



From the Americas to APAC: Connected Trends Around the World



ASSURANT®

The
Connected Decade
— 2020 - 2030 —

Foreword

By Keith Meier, EVP and President, International at Assurant

Assurant monitors connected technology trends around the world to evaluate consumer needs and identify business opportunities for connected living companies from mobile carriers to retailers and manufacturers. With technological advancements, like 5G and artificial intelligence (AI), poised to disrupt consumer buying behavior, the importance of these insights continues to grow. In Assurant's Connected Decade research study, we surveyed participants in six different countries who represent consumer attitudes and shifts across the Americas, Asia Pacific and Europe: The United States, Canada, Brazil, Japan, the United Kingdom and Germany.

The similarities and differences uncovered outline substantial opportunity for connected living companies. While consumers across all the countries surveyed own an average of seven connected products, they view the new technology channeled through those products very differently. For example, 82% of Brazilians expect AI to have a positive impact compared to only 36% of consumers in the UK, indicating an opportunity for increased education in some countries on the benefits that artificial intelligence could bring to consumers. Millennials and Gen Z consumers in the U.S. largely expect AI to create new employment opportunities for them over the next decade, which is likely representational of younger consumer attitudes toward technology innovations. When it comes to 5G, only 14% of Japanese consumers currently expect 5G to have a big impact on their lives, compared to 74% of Brazilians. Since Assurant's Connected Decade research shows that higher awareness of 5G's impact correlates to higher intent to upgrade mobile devices and other smart products, this introduces opportunities for carriers and other companies to drive demand for 5G-enabled products through education and awareness campaigns.

As we think about the progress that will be enabled through technological advancements, the possibilities are almost endless. The convergence of technologies with real interoperability between smart homes, cars and mobile devices will be solidified, and enterprise applications for industry-specific advancements are expected to be significant. But adoption will vary around the world. Connected living companies will need to continue tailoring product and service offerings based on local needs, establishing the right levels of support and protection that help consumers feel confident in new smart technology purchases.

At Assurant, we're using these types of insights to develop consumer-focused programs that help our partners win business around the world, including establishing advanced diagnostic tech support that helps consumers get the most out of the technology they've come to rely on; tailoring mobile trade-in and upgrade programs that support the adoption of 5G devices around the world; and using our global asset distribution network as well as our repair and logistics services to drive a superior customer experience, creating a win-win-win for our customers, clients and the environment. In 2019, Assurant processed 5.4 million mobile devices for repair or resale. We also recycled 1.5 million mobile devices.

In this eBook, we look at each of the six different countries included in our Connected Decade study to better understand how consumer attitudes vary across different regions. Once you've had a chance to take a look, I hope you'll reach out to your Assurant contact to discuss some of the other insights we uncovered in our research and how we're structuring programs and offers to help connected living companies gain market share and increase customer retention.

Keith Meier

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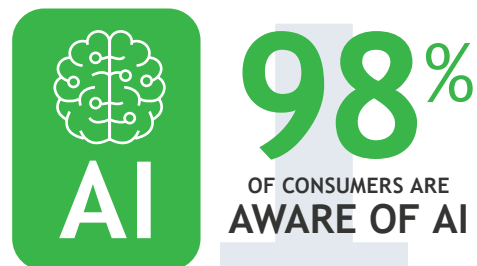
UNITED STATES 09



