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## ERICSSON PRESENTS 10 HOT CONSUMER TRENDS 2014

- Ericsson ConsumerLab has identified some of the most important consumer trends for 2014 and beyond
- Apps change society, your body is the new password and sensors in everyday places are some of the trends with far-reaching implications
- Video consumption increasing as our friends have high influence on what we watch

With 2013 coming to an end, Ericsson ConsumerLab has identified the hottest consumer trends for 2014 and beyond. For more than 15 years, ConsumerLab has conducted research to explore people's values, behaviors and ways of using ICT products and services. Our global research program is based on annual interviews with over 100,000 individuals in more than 40 countries and 15 megacities.

Michael Björn, Head of Research at ConsumerLab, says: "The most important trend we see is the mass demand for apps and services across all industries and societal sectors – which has the potential to fundamentally change everyday life."

- 1. Apps change society.** The fast global uptake of smartphones has completely changed the way we communicate and use the internet. Now we enter a new phase of rapidly-diversifying smartphone use – and people are looking for apps across all sectors of society. This includes everything from shopping and daycare to communication with authorities, and transportation. Apps are becoming more important than what phone you use.
- 2. Your body is the new password.** Sites are demanding longer passwords with a mixture of numbers, letters and symbols – almost impossible to remember. This is leading to growing interest in biometric alternatives. For example, our research found that 52 percent of smartphone users want to use their fingerprints instead of passwords and 48 percent are interested in using eye-recognition to unlock their screen. A total of 74 percent believe that biometric smartphones will become mainstream during 2014.
- 3. The quantified self.** Blood pressure, pulse and steps are just some examples of how we want to measure ourselves with mobile devices, using personally-generated data. You only need to start an app to track your activities and get to know yourself better. A total of 40 percent of smartphone users want their phone to log all of their physical activities and 56 percent would like to monitor their blood pressure and pulse using a ring.
- 4. Internet expected everywhere.** Internet experience has been falling behind voice; smartphone users are realizing that the signal bars on their phone no longer provide reliable guidance, since a signal that is adequate for a voice call may not be good

enough for internet services. Our research found that the lowest satisfaction is with the internet quality experienced on the subway.

5. **Smartphones reduce the digital divide.** Internet access on a global scale is still inadequately and unequally distributed, giving rise to what is referred to as the digital divide. The advent of cheaper smartphones means that consumers no longer need costly computing devices to access internet services. A total of 51 percent of consumers globally feel that their mobile phone is the most important piece of technology – and for many it is becoming the primary device for internet use.
6. **Online benefits outweigh concerns** - As the internet becomes an integrated part of our daily lives, the risks associated with being connected are becoming more apparent. 56 percent of daily internet users are concerned about privacy issues. However, only 4 percent say that they would actually use the internet less. Instead, consumers apply strategies to minimize risk such as being more cautious about the type of personal information they provide.
7. **Video on command.** Despite having greater media choice, we seem less prone to choose what we watch ourselves. In fact, our friends are particularly influential when it comes to viewing video material. We found that 38 percent of respondents say they watch video clips recommended by their friends at least several times weekly. Our friends have almost as much impact on our blog-reading and music-listening habits too.
8. **Making my data visible.** A total of 48 percent of consumers use apps to better understand their data consumption. While 38 percent just want to know how much data they use, 28 percent want to make sure they are billed correctly and 35 percent don't want to exceed their operator's data cap. Research also revealed that 37 percent of smartphone owners regularly use apps to test their connection speed.
9. **Sensors in everyday places.** As interactive internet services are now commonplace, consumers are increasingly expecting our physical surroundings to be equally responsive. By the end of 2016, around 60 percent of smartphone owners believe that sensors will be used in everything from healthcare and public transport, to cars, homes and our places of work.
10. **Play, pause, resume elsewhere.** As 19 percent of total streamed time is spent on phones or tablets, consumers are increasingly shifting the locations where they watch TV to suit their daily lives. For example they might start viewing content at home, pause it, and resume watching during their commute to work. When changing places, it can also make sense to switch device.

#### NOTES TO EDITORS

[Link to "10 hot consumer trends for 2014" report](#)

[Link to infographic landscape](#)

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Ericsson will be present at the Consumer Electronics Show in Las Vegas, January 7--10, 2014. Please visit our booth #13638 located in the Central Hall at Las Vegas Convention Center.

**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.*

Download high-resolution photos and broadcast-quality video at [www.ericsson.com/press](http://www.ericsson.com/press)

*Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.*

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

*We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2012 the company's net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.*

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