

Digital Lifestyles: Emerging Markets 2Q 2012

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Abstracts

Digital Lifestyles: Emerging Markets provides a holistic view of the consumer technology product and service trends that are impacting digital living in emerging markets, including Brazil, Russia, China, and India.

The report is broken out by nation and provides a picture of the home for the connected consumer and the trends that influence consumer habits and purchase decisions.

“Technology products and services are seeing incredible growth in emerging markets such as China, India, Russia, and Brazil. Global consumer technology companies are looking to emerging markets as opportunities for future expansion. However, each of these markets is unique and offers its own challenges,” said Brett Sappington, Director of Research at Parks Associates. “Digital Lifestyles: Emerging Markets looks into each of these markets, examining the state of the industry and of the consumer home for current and future devices, services, and digital media habits.”

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