

2014 Holiday Purchase Intentions

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Abstracts

2014 Holiday Purchase Intentions analyzes consumer intentions to purchase CE devices on the eve of the 2014 holiday shopping season. It focuses on four product categories (tablets, smartphones, gaming consoles, streaming media devices) and highlights how these product categories are performing relative to 2013 and investigates the key drivers behind each product category.

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- Optimizing Retail Channel Results (Q3/14)

- Connected Gaming Consoles (Q2/14)

- The Reinvention of Gaming Consoles (Q2/14)

- 360 View: CE Adoption and Trends (Q1/14)

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Additional Research from Parks Associates

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