

2026 U.S. Consumer Technology Ownership & Market Potential Study

Measuring Key Trends Among U.S. Households

The Authoritative Source for Consumer Technology
Market Research

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REPORT PREVIEW



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Methodology

CTA's 2026 U.S. Consumer Technology Ownership & Market Potential Study was administered as an online survey among 4286 U.S. adults (ages 18-plus). The quantitative study was fielded from March 17 to April 8, 2026. Results are aggregated up to the U.S. household level using known demographics of the U.S. household population as reported by the U.S. Census Bureau (see table below).

The margin of sampling error at 95% confidence for aggregate results among the total sample is +/-1.4%. Sampling error is larger for subgroups of data, such as for the product categories sections throughout the report, with a margin of sampling error of +/-2.9%. As with any survey, sampling error is only one source of possible error. While non-sampling error cannot be accurately calculated, precautionary steps were taken in all phases of the survey design, fieldwork and data collection and analysis to minimize its influence.

The study results were weighted to reflect the demographics of the U.S. adult population based on age, sex, geographic region, race and education. The results were further adjusted to account for the number of adults in the household, allowing for the results to be generalizable at the U.S. household level.

CTA designed this study in its entirety and is responsible for all content contained in this report. CTA is a member of the Insights Association and adheres to the research and analysis guidelines set forth in the Insights Association Code of Standards and Ethics.

Throughout this report, totals, percentages and differences are calculated using unrounded estimates (+/- 1 ppt). Statistical significance testing has been performed at the 95% confidence level. Data that is statistically significant is labeled on each slide.

U.S. Census Bureau Population Estimates

	2025	2026
Total U.S. population¹	334 million	340 million
Total U.S. adult population¹	262 million	267 million
Total U.S. occupied housing units²	127 million	129 million

¹ U.S. Census Bureau, "ACS Demographic and Housing Estimates," 2023 & 2024

² U.S. Census Bureau, "Households and Families," 2023 & 2024

For more information about methodology, please see the [appendix](#).

Research Objectives

CTA's *U.S. Consumer Technology Ownership & Market Potential Study* is conducted annually, across **ten consumer technology categories spanning 73 technology products** among U.S. households, to establish two key metrics:

Degree of Ownership:

Establish household penetration (ownership) rates of consumer technology products within the U.S.

Purchase Intent:

Monitor the proportion of U.S. households planning to purchase consumer technology products within the next 12 months

The study also aims to identify:

Emerging Products:

Establish initial household penetration of emerging technology products

The results of this study are presented at the ***U.S. household (HH) level***, unless noted otherwise.

Key Findings



Mainstream “Screens” Drive Market Volume

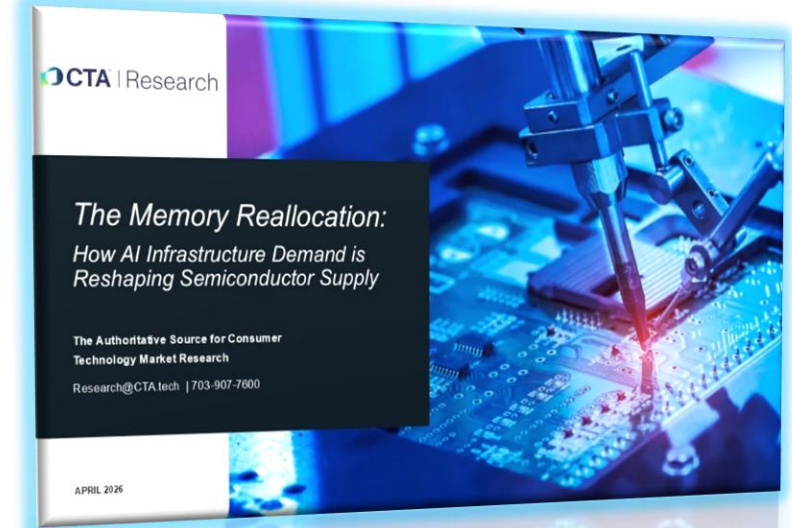
- Smartphones and TVs are the most universal U.S. consumer technologies, each at 97% household penetration in 2026.
- Despite near-total ownership, purchase intent over the next 12 months remains high: 47% for smartphones (highest of any product tracked) and 38% for TVs, driven by upgrades and replacement cycles.
- Households own an average of 2.0 smartphones and 2.2 TVs, with repeat buyers expected to comprise nearly all planned purchases (99% and 97%, respectively).



