

Onepager Gadget Glance Trends 2023

Study conducted by the Data & Insight department of
Dailymotion Advertising

A playbook unraveling tech purchase intentions in big 5 European markets



How High-Tech Gadgets will be consumed this winter?

52%

of purchases will be either laptops or smartphones.

44%

of respondents mention price and value for money as their most influential criteria.

53%

prefer to make their purchases in physical stores.

What are the various trends in purchase intentions?



39%

Prudent decision making

19%

Waiting for promotions

16%

Staying loyal to current brands

15%

Exclusive new product purchases

11%

Embracing Pre-owned products

Who are the potential buyers by country?

Spain

81% of Potential Buyers

Wishlist: Smartphones ; Audio Gadgets

Distinguishing Criteria:

Innovations, Purchases during promotions, In-store shopping

France

80% of Potential Buyers

Wishlist: Smartphones; Laptops

Distinguishing Criteria:

Privacy & Security, Open to refurbished products, In-store shopping

Italy

69% of Potential Buyers

Wishlist: Smart home devices; Audio Gadgets

Distinguishing Criteria:

Innovations, Prefer new products exclusively during promos, both physical & online

UK

55% of Potential Buyers

Wishlist: Smartphones; Gaming Consoles

Distinguishing Criteria:

Privacy & Security, Open to refurbished products, In-store shopping

Germany

48% of Potential Buyers

Wishlist: Tablets; Gaming Consoles

Distinguishing Criteria:

Privacy and Security, Reviews, Need new payment options, Purchase from online marketplaces



And what about Gen-Z?

79%

of respondents aged 18 to 29 plan to purchase high-tech devices in the next six months.

Purchase criteria:

Innovation, Brand Loyalty, Environmental values.

Video interests:

Soap Opera TV, Television, Rock Music

Who are the high-tech intentionists?

Pragmatic Purchaser

This typical profile is a savvy shopper who will always prioritize savings and potential discounts before making a purchase.



51%

49%

18-29y

17%

30-49y

34%

50y+

50%

Video interests

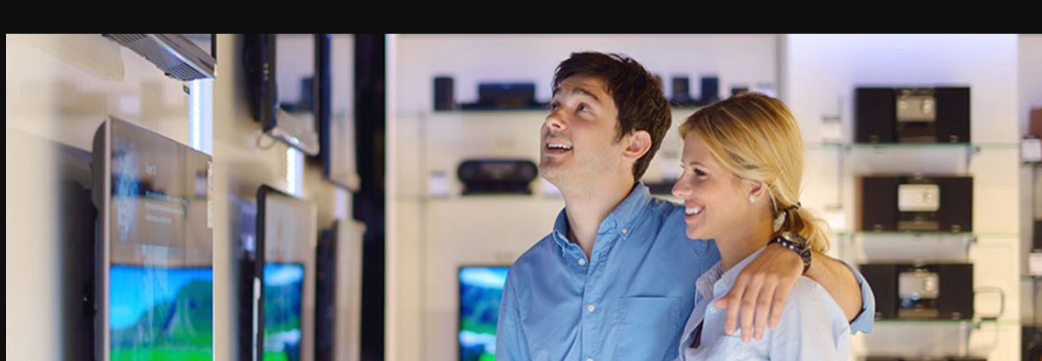
1 Live TV

2 Economy

3 Pop Culture

Tech Trendsetter

Visiting physical stores is important in the purchase journey of this typical profile, as are new products and brand reputation.



54%

46%

18-29y

14%

30-49y

33%

50y+

52%

Video interests

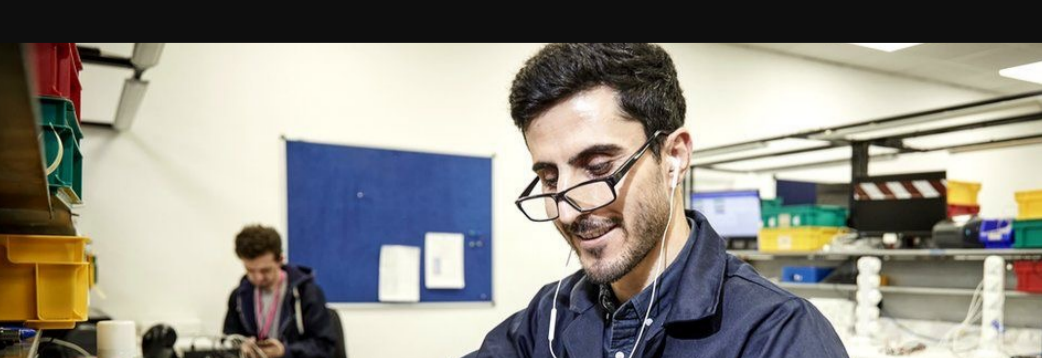
1 News and Politics

2 Movies

3 Healthy Living

GreenTech Glorifier

This profile is an environmentally conscious consumer, even in their technological purchasing choices, which they will preferably make second-hand.



52%

48%

18-29y

20%

30-49y

38%

50y+

42%

Video interests

1 Television

2 Technology and Computing

3 Video Gaming