

2023

# From the Americas to APAC:

## Connected Trends Around the World



ASSURANT®

The  
**Connected Decade**  
— 2020 - 2030 —

# Foreword

*By Federico Bunge, President, International at Assurant*

At Assurant, we are dedicated to monitoring global connected technology trends and leveraging them to identify valuable business opportunities for companies operating in the connected living sector, ranging from mobile carriers to retailers and manufacturers. As technological advancements such as 5G and artificial intelligence (AI) continue to reshape consumer behavior, the significance of our insights grows exponentially.

In our research study, titled Assurant's Connected Decade, we engaged participants from eight diverse countries across the Americas, Asia-Pacific, and Europe, including the United States, Canada, Brazil, Mexico, Australia, Japan, Germany, and the United Kingdom. This international exploration has illuminated both similarities and differences in consumer attitudes and preferences, revealing substantial prospects for connected living companies. Our 2023 research addresses four fundamental topics: Support, Protection, Service and Sustainability.

While it is evident that consumers in all surveyed countries own an average of seven connected products -- with Australians having the most connected devices -- their perceptions of the technology integrated into these products vary significantly. For instance, a striking 92% of Brazilians consider internet-connected technologies make life better, in contrast to only 64% of German consumers. Desire for new products is high across all countries, but Mexico stands out with 93% of consumers planning to purchase new smart technology in the next year. 5G has been a catalyst for driving smartphone upgrades during the past year, with 60% of U.S. consumers having already upgraded to a 5G-capable smartphone or are willing to upgrade their device to get 5G capability. This compares to 36% the year before.

Consumers have similar frustrations in all countries. Mainly they have problems connecting their devices to their smartphone or Wi-Fi and are fearful that their devices will break. As such, there is opportunity for protection and service discussions to drive purchase decisions as consumers view devices as investments and are looking for quick, high-quality repairs when the unexpected happens. Offering an extended warranty is the most valued benefit when buying smart technology and drives high loyalty towards future purchases. Followed by on-demand tech support (mainly in Japan), and trading-in an older model for a discount on a new model.

Overall, in all surveyed countries, the environmental proposition in exchange for a refurbished device is slightly attractive with around 13% in Canada extremely interested. In addition to the price and warranty, the condition of the product is a crucial reason for consumers to be interested in a refurbished device. Sustainability is more important to younger generations. For example, in the United Kingdom more than 50% of young people (Gen Z and Millennials) are considering buying a refurbished device in pursuit of sustainability, while this is less attractive to older generations.

As we ponder the progress that will unfold with further technological advancements, the possibilities seem limitless. The convergence of technologies, with seamless interoperability among virtual workplaces, smart homes, cars, and mobile devices, will undoubtedly solidify, and industry-specific advancements are poised to make a significant impact on enterprise applications. However, adoption rates will inevitably vary across the globe. To succeed, connected living companies must continuously tailor their product and service offerings to suit local needs while establishing the appropriate

levels of support and protection that instill consumer confidence in new smart technology purchases.

At Assurant, we utilize these valuable insights to craft consumer-focused programs that empower our partners to thrive globally. This includes the development of advanced diagnostic tech support, enabling consumers to maximize the potential of their relied-upon technology. Additionally, we design tailored mobile trade-in and upgrade programs that support the widespread adoption of 5G devices worldwide. Leveraging our expansive global asset distribution network, along with our repair and logistics services, we are committed to driving a superior customer experience — an approach that benefits our customers, clients, and the environment simultaneously. In 2022 alone, Assurant repurposed 22 million devices, globally.

In this eBook, we examine each of the eight countries included in our Connected Decade International study, providing an in-depth understanding of the varying consumer attitudes prevalent across different regions. Once you have perused this valuable resource, I encourage you to reach out to your Assurant contact. We eagerly await the opportunity to discuss the additional insights we have uncovered in our research, as well as the comprehensive programs and offers we have developed to help connected living companies gain market share and enhance customer retention.

Together, we can navigate the ever-evolving landscape of connected technology, capitalize on emerging trends, and ensure a successful and prosperous future for all.

