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Digital Consumer Trends 2024

Research Dutch edition | December 2024

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About the research Digital Consumer Trends

Digital Consumer Trends is a multi-country study of how people engage with and purchase digital products. It spans devices, connectivity, media and emerging technologies, and is now in its fifteenth year of publication. It was previously known as the Mobile Consumer Survey.

In 2024, the Dutch edition of this research comprises a nationally representative sample of 2,000 consumers, aged 16-75, weighted for demographics such as age, gender, region and working status.

The survey took place in August - September 2024 and was conducted by an independent research entity. Questions cited in this document may be simplified for the sake of visualisation.

This year's Dutch report features a country comparison with Italy, the United Kingdom, Belgium, Sweden, Denmark, and Norway.

Know your acronyms

Before you dive in, get to know some of the industry terms we used in this report:

GenAI	Generative AI
VR	Virtual Reality
AR	Augmented Reality
FWA	Fixed wireless access
SVOD	Subscription video on demand

Key takeaways

Generative AI is on everyone's lips, but is it at everyone's fingertips? 5.4 million Dutch adults have now tried generative AI tools, with sentiments ranging from excitement to scepticism. But adoption of digital services and devices in general are hitting a ceiling. In the realm of smartphones, a significant portion of consumers are extending the time between upgrades. The study indicates that many consumers are not interested anymore in the speed of mobile or fixed connectivity. In terms of subscriptions, the Dutch market is stabilising, though rising costs prompt cancellations. Additionally, many consumers are alert to the pervasiveness of online misinformation as 'fake news' continues to pose challenges in the digital landscape.

1 in 5 Dutch adults have used GenAI at work

In the Netherlands, the adoption of generative AI is on the rise, with 42% of adults having used these tools, reflecting a 15 percentage-point increase from the previous year. Most of this group have tried using the technology in a personal capacity. In the workplace, just 1 in 5 are leveraging GenAI for tasks such as idea generation and information retrieval. Confidence in the technology's reliability has fallen significantly since 2023, with only 21% of GenAI users agreeing that it always produces factually accurate answers, compared with 39% in 2023.

Survey shows limited consumer enthusiasm for more devices and bandwidth

The device market in the Netherlands is becoming increasingly saturated, as a significant portion of consumers do not plan to buy a new device within the next 12 months. Device innovation has become incremental, prompting consumers to retain devices for longer periods. Smart watch penetration, for example seems to have plateaued at 34%. Almost 40% of respondents don't know how fast their Internet connection is, highlighting that speed isn't a differentiator for many consumers.

