



# Foreword

*By Federico Bunge, President, International at Assurant*

## Global trends in Connected Technology and Assurant's role in an evolving ecosystem.

At Assurant, we closely monitor global trends in connected technology—such as 5G and artificial intelligence—to identify strategic opportunities that drive growth for our partners in the connected lifestyle ecosystem. As these technologies reshape consumer behavior, our insights become essential for mobile operators, retailers, manufacturers, and service providers.

Our Connected Decade 2025 study covers nine key markets in the Americas, Europe, and Asia-Pacific: Brazil, Canada, Mexico, Australia, South Korea, Japan, India, Germany, and the United Kingdom. This analysis reveals common patterns and significant differences in technology adoption, highlighting concrete opportunities to add value through support, protection, service, and sustainability solutions.

Consumers in India lead in connectivity with an average of 12.9 connected devices, followed by Mexico (10.7) and Brazil (10.4). Interest in acquiring new smart technology is high across all countries, with India (97%), Mexico (95%), and Brazil (93%) leading the way. However, this connectivity also brings challenges: 91% of Indian and Mexican consumers report difficulty connecting new devices to Wi-Fi, underscoring the need for reliable technical support solutions.

Perceptions of AI's future impact vary widely: while 74% of Indians view it positively, only 25% of Canadians share this view. Still, awareness of AI integration in devices is high across all markets, exceeding 85% in most countries.

In this context, Assurant positions itself as a strategic partner that helps brands overcome barriers to technological adoption. We do this through device protection programs, advanced technical support, and trade-in and refurbishment solutions that not only improve the customer experience but also promote sustainability. In fact, by 2024, we reused more than 185 million devices globally.

Consumers increasingly value extended warranties, on-demand technical support, and the environmental benefits of refurbished devices. In markets like Mexico, 42% show high interest in this option, while in South Korea and Germany, interest is also growing, especially among younger generations.

This report offers a comprehensive view of consumer attitudes and expectations around connected technology. We invite our partners to explore these findings and work with us to design solutions that drive adoption, strengthen customer loyalty, and generate a positive impact on both business and the planet.

**Federico Bunge**  
*President, International*  
**Assurant**

### Research Methodology

Survey included a representative sample of 1,000 smartphone owners per country (Australia, Brazil, Canada, Germany, Japan, India, Mexico, South Korea and UK). Response data captured using online surveys in January 2025.

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Consumer feedback by country



**04**

*Australia*



**05**

*Brazil*



**06**

*Canada*



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*Germany*



**08**

*India*



**09**

*Japón*



**10**

*Mexico*



**11**

*South Korea*



**12**

*United Kingdom*





How consumers stay connected today **shapes our understanding** of their motivation to **purchase smart technology** and the factors that **influence their decisions**.

**8.1**

Average number of connected devices owned

The **Essential Role** of  
**Connected Devices**  
in daily living

**83%**

Smartphones

**51%**

Laptop

**46%**

Internet-connected TV

**31%**

Desktop computer

**30%**

Headphones

**84%**Plan to buy a  
5G / AI new  
smartphone**68%**Plan to purchase  
new smart technology in  
the next year**50%**Of consumers are more  
likely to buy a connected  
device if it comes with  
value-added servicesBuy a  
refurbished  
device**24%**

T2B: Extremely + Very Interested

**70%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**63%**Have experienced  
frustrations when buying  
or owning consumer  
electronics or appliances**60%**Have experienced  
problems connecting new  
or replacement devices  
to home WI-FI for the first  
time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives**.

**86%**Awareness about AI  
integration in Smart  
Device**29%**Perceived Future  
Impact of AI  
Mostly Positive



How consumers stay connected today **shapes our understanding** of their motivation to **purchase smart technology** and the **factors that influence their decisions**.