Practical Innovation Fuels First- Time Adoption

- In 2026, practical value — convenience, resilience, labor savings — drives emerging tech adoption more than novelty alone.
- Outdoor maintenance tools, such as a robotic lawnmower, lead in first-time buyer concentration: 13% of households plan to buy one, and 78% of those would be first-time purchasers.
- Portable power stations also have strong purchase intent — nearly 1 in 5 households plan to buy one, with 70% being first-time owners.

Other CTA Research

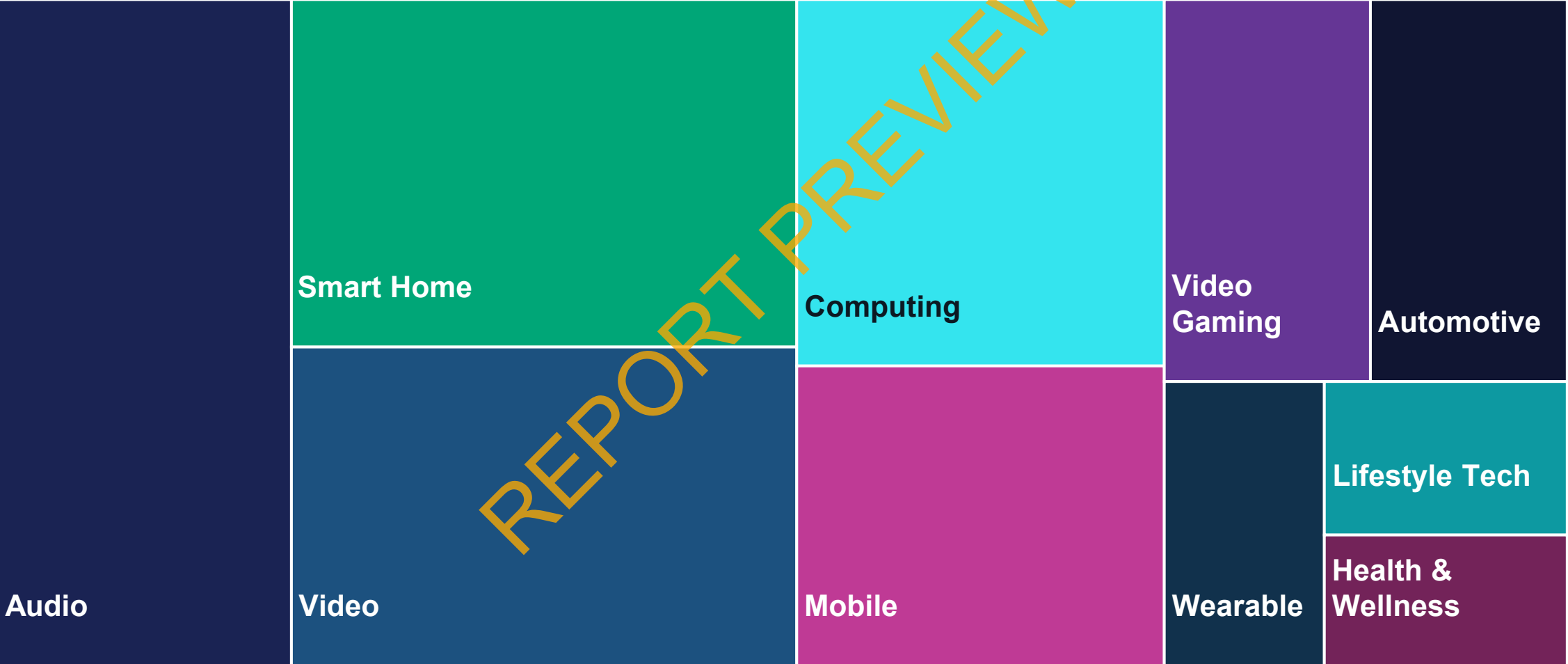


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U.S. Household Installed Base of Consumer Tech

Category Installed Base of Consumer Technologies Across U.S. Households
(millions of units)