Federico Bunge, President, International Assurant

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#### Research Methodology

Survey included a representative sample of 1,000 smartphone owners per country (Australia, Brazil, Canada, Germany, Japan, Mexico, UK and U.S.)  
Response data captured using online surveys in December 2022 (U.S.) and January 2023 (Australia, Brazil, Canada, Germany, Japan, Mexico and UK)

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## Consumer feedback by country:



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UNITED  
KINGDOM

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UNITED  
STATES

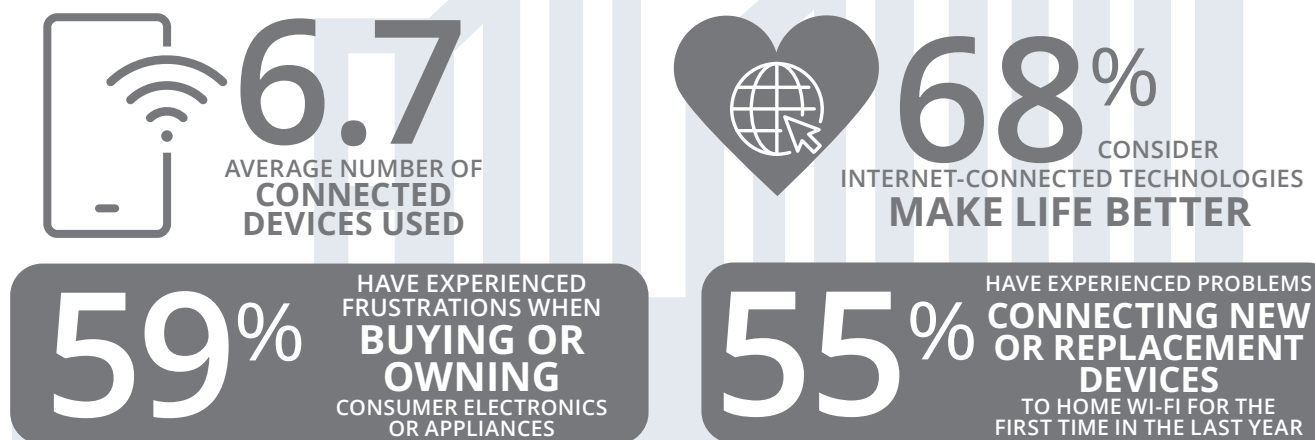
# Connected Decade 2023: AUSTRALIA



Consumers anticipate the future of new technologies...



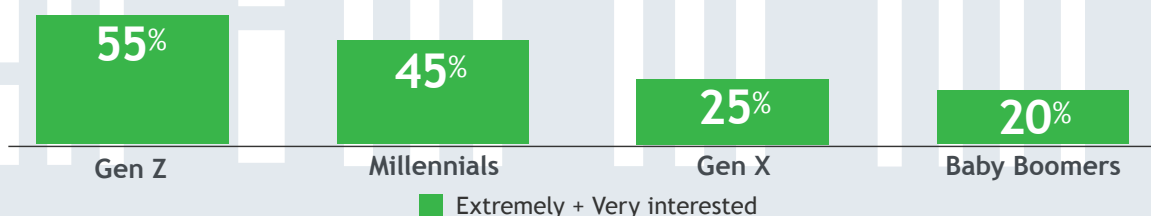
They look for help to further embrace connected living...



They are willing to...

