

Mobile Cocooning: How Growing Reliance on Smart Devices is Influencing Consumer Behaviour

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Abstracts

Recent years have seen an explosion in mobile web use. Increasingly powerful devices and apps are capable of fulfilling a multitude of tasks, from entertainment, communication and navigation to shopping, education and health monitoring. As a result, consumers are becoming ever more immersed in their own digital worlds, anywhere and at any time. This new global report analyses the current and future impact of the new mobile-centric lifestyle on consumer behaviour and markets.

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