
10 HOT CONSUMER TRENDS FOR 2013

- Ericsson ConsumerLab has identified some of the most important consumer trends for the coming year
- The cloud reshaping consumer needs and women driving the smartphone market are some of the important trends
- Young people's behavior changes society and the internet gets put to new use in times of economic uncertainty

As 2012 draws to a close, Ericsson ConsumerLab has identified the hottest consumer trends for 2013 and beyond. For more than 15 years, ConsumerLab has conducted research into people's values, behavior and ways of using ICT products and services.

Michael Björn, Head of Research at ConsumerLab, says: "Our global research program is based on annual interviews with over 100,000 individuals in more than 40 countries and 15 megacities. Over the years we have amassed a huge database of consumer trend data – and we see that the pace of change is currently more rapid than ever"

Here are the 10 hottest consumer trends:

1. Cloud reliance reshapes device needs. More than 50 percent of tablet users and well above 40 percent of smartphone users in USA, Japan, Australia and Sweden appreciate the improved simplicity of having the same apps and data seamlessly available through the cloud on multiple devices.

2. Computing for a scattered mind. From desktops, files and folders to flat surfaces, apps and cloud services, consumers are increasingly turning their backs on a computing paradigm for the focused mind. Tasks are handled at the spur of the moment - as we stand in a shopping line or talk to someone at a café. Purchase intent is higher for tablets compared to desktop PCs, and for smartphones compared to laptops.

3. Bring your own broadband to work. A total of 57 percent of smartphone users use their personal smartphone subscriptions at work. Personal smartphones are increasingly being used for work, to send emails, plan business trips, find locations and more.

4. City-dwellers go relentlessly mobile. By relentlessly accessing the internet always and everywhere, consumers are now an unstoppable force making internet truly mobile. Total

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smartphone subscriptions will reach 3.3 billion by 2018 and mobile network coverage is one of the most important drivers of satisfaction for city life.

5. Personal social security networks. As a result of economic turbulence, trust in traditional structures and authorities is decreasing and consumers increasingly trust their personal communities. Personal networks online serve as a safety net and social media is shaping up to be a serious contender to the traditional job agency.

6. Women drive the smartphone market. New figures clearly show that women drive mass-market smartphone adoption. No less than 97 percent of female smartphone owners use SMS. A total of 77 percent send and receive photos, 59 percent use social networking, 24 percent check in at locations and 17 percent redeem coupons. The figures for men are lower in these areas.

7. Cities become hubs for social creativity. City center dwellers have significantly more friends online than people in suburban areas. 12 percent of people that live in cities say that the main reason for using social networks is to connect and exchange ideas with others, making it the third most common reason for social networking after staying up-to-date with friends and keeping them updated.

8. In-line shopping. A total of 32 percent of smartphone users already shop with smartphones; they now start to combine in-store and online shopping aspects. They want to see products, get information and make price comparisons, and make purchases immediately without having to queue up at the cash register.

9. TV goes social. A total of 62 percent of viewers use social forums while watching video and TV - and 42 percent of those who use social forums or chats while watching discuss things they currently watch on a weekly basis. Over 30 percent are more likely to pay for content watched in social contexts. The majority of video and TV consumption on mobile devices takes place in the home.

10. Learning in transformation. Learning is transformed through both internal and external forces: Young people bring their personal technology experience into the classroom, driving a bottom-up pressure for change. Simultaneously governments and institutions look for new ICT solutions in order to be more efficient. Connectivity changes the outlook for children on a global scale. In India, around 30 million of 69 million urban children aged 9 to 18 own mobile phones.

NOTES TO EDITORS

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Link to “10 hot consumer trends for 2013” report:

<http://www.ericsson.com/res/docs/2012/consumerlab/10-hot-consumer-trends-2013.pdf>

Link to infographics: www.ericsson.com/res/docs/2012/consumerlab/10-hot-consumer-trends-2013-infographic.pdf

Ericsson at Consumer Electronics Show, Las Vegas, January 8-11, 2013

Ericsson booth at Las Vegas Convention Center Central Hall Booth #13638

For one-on-one interviews about this report during CES please contact Ericsson media relations team at media.relations@ericsson.com

About Ericsson ConsumerLab

Ericsson ConsumerLab gains its knowledge through a global consumer research program based on interviews with 100,000 individuals each year, in more than 40 countries and 15 megacities – statistically representing the views of 1.1 billion people. Both quantitative and qualitative methods are used, and hundreds of hours are spent with consumers from different cultures.

<http://www.ericsson.com/res/docs/2012/consumerlab/10-hot-consumer-trends-2013.pdf>

All ConsumerLab reports can be found at: www.ericsson.com/consumerlab

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Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today more than 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscribers.

We operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company's net sales were SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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