35% **BUY A REFURBISHED DEVICE TO CONTRIBUTE TO SUSTAINABILITY OR TO REDUCE THE ENVIRONMENTAL IMPACT**

IN TOTAL



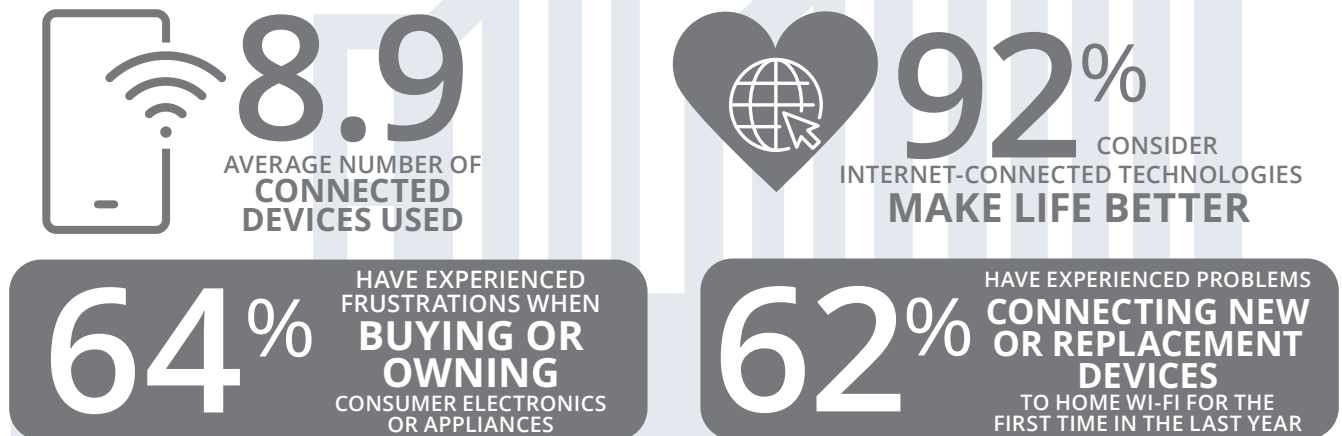
# Connected Decade 2023: BRAZIL



Consumers anticipate the future of new technologies...



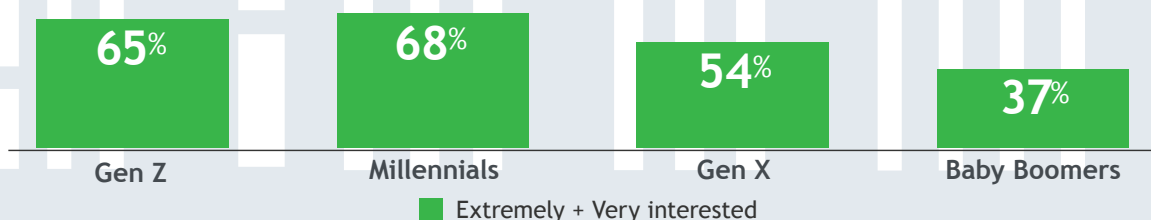
They look for help to further embrace connected living...



They are willing to...

63% **BUY A REFURBISHED DEVICE TO CONTRIBUTE TO SUSTAINABILITY OR TO REDUCE THE ENVIRONMENTAL IMPACT**

IN TOTAL





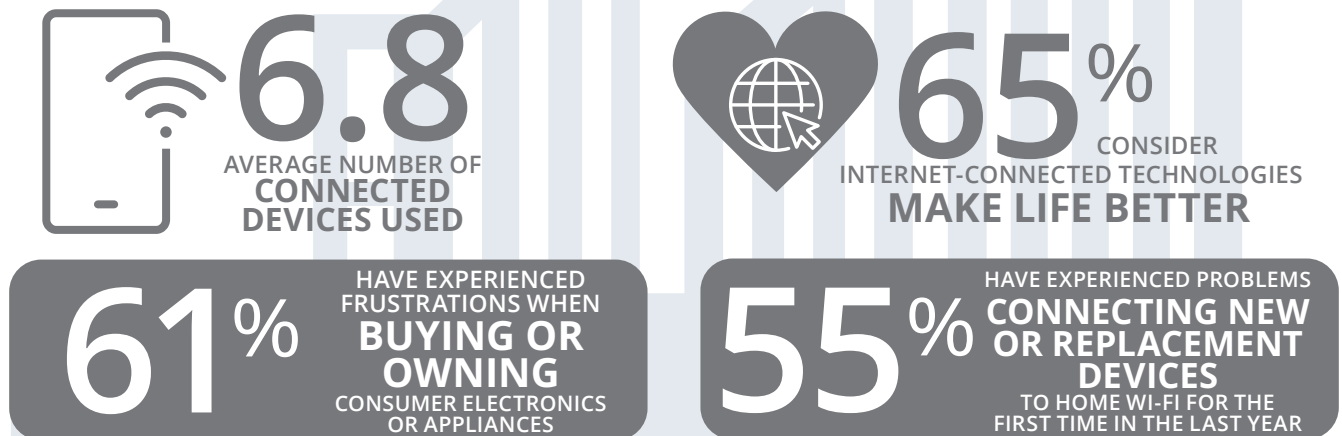
# Connected Decade 2023: CANADA



Consumers anticipate the future of new technologies...