1 in 3 consumers use a second-hand digital device

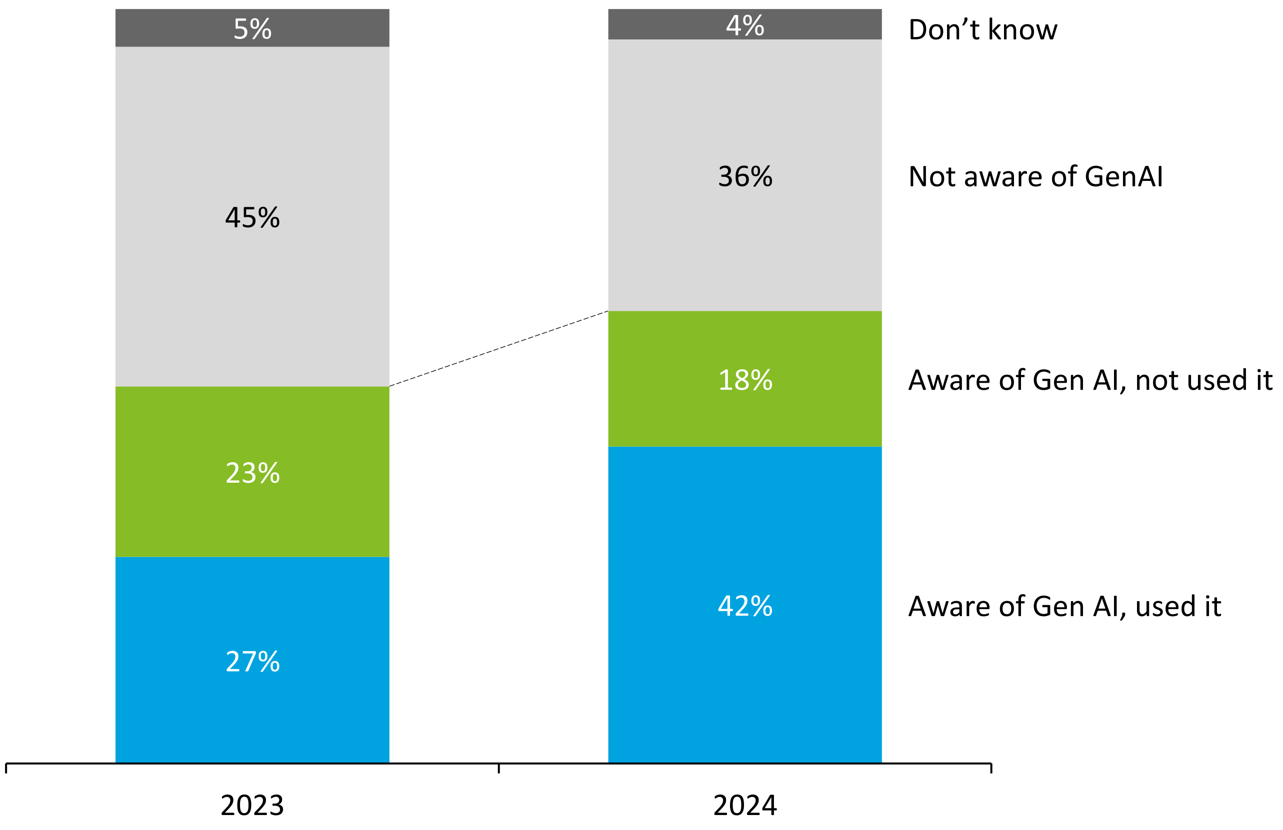
One in three Dutch consumers now use a second-hand digital device. Moreover, nearly half (46%) of the smartphones in use in the Netherlands are at least 4.5 years old. Many Dutch consumers remain sceptical about digital businesses' eco-credentials, with only 27% of respondents trusting companies to be transparent when declaring their carbon footprint. Furthermore, 65% of consumers believe companies overstate their eco-credentials, highlighting the need for transparency.

GENERATIVE AI ADOPTION

The Digital Consumer Trends 2024 survey is conducted using a nationally representative sample of people in the Netherlands. This approach may differ from other similar reports in the market, such as those on trust in generative AI, leading to different results. Variations may also arise from differences in question wording and routing. Therefore, direct comparisons between this report and other studies should be approached with caution.

The number of people to have used GenAI has increased 56% in the past year

Generative AI
Which Generative AI tools are you aware of?*
Which Generative AI tools have you used?**