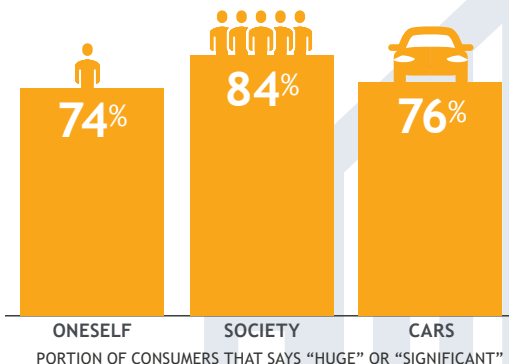
Connected Decade 2020: BRAZIL



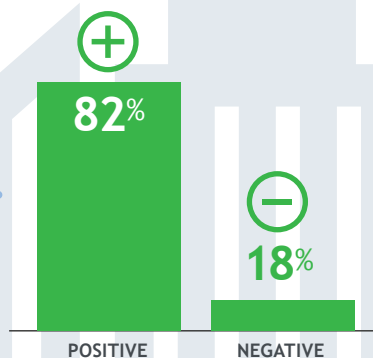
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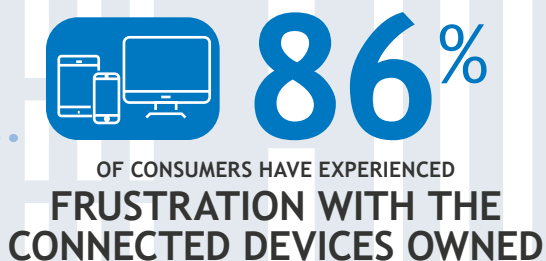
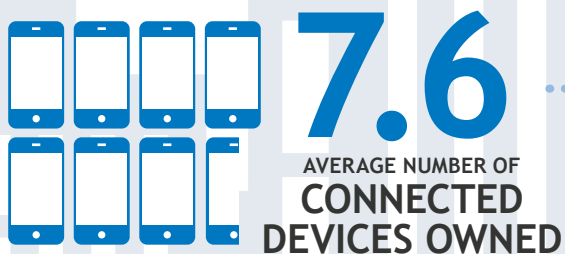
EXPECTED IMPACT OF 5G



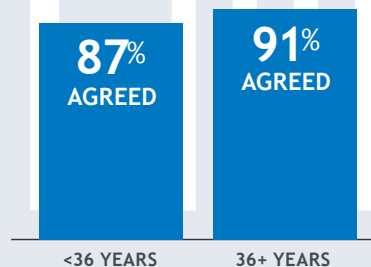
EXPECTED IMPACT OF AI



...And they look for help to further embrace connected living



CONNECTED TECHNOLOGIES
HAVE MADE LIFE BETTER



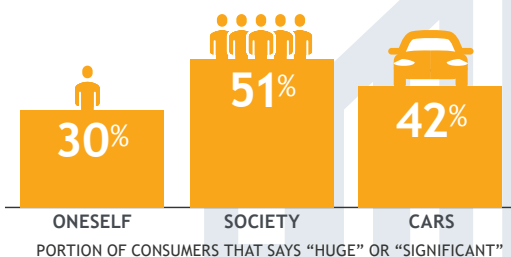
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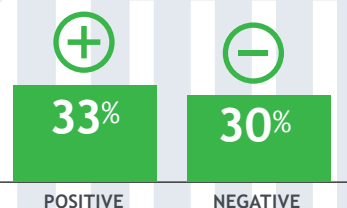
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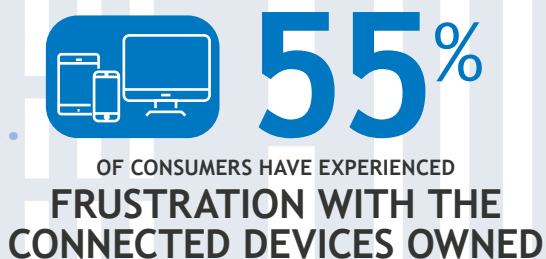
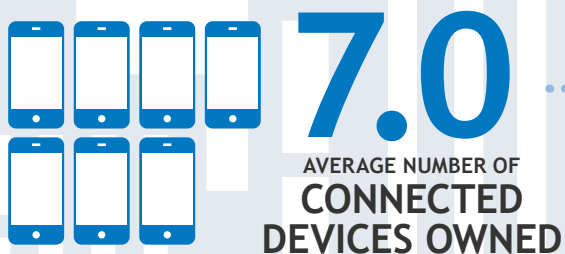
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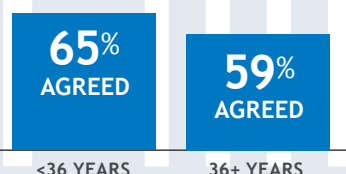
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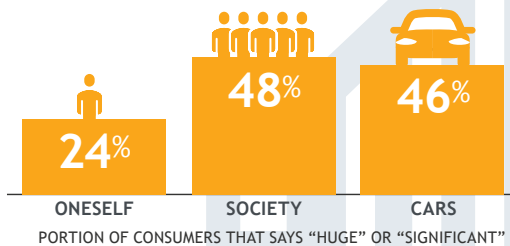
Connected Decade 2020: GERMANY