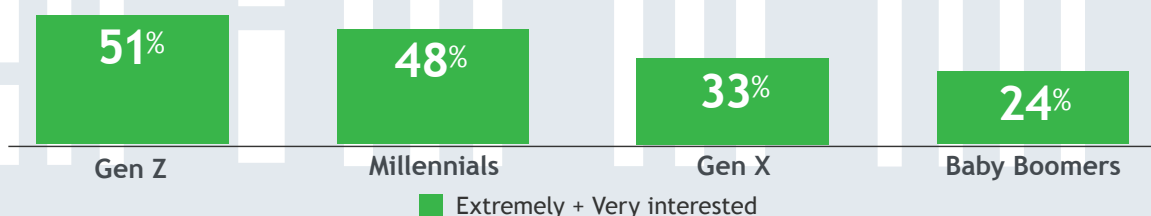


They look for help to further embrace connected living...



They are willing to...

**35%** **BUY A REFURBISHED DEVICE TO**  
**CONTRIBUTE TO SUSTAINABILITY OR TO**  
**REDUCE THE ENVIRONMENTAL IMPACT**  
IN TOTAL



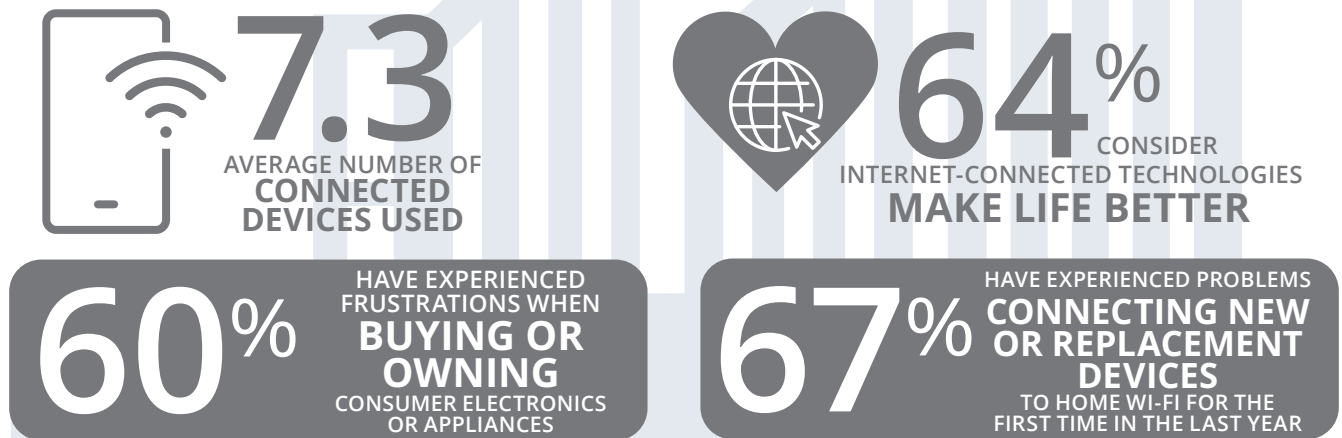
# Connected Decade 2023: GERMANY



Consumers anticipate the future of new technologies...



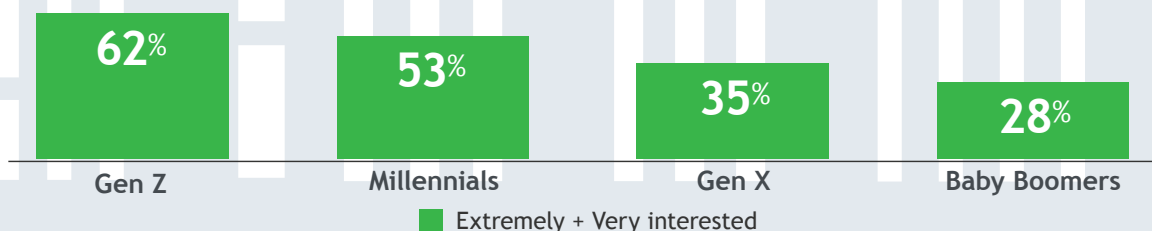
They look for help to further embrace connected living...



They are willing to...