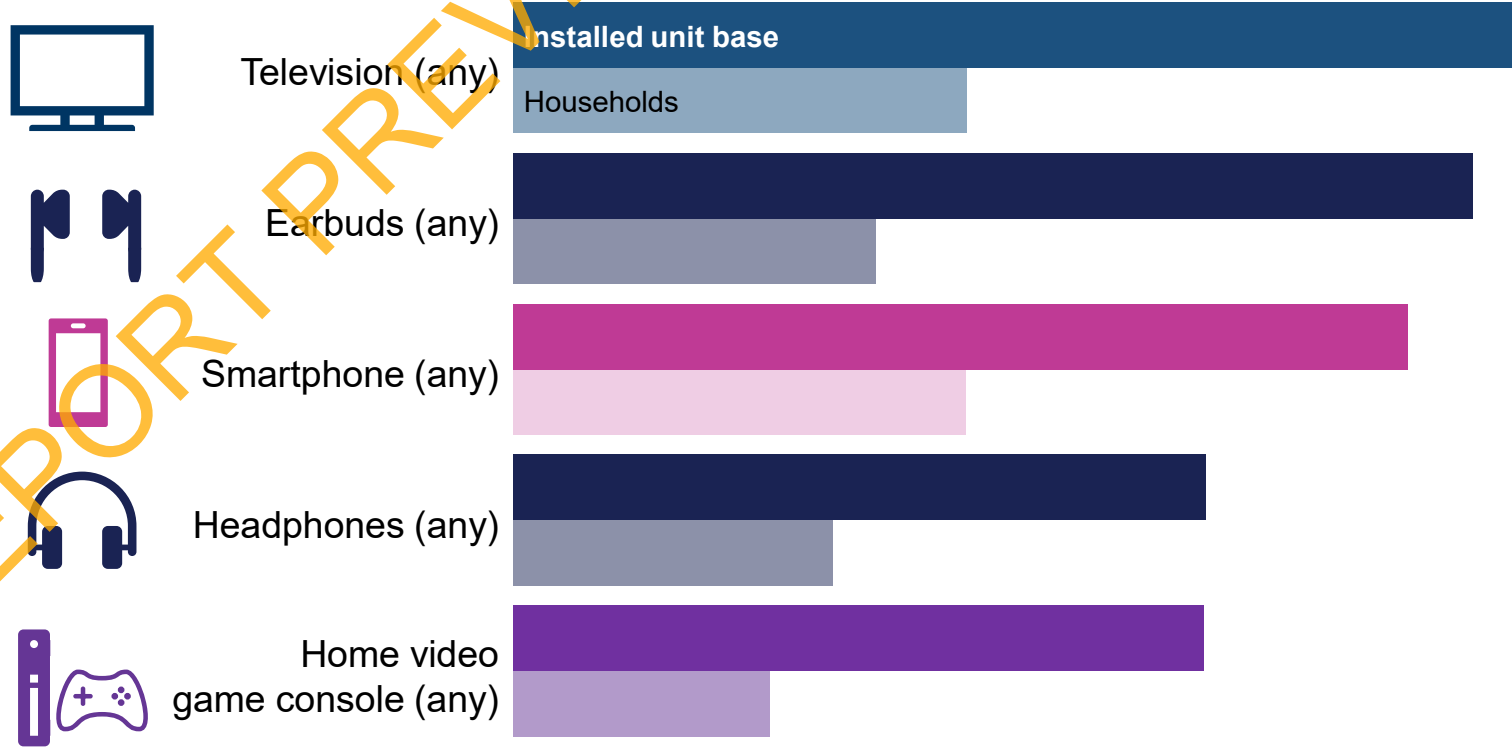
Top Five Installed Consumer Tech Products in U.S. Households

TVs remain the anchor screen in U.S. households, while smartphones, earbuds and headphones rank among the largest installed bases—showing how much consumer tech is tied to personal, portable use.

Looking at household penetration alongside installed base reveals a more nuanced picture. TVs and smartphones are widely owned and high-volume, while earbuds, headphones and game consoles reach large unit totals despite smaller household footprints — suggesting multiple devices per household and, in many cases, per person.

Overall, this technology mix reflects how households move between shared entertainment and personal utility. TVs and game consoles still anchor group viewing and play, while smartphones and personal audio devices extend communication, access and private listening across everyday moments.

Top Five Installed Consumer Tech Units in U.S. HHs (in millions)



Q: For each of the following products, please indicate how many you or someone in your household owns? Base: U.S. households (n=1030)

Mobile Products Top Consumers' Purchase Intent

% of U.S. HHs Planning to Buy at Least One Consumer Tech Unit Within Category Within Next 12 Months*

Mobile
Audio
Video
Smart Home
Computing
Automotive
Wearable
Video Gaming
Lifestyle
Health & Wellness



REPORT PREVIEW



Children and Pets

Households with children or pets are more likely to plan a purchase across **every category** than households without.



