

About The NPD Group, Inc.

The NPD Group provides global information and advisory services to drive better business decisions. By combining unique data assets with unmatched industry expertise, we help our clients track their markets, understand consumers, and drive profitable growth. Practice areas include automotive, beauty, consumer electronics, entertainment, fashion, food / foodservice, home, luxury, mobile, office supplies, sports, technology, toys, and video games. For more information, visit npd.com and npdgroupblog.com. Follow us on Twitter: @npdgroup.

Smartphone Case Segmentation Study

Align your product assortment to attract high-potential consumer segments

The NPD Group's *Smartphone Case Segmentation Study* helps you align your product assortment to attract specific targeted segments. Use it to gain a better understanding of how consumer segments differ based on the smartphone brands they own, the places they shop for cases, their relative price sensitivities, and their propensity to own multiple cases.

Based on information from more than 1,500 smartphone owners, this report explores the attitudinal connection between handsets and cases, so you can effectively and profitably pair them.

It covers these consumer segments:

Segments Without Smartphone Cases

- Persuadables — Do not own a case; likely to purchase in future. Have not yet found case they seek or are confused/overwhelmed by selections.
- Low Opportunity — Do not own a case; resistant to purchasing in future. Provide valuable insight into reasons for consumers' objections toward using cases.

Segments With Smartphone Cases

- Passive and Cheap — Do not put much thought into case selection. Not actively seeking a good deal, but will choose to attach a case if price is right.
- Self-Expressers — Believe a case is an extension of themselves. Want a case that reflects their personality, individuality, or shows off interests.
- Fashionable and Affordable — Regard the case as a fashion accessory. Place great importance on case appearance/aesthetics, but not often willing to spend a lot on cases.
- Maximum Protectors — Ultimate goal is to protect smartphone itself. Seek out highest-quality cases, consider device protection paramount.
- Active Deal-Seekers — Highly involved, conscientious shoppers. Know case style and attributes they seek, but don't purchase until they find a great deal.



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Business Decision

The NPD Group

HEADQUARTERS

900 West Shore Road
Port Washington, NY 11050 USA
866-444-1411

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Business Benefits

- Understand the behavioral and attitudinal composition of smartphone case consumer segments to support better business decisions
- Uncover key selling opportunities with a clear view of each market segment's size
- Expand your knowledge of spending, brand awareness, brand perceptions, retail channels shopped, and specific purchase drivers in order to effectively target your key consumer segments

Key Measures

- Consumer segments by demographics, behaviors/attitudes, and price sensitivity
- Market size by segment
- Brands owned
- Retailers shopped
- Propensity to own multiple cases

Methodology

This report presents information collected from an online survey of more than 1,500 members of The NPD Group's online consumer panel. Data has been balanced and weighted to represent the U.S. adult population, age 18 and older.

Industry Expertise

NPD offers technology companies, component manufacturers, retailers, and the financial community unparalleled information and insights for better business decision making in sales, product development, marketing, and other areas. With a unique combination of point-of-sale tracking and consumer trends, we illuminate what is selling, where, to whom, and at what price, letting you build sales and improve efficiency. From customized store level data to national views across all retail channels and ecommerce, NPD covers your markets for more than 150 categories in consumer electronics and information technology. Together with DisplaySearch, which tracks the global supply chain, we offer end-to-end coverage around the world.

Learn More

For more information, call Charles Camaroto at 866-444-1411 or email contactnpd@npd.com.

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