45% **BUY A REFURBISHED DEVICE TO CONTRIBUTE TO SUSTAINABILITY OR TO REDUCE THE ENVIRONMENTAL IMPACT**

IN TOTAL





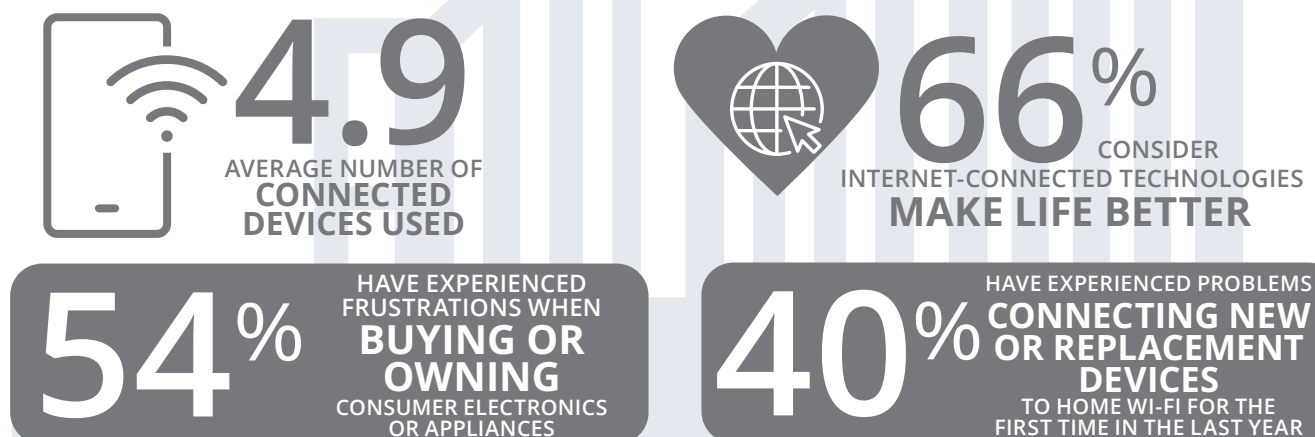
# Connected Decade 2023: JAPAN



Consumers anticipate the future of new technologies...



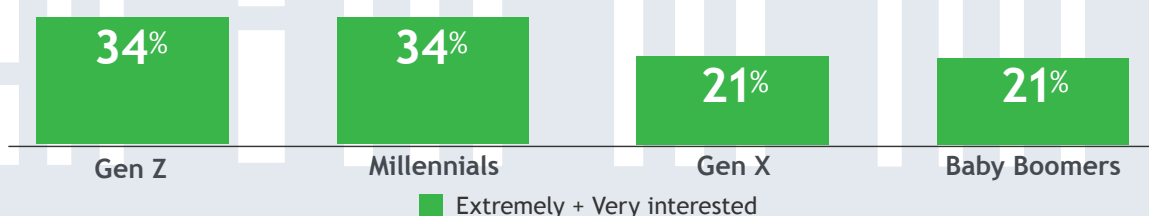
They look for help to further embrace connected living...



They are willing to...

28% **BUY A REFURBISHED DEVICE TO CONTRIBUTE TO SUSTAINABILITY OR TO REDUCE THE ENVIRONMENTAL IMPACT**

IN TOTAL



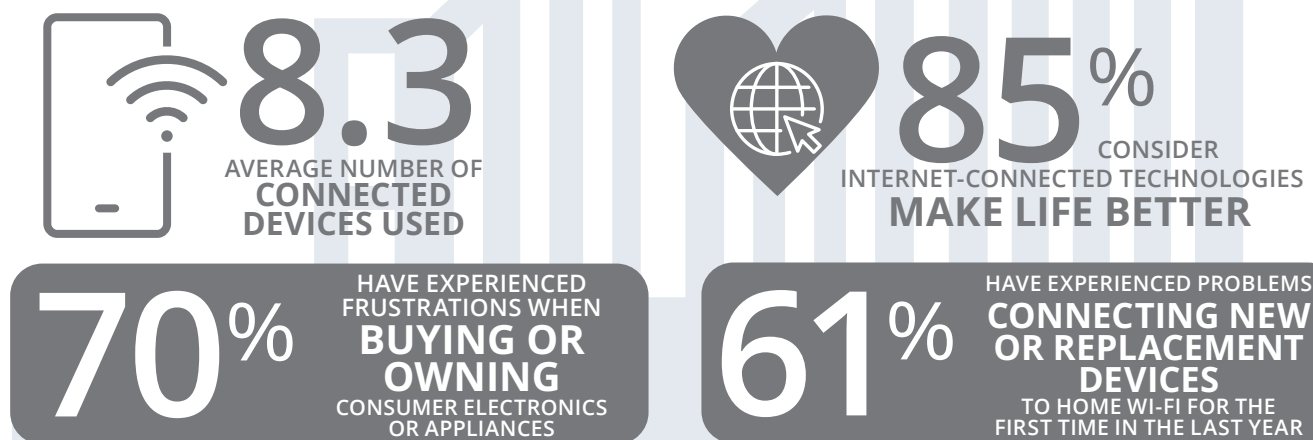
# Connected Decade 2023: MEXICO



Consumers anticipate the future of new technologies...