Home Ownership

Renters, including those living rent-free, are more likely than homeowners to plan purchases across the **mobile, audio, computing, gaming** and **automotive tech** categories in the next 12 months.



Community

City or inner-suburb households are more likely to be planning to buy **gaming tech** within the next 12 months than those in outer suburbs and rural/small town communities.

* Influenced by number of products in category; Base: U.S. households (n=4286)

2026 Ownership and Market Potential: Consumer Technologies & Categories

The following ten categories and 73 consumer technology products were covered by this study.

Mobile Technology (4 products)

- Cellular phone that is not a smartphone
- Smartphone (any type)
 - Foldable or flip smartphone
- Wireless charging dock or pad
- Portable power bank

Video Technology (8)

- Television (any type)
 - LED or LCD TV
 - OLED TV
 - Internet-enabled/Smart TV
 - 4K Ultra HD
 - 8K Ultra HD
 - TV w/ screen less than 40 inches
 - TV w/ screen 40-49 inches
 - TV w/ screen 50-59 inches
 - TV w/ screen 60-69 inches
 - TV w/ screen 70-74 inches
 - TV w/ screen 75-79 inches
 - TV w/ screen 80 inches and up
- DVD, Blu-ray or 4K Blu-ray player
- Digital camera
- Streaming media device
- Action or 360-degree camera
- TV antenna
- Home theater projector
- Portable mini projector

Audio Technology (11)

- Audio/video multichannel receiver
- Subwoofer
- Home theater speaker system
- Soundbar
- Wired headphones
- Wireless headphones
- Wired earbuds
- Wireless earbuds
- Portable wireless speaker
- Home wireless speaker
- Vinyl turntable

Computing Technology (8)

- Desktop or personal computer
- Notebook or laptop computer
- Dedicated e-reader
- Tablet
- Standalone webcam
- Multifunction printer
- Computer monitor
- 3D printer

Health & Wellness Technology (4)

- Dedicated health monitoring device
- Connected sports/fitness equipment
- Dedicated infant/kid health monitoring device
- Over-the-counter (OTC) hearing aid

Video Gaming (6)

- Home video game console (any type)
 - Current-generation console
 - Recent-generation console
 - Retro/classic gaming console
- Portable or handheld game device
- Android or iOS mobile gaming controller
- Video game console accessory

Smart Home Technology (14)

- Smart thermostat
- Smart lighting
- Smart plug
- Air purifier
- Wireless smart speaker
- Smart display/screen
- Large smart appliance
- Smart kitchen countertop appliance
- Robotic vacuum
- Robotic lawn mower, snow/leaf blower, or pool cleaner/skimmer
- Indoor or outdoor wireless security camera
- Smart door lock
- Smart doorbell
- Portable electric power stations

Wearable Technology (5)

- Smartwatch
- Wristband activity/fitness tracker
- Smart ring
- Smart glasses eyewear
- Virtual reality (VR) or mixed reality (MR) headset

Automotive Technology (7)

- Video entertainment system
- Audio system or audio stereo system
- Wireless adapter for Apple CarPlay or Android Auto
- Rearview camera
- Dashboard camera or dashcam
- Electronic security/anti-theft system
- Home electric vehicle charging station

Lifestyle Technology (6)

- Pet technology
- Recreational flying drone
- eToy /STEM educational toy
- Electric scooter, skateboard or hoverboard
- Electric bike
- Smart tracker tag

For more details on updates between the 2025 and 2026 studies, please see the next page and [appendix](#) supplement.

About CTA Research



Forecasts

CTA quantifies the size and momentum of the industry through a variety of reports, tracking sales volume and revenues for hundreds of tech products. Our reports include one- and five-year forecasts and monthly forecast reports for select hardware categories. For more information, contact John Kehoe: jkehoe@CTA.tech.



Research Studies

CTA Market Research publishes consumer technology studies addressing the U.S. and international markets using the full spectrum of quantitative and qualitative techniques. Topics range from the emerging technologies to in-depth examinations of consumer behavior related to tech. For more information, contact Steven Hummel: shummel@CTA.tech.



Thematic Programs

CTA's Thematic Programs team provides qualitative insights and subject matter expertise on the overarching themes and trends in innovation that shape and define the technology industry. CTA partners with Nasdaq in the development, maintenance and licensing of thematic stock indexes. For more information on the indexes or the latest innovation trends, contact Brian Comiskey: bcomiskey@CTA.tech.



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