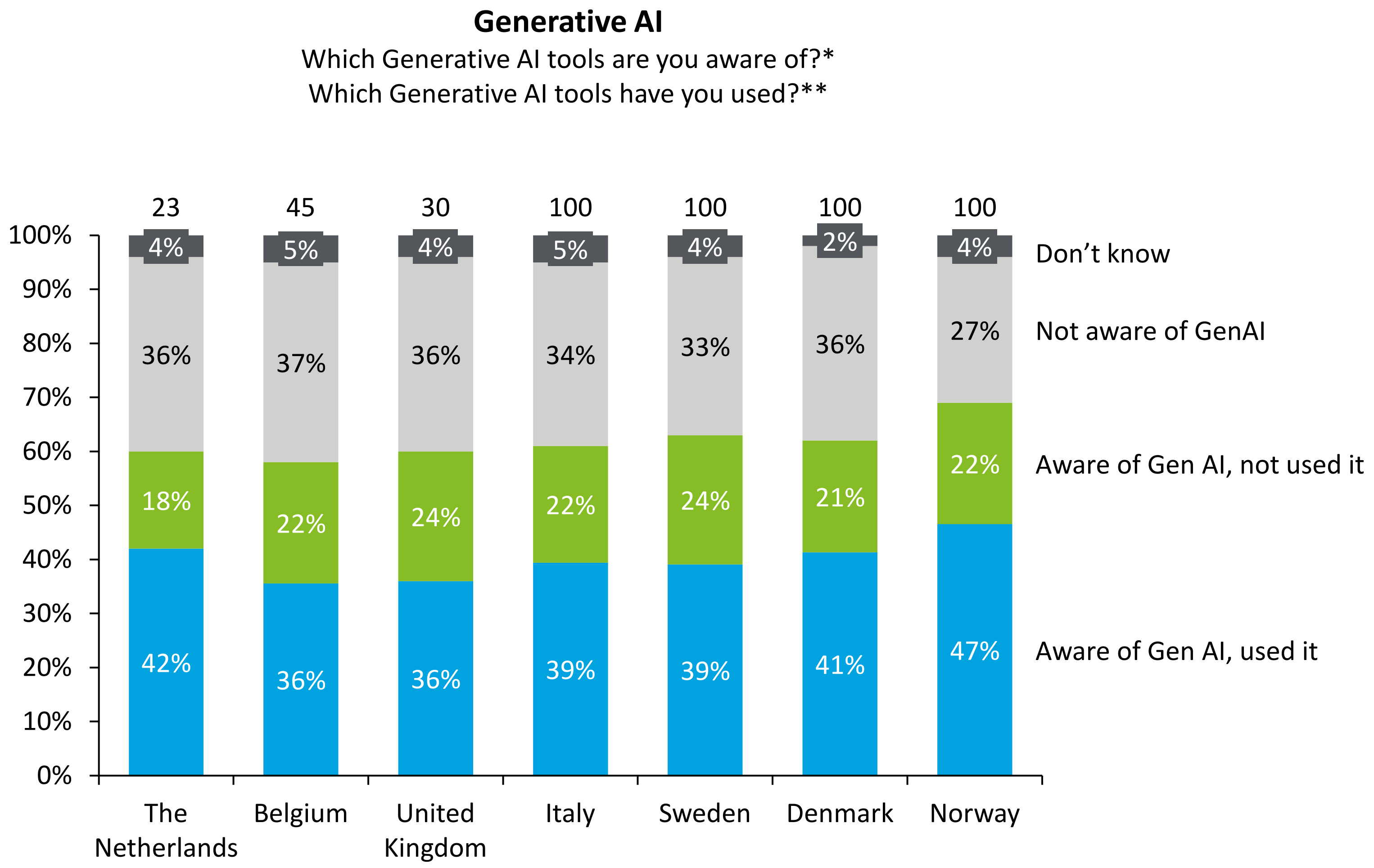


Key findings

- The proportion of Dutch citizens that are aware of GenAI has increased by 10 percentage points in the past year
- Two-fifths of Dutch citizens between 18-75 years old (5.4 million people), have used a GenAI tool, such as ChatGPT, Microsoft Pilot or Google Gemini
- In the 2024 survey, 42% of consumers claimed to have used GenAI, a 15 percentage-point increase on 2023
- The growing adoption reflects the fact that most popular GenAI applications are easy to access, via a web browser or app. Sign-up takes minutes, and most offer a free version.

Weighted base: All respondents aged 18-75 years, 2023 (2000), 2024 (2000)
*Respondents given a range of GenAI tools to choose from; including "Another"; **Those who were aware of generative AI, but did not know if they had used it were aggregated into "Aware of GenAI, not used it".
Source: Deloitte Digital Consumer Trends, NL, 2024

