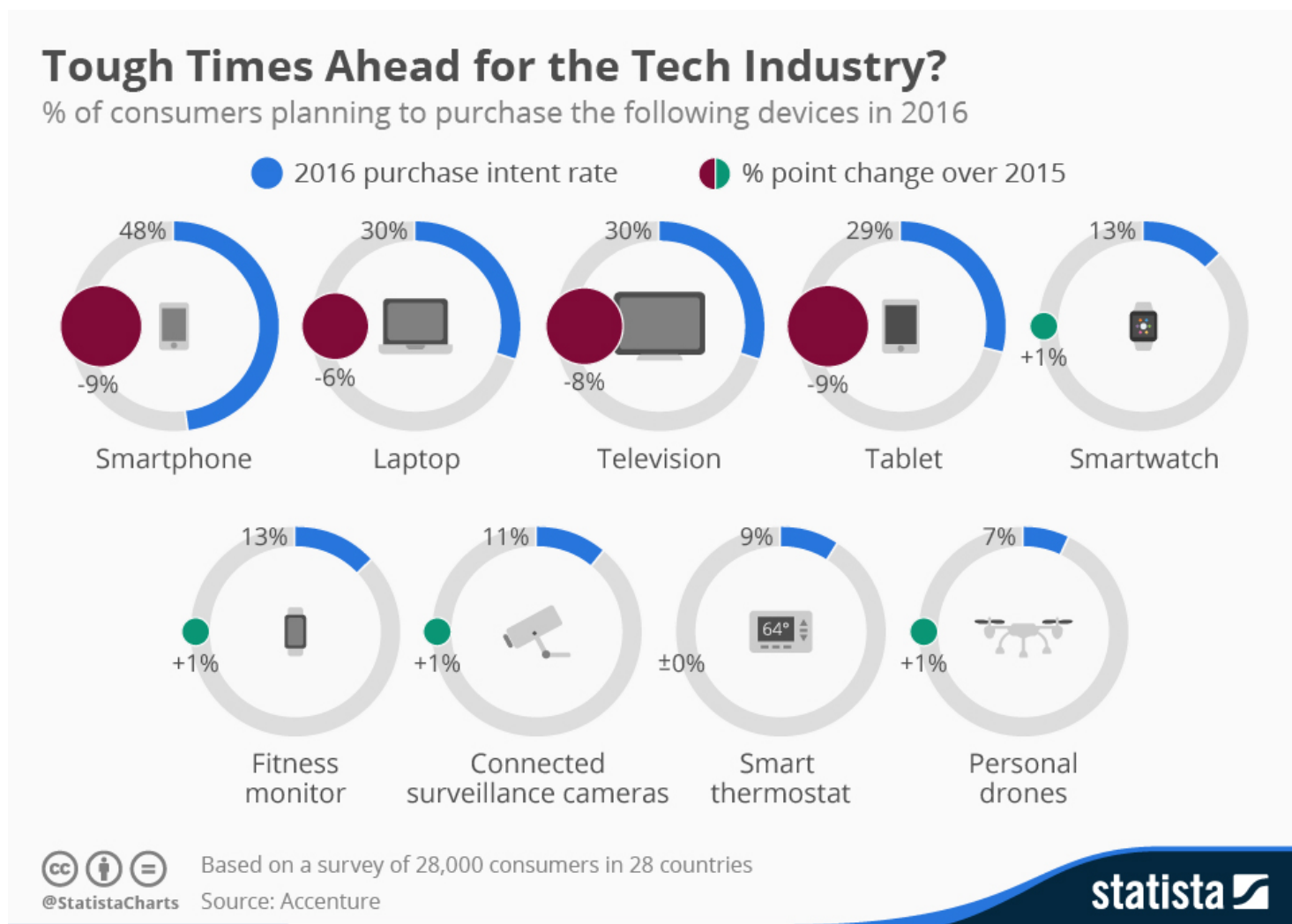


As CES 2016 opens the device announcement floodgates consulting firm Accenture reports the results of a sobering global survey-- one showing customers are "much less inclined" to buy new technology in 2016.



The survey involves 28000 customers in 28 countries. It shows demand is sluggish, if not dropping, across all traditional categories, be it smartphones (2016 purchase intent rate 48%, down from 57% in 2015), laptops (30%), TVs (30%) and tablets (29%). Meanwhile supposed "next big things" such as smartwatches (13%), fitness monitors (11%) and personal drones (17%) fail to make much of an impression.

## Accenture: Industry Faces Troubled Future

Written by Marco Attard  
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Also failing to offset the decline] are the devices making the Internet of Things. How come? According to Accenture the main barriers to device and service adoption are pricing, security and ease of use.

On the bright side, the analyst says growth in new categories will happen-- but "the industry needs to move NOW to drive its next phase of growth." Thus vendors and ecosystem partners need to work together to "meet [customers'] most fundamental needs," pushing disruptive innovation in the process.

One can read more detailed findings in the full report in the link below.

Go [Igniting Growth in Consumer Technology](#)