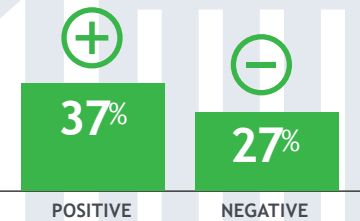
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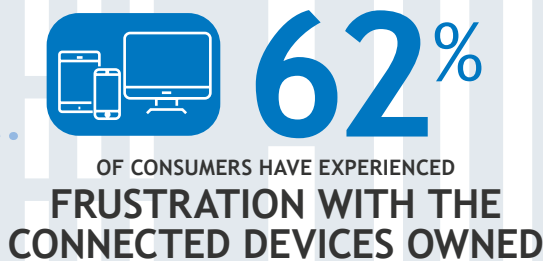
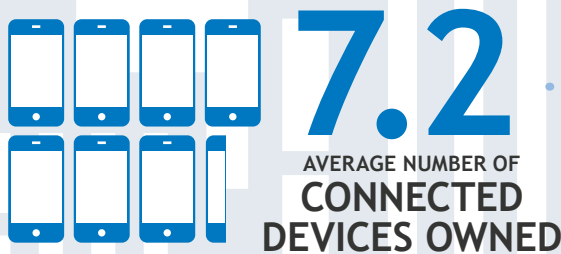
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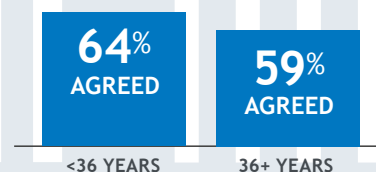
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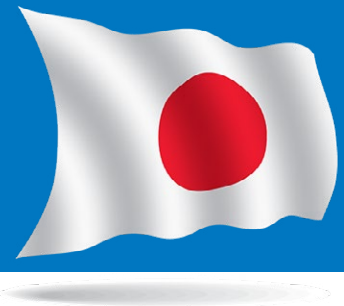
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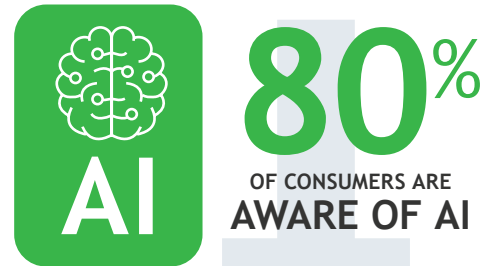
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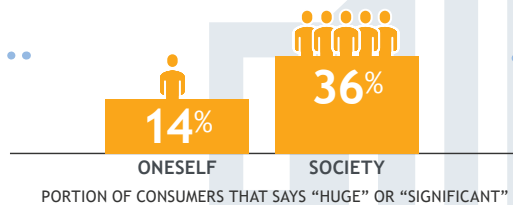
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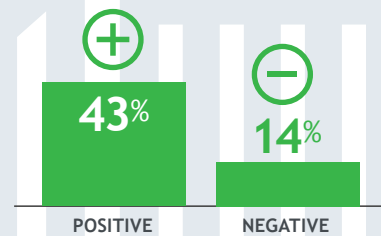
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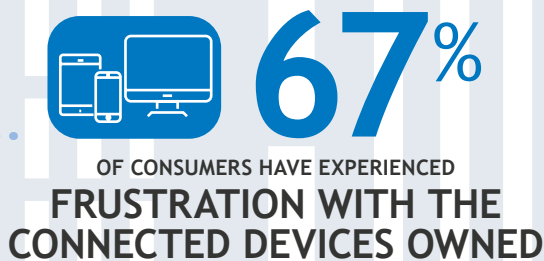
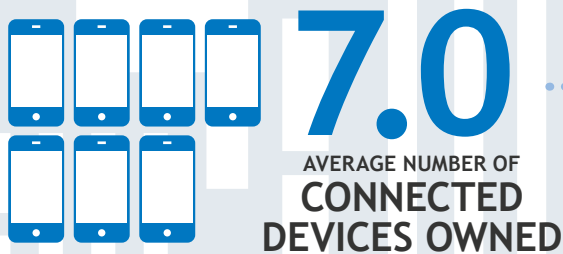
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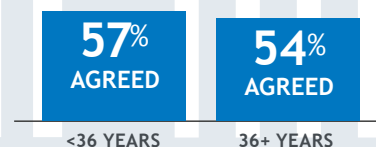
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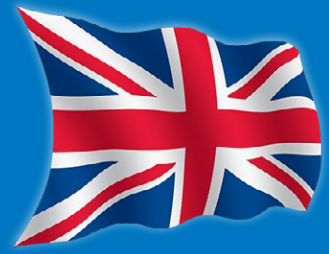
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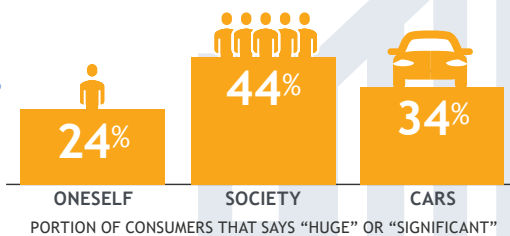
Connected Decade 2020: UNITED KINGDOM