**10.4**Average number  
of connected  
devices ownedThe **Essential Role** of  
**Connected Devices**  
in daily living**84%**

Smartphones

**69%**

Internet-connected TV

**58%**

Laptop

**52%**

Headphones

**46%**

Desktop computer

**95%**Plan to buy a  
5G / AI new  
smartphone**93%**Plan to purchase  
new smart technology in  
the next year**70%**Of consumers are more  
likely to buy a connected  
device if it comes with  
value-added servicesBuy a  
refurbished  
device**35%**

T2B: Extremely + Very Interested

**77%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**66%**Have experienced  
frustrations when buying  
or owning consumer  
electronics or appliances**69%**Have experienced  
problems connecting new  
or replacement devices  
to home Wi-Fi for the first  
time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives**.

**93%**Awareness about AI  
integration in Smart  
Device**65%**Perceived Future  
Impact of AI  
Mostly Positive



How consumers stay connected today **shapes our understanding** of their motivation to **purchase smart technology** and the **factors that influence their decisions.**

**8.2**

Average number of connected devices owned

The **Essential Role** of **Connected Devices** in daily living

**80%**

Smartphones

**51%**

Laptop

**48%**

Internet-connected TV

**32%**

Desktop computer

**30%**

Tablet or eReader



**86%**

Plan to buy a 5G / AI new smartphone



**69%**

Plan to purchase new smart technology in the next year



**45%**

Of consumers are more likely to buy a connected device if it comes with value-added services

Buy a refurbished device

**22%**

T2B: Extremely + Very Interested

**68%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**63%**

Have experienced frustrations when buying or owning consumer electronics or appliances

**53%**

Have experienced problems connecting new or replacement devices to home WI-FI for the first time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives.**

**86%**

Awareness about AI integration in Smart Device

**25%**

Perceived Future Impact of AI Mostly Positive



How consumers stay connected today **shapes our understanding** of their motivation to purchase smart technology and the factors that influence their decisions.

**7.7**

Average number  
of connected  
devices owned

The **Essential Role** of  
**Connected Devices**  
in daily living

**82%**

Smartphones

**51%**

Laptop

**43%**

Internet-connected TV

**32%**

Desktop computer

**27%**

Headphones

**84%**

Plan to buy a  
5G / AI new  
smartphone

**69%**

Plan to purchase  
new smart technology in  
the next year

**32%**

Of consumers are more  
likely to buy a connected  
device if it comes with  
value-added services

Buy a  
refurbished  
device

**33%**

T2B: Extremely + Very Interested

**77%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**49%**

Have experienced  
frustrations when buying  
or owning consumer  
electronics or appliances

**59%**

Have experienced  
problems connecting new  
or replacement devices  
to home Wi-Fi for the first  
time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives.**

**88%**

Awareness about AI  
integration in Smart  
Device

**31%**

Perceived Future  
Impact of AI  
Mostly Positive



How consumers stay connected today **shapes our understanding** of their motivation to **purchase smart technology** and the **factors that influence their decisions**.

**12.9**

Average number of connected devices owned

The **Essential Role** of  
**Connected Devices**  
in daily living

**85%**

Smartphones

**74%**

Laptop

**69%**

Headphones

**64%**

Internet-connected TV

**56%**

Smart watch

**99%**Plan to buy a  
5G / AI new  
smartphone**97%**Plan to purchase  
new smart technology in  
the next year**86%**Of consumers are more  
likely to buy a connected  
device if it comes with  
value-added servicesBuy a  
refurbished  
device**29%**

T2B: Extremely + Very Interested

**88%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**91%**Have experienced  
frustrations when buying  
or owning consumer  
electronics or appliances**91%**Have experienced  
problems connecting new  
or replacement devices  
to home Wi-Fi for the first  
time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives**.