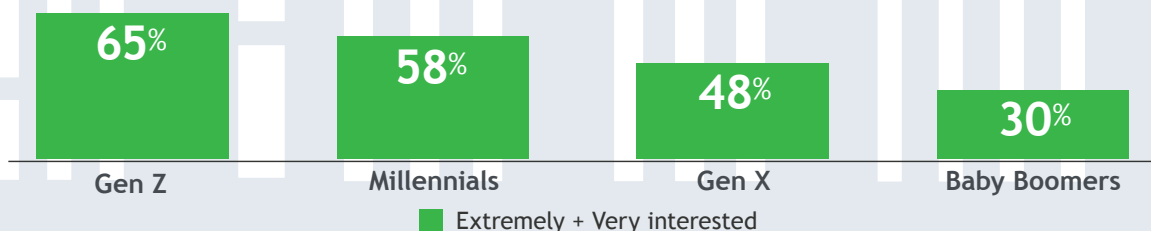
They look for help to further embrace connected living...



They are willing to...

**57%** **BUY A REFURBISHED DEVICE TO** **CONTRIBUTE TO SUSTAINABILITY OR TO** **REDUCE THE ENVIRONMENTAL IMPACT**

IN TOTAL



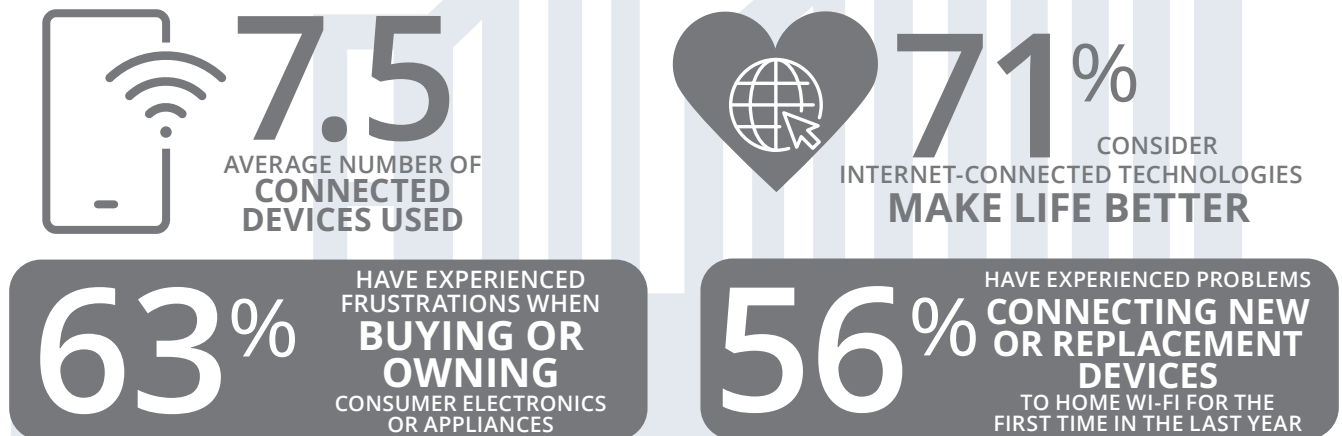
# Connected Decade 2023: UNITED KINGDOM



Consumers anticipate the future of new technologies...

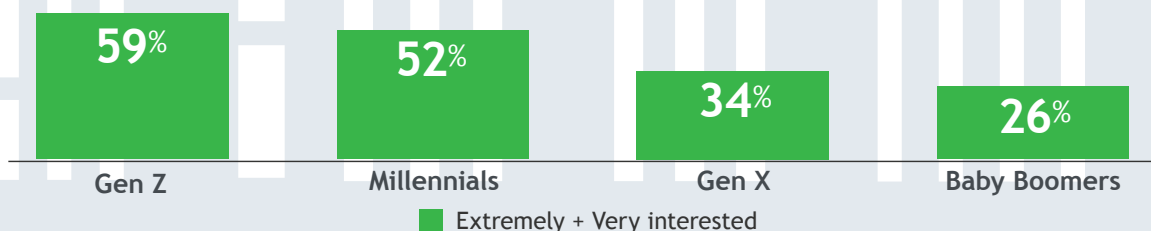


They look for help to further embrace connected living...