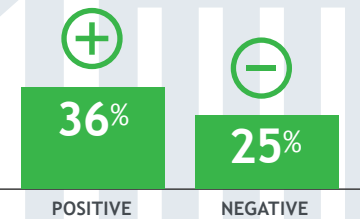
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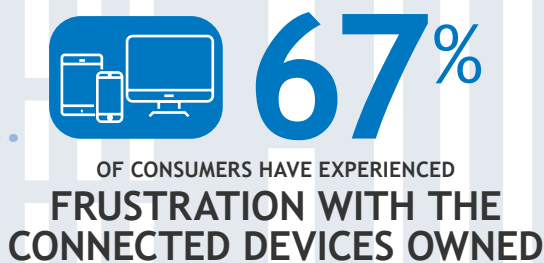
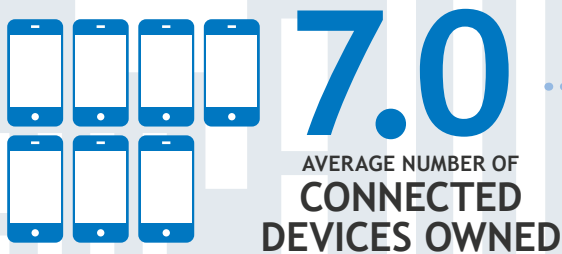
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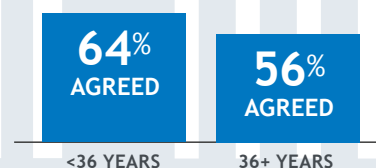
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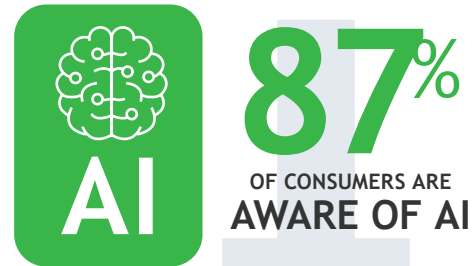
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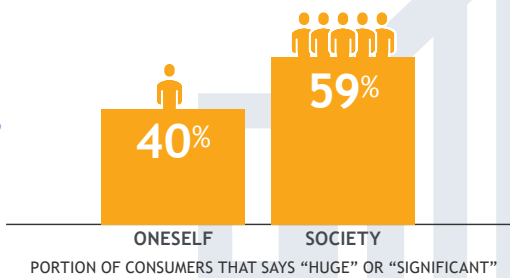
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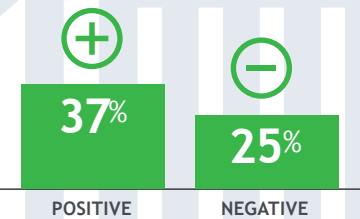
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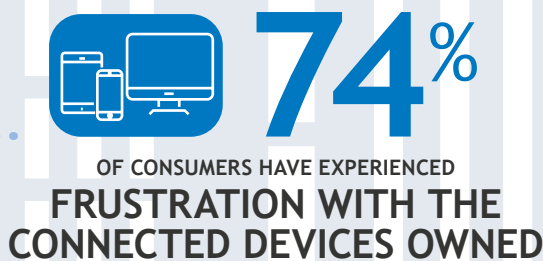
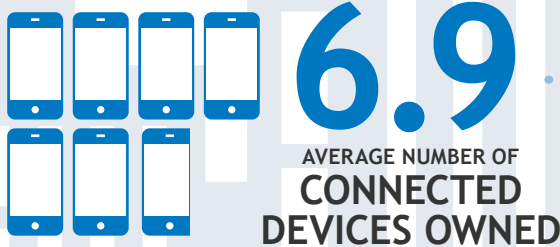
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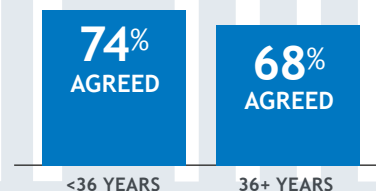
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About this report

Participants are sampled at random from a total panel of 15 million global consumers. Response data is captured using web surveys.

About Assurant

Assurant is a global leader in risk management solutions, helping protect where people live and the goods they buy. Millions of consumers count on Assurant's innovative products, services and support for major purchases like homes, cars, appliances, mobile devices and funerals.

Assurant partners with leading companies that make, sell or finance those purchases to take great care of their customers and help their business grow. A member of the Fortune 500, Assurant has a market presence in 21 countries worldwide.

Learn more at www.assurant.com.

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