**99%**Awareness about AI  
integration in Smart  
Device**74%**Perceived Future  
Impact of AI  
Mostly Positive



# Japan



How consumers stay connected today **shapes our understanding** of their motivation **to purchase smart technology** and the factors **that influence their decisions.**

**7.4**

Average number of connected devices owned

The **Essential Role** of **Connected Devices** in daily living

**86%**

Smartphones

**52%**

Laptop

23%

Desktop computer

23%

Internet-connected TV

20%

Tablet or eReader



**89%**

Plan to buy a 5G / AI new smartphone



**74%**

Plan to purchase new smart technology in the next year



**32%**

Of consumers are more likely to buy a connected device if it comes with value-added services

Buy a refurbished device

**20%**

T2B: Extremely + Very Interested

**80%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**54%**

Have experienced frustrations when buying or owning consumer electronics or appliances

**43%**

Have experienced problems connecting new or replacement devices to home Wi-Fi for the first time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives.**

**77%**

Awareness about AI integration in Smart Device

**40%**

Perceived Future Impact of AI Mostly Positive



How consumers stay connected today **shapes our understanding** of their motivation to purchase smart technology and the factors that influence their decisions.

**10.7**

Average number of connected devices owned

The **Essential Role** of  
**Connected Devices**  
in daily living

**79%**

Smartphones

**63%**

Internet-connected TV

**55%**

Laptop

**47%**

Headphones

**35%**

Desktop computer

**35%**

Smart watch

**98%**Plan to buy a  
5G / AI new  
smartphone**95%**Plan to purchase  
new smart technology in  
the next year**78%**Of consumers are more  
likely to buy a connected  
device if it comes with  
value-added servicesBuy a  
refurbished  
device**42%**

T2B: Extremely + Very Interested

**90%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**82%**Have experienced  
frustrations when buying  
or owning consumer  
electronics or appliances**73%**Have experienced  
problems connecting new  
or replacement devices  
to home Wi-Fi for the first  
time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives.**

**97%**Awareness about AI  
integration in Smart  
Device**65%**Perceived Future  
Impact of AI  
Mostly Positive



How consumers stay connected today **shapes our understanding** of their motivation **to purchase smart technology** and the factors **that influence their decisions.**

**7.4**Average number  
of connected  
devices ownedThe **Essential Role** of  
**Connected Devices**  
in daily living**84%**

Smartphones

**49%**

Laptop

**45%**

Internet-connected TV

**37%**

Desktop computer

**30%**

Smart watch

**95%**Plan to buy a  
5G / AI new  
smartphone**83%**Plan to purchase  
new smart technology in  
the next year**52%**Of consumers are more  
likely to buy a connected  
device if it comes with  
value-added servicesBuy a  
refurbished  
device**29%**

T2B: Extremely + Very Interested

**86%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**77%**Have experienced  
frustrations when buying  
or owning consumer  
electronics or appliances**77%**Have experienced  
problems connecting new  
or replacement devices  
to home WI-FI for the first  
time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives.**

**95%**Awareness about AI  
integration in Smart  
Device**53%**Perceived Future  
Impact of AI  
Mostly Positive



How consumers stay connected today **shapes our understanding** of their motivation to **purchase smart technology** and the **factors that influence their decisions**.

**8.2**Average number  
of connected  
devices ownedThe **Essential Role** of  
**Connected Devices**  
in daily living**86%**

Smartphones

**54%**

Internet-connected TV

**49%**

Laptop

**35%**

Tablet or eReader

**28%**

Headphones

**85%**Plan to buy a  
5G / AI new  
smartphone**68%**Plan to purchase  
new smart technology in  
the next year**47%**Of consumers are more  
likely to buy a connected  
device if it comes with  
value-added servicesBuy a  
refurbished  
device**25%**

T2B: Extremely + Very Interested

**70%**

Who are interested

Yet, this journey often encounters **difficulties and pain points** consumers experience when purchasing and using connected technology.

**59%**Have experienced  
frustrations when buying  
or owning consumer  
electronics or appliances**53%**Have experienced  
problems connecting new  
or replacement devices  
to home Wi-Fi for the first  
time in the last year

Looking ahead, the future of this connection hinges on assessing consumer AI literacy and their anticipated **future impact of the technology on their lives**.

**82%**Awareness about AI  
integration in Smart  
Device**31%**Perceived Future  
Impact of AI  
Mostly Positive



# 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.co.uk](http://www.assurant.co.uk)**

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