

Understanding how Consumer Electronics Leading Digital Revolution

Consumer

Electronic Changing Smartphone Trends

Smartphones have evolved significantly over the last decade. While early

smartphones focused primarily on basic calling and texting features, modern

smartphones are powerful mini computers that can perform a wide range of tasks.

An important trend in the smartphone market is the rising popularity of large-screen phones with edge-to-edge displays. Manufacturers are maximizing

screen real estate by reducing bezels around the display. Foldable smartphones

that can function as a tablet when unfolded are another emerging trend, allowing

for more versatility. 5G connectivity is also poised to revolutionize the mobile experience by enabling ultra-high-speed data and revolutionary applications such as augmented reality and IoT. Forward-thinking smartphone

brands are launching innovative devices that incorporate the latest design and

technology advancements.

Upgrade Cycles Get Longer

With smartphones delivering newer features and capabilities in incremental

upgrades each year, [Consumer Electronics](#) are

holding onto their devices longer before upgrading to the latest models. Where

two-year upgrade cycles were once the norm, many smartphone users now wait 3

years or more before replacing their existing handset. This trend impacts sales

patterns for smartphone manufacturers. It also has sustainability benefits as

it reduces e-waste from discarded devices. However, it puts more pressure on

manufacturers to deliver compelling new innovations that are worth the upgrade.

Features such as improved cameras, faster processors and longer battery life

help entice consumers to upgrade after a longer ownership period.

Tablet Transformation

The tablet category has seen declining sales in recent years as consumers spend

more time on large-screen smartphones and laptops. To reignite

