brands that will be purchased, price points consumers are willing to pay, and reasons for digital photo frame purchases.

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