They are willing to...

**41%** **BUY A REFURBISHED DEVICE TO**  
**CONTRIBUTE TO SUSTAINABILITY OR TO**  
**REDUCE THE ENVIRONMENTAL IMPACT**  
IN TOTAL



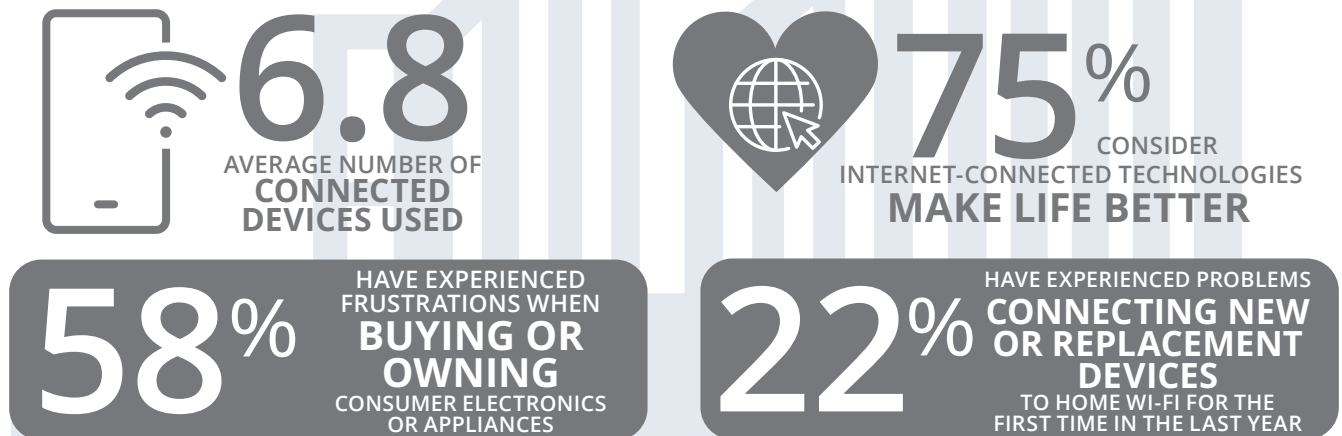
# Connected Decade 2023: UNITED STATES



Consumers anticipate the future of new technologies...



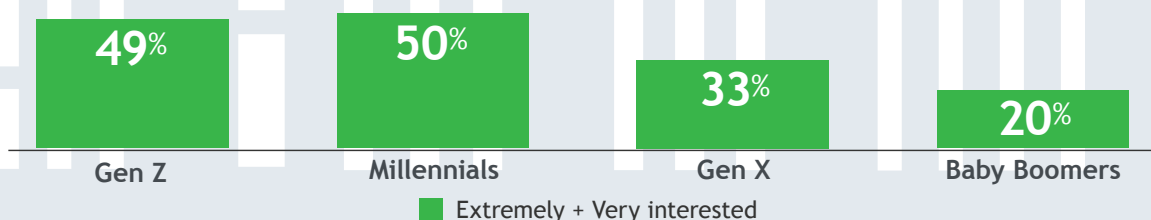
They look for help to further embrace connected living...



They are willing to...

35% **BUY A REFURBISHED DEVICE TO CONTRIBUTE TO SUSTAINABILITY OR TO REDUCE THE ENVIRONMENTAL IMPACT**

IN TOTAL





## About Assurant

Assurant, Inc. (NYSE: AIZ) is a leading global business services company that supports, protects, and connects major consumer purchases. A Fortune 500 company with a presence in 21 countries, Assurant supports the advancement of the connected world by partnering with the world's leading brands to develop innovative solutions and to deliver an enhanced customer experience through mobile device solutions, extended service contracts, vehicle protection services, renters insurance, lender-placed insurance products, and other products.

Learn more at [www.assurant.de](http://www.assurant.de)

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