Norway leads in usage of GenAI with almost half of adults having used it



Key findings

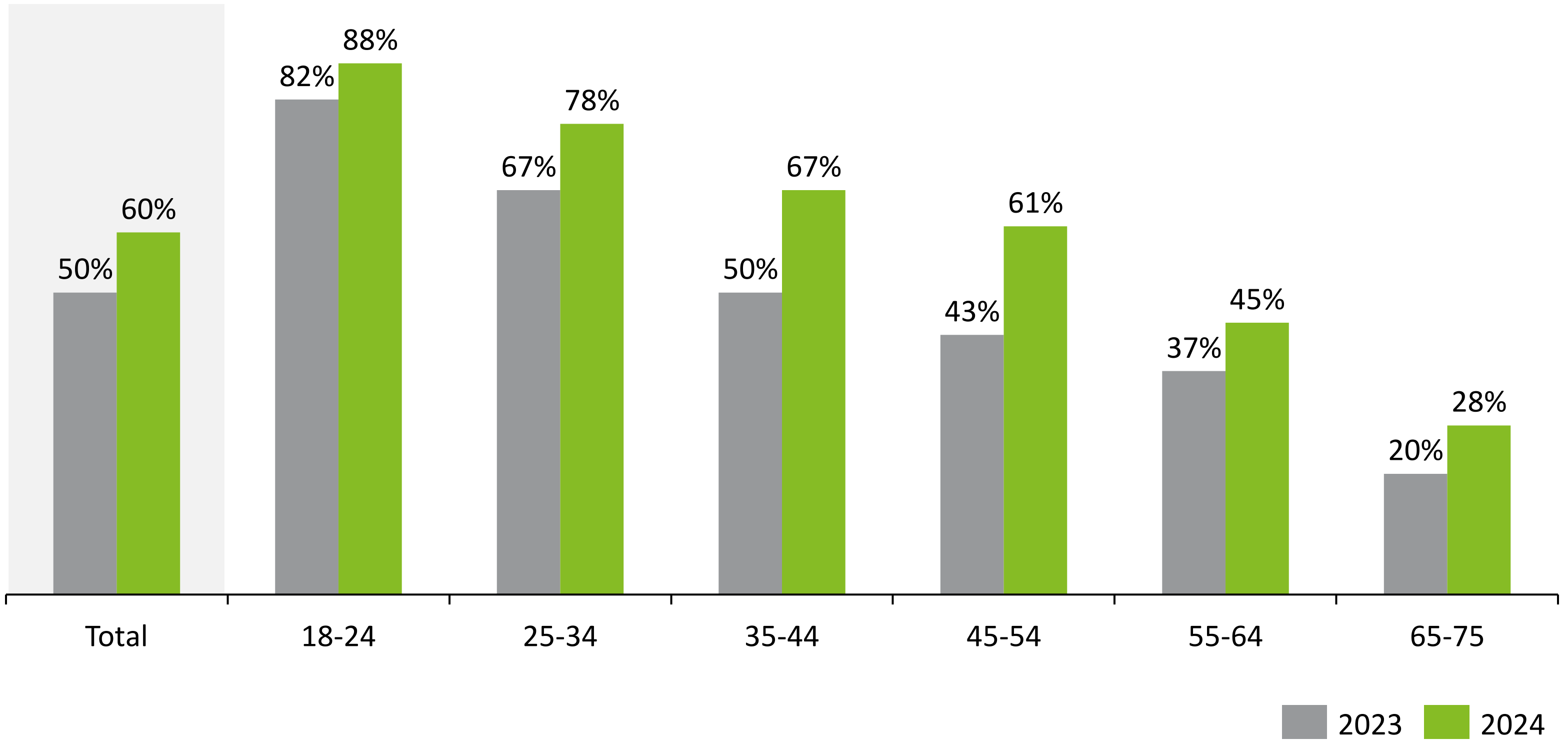
- Of the countries surveyed, the Netherlands ranks second to Norway in terms of GenAI adoption, with 42% of adults having used the technology
- In the Netherlands, a relatively low % of respondents are aware of GenAI, but have not used it. That indicates that a high proportion of the people who know about generative AI are actually engaging with it.

Weighted base: All respondents aged 18-75 years, 2024 (2000)
*Respondents given a range of GenAI tools to choose from; including “Another”; **Those who were aware of generative AI, but did not know if they had used it were aggregated into “Aware of GenAI, not used it”.
Source: Deloitte Digital Consumer Trends, NL, 2024

GenAI awareness has grown significantly among 35–54-year-olds with an increase of about 40%

Aware of any GenAI Tool

Which Generative AI tools are you aware of?*



Key findings

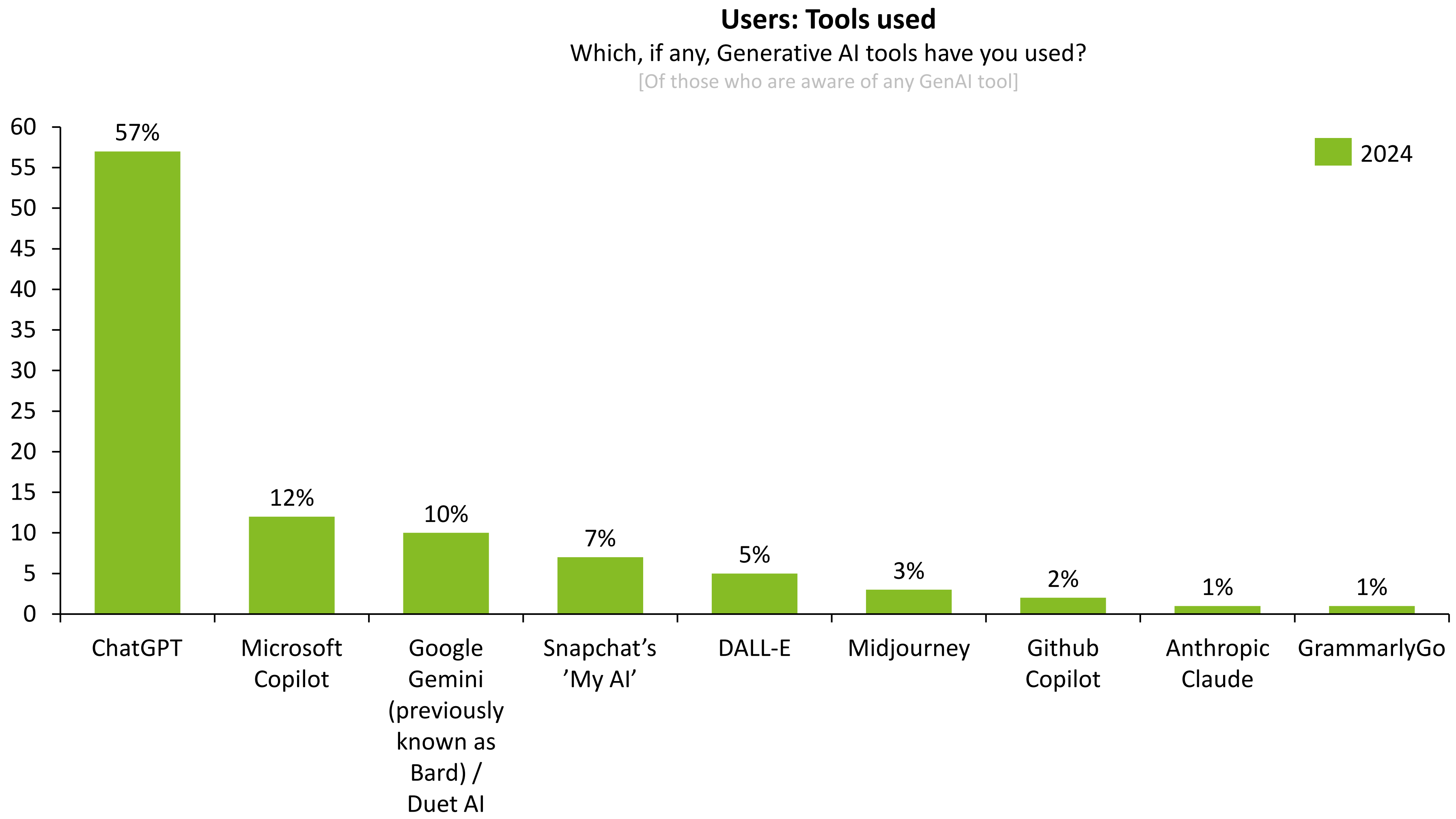
- Awareness is rising across all age groups
- The rise in awareness is most significant in the 45-54 age group with an increase of 18 percentage points
- The level of awareness in the 18-24 age group is approaching a plateau with just an increase of 6 percentage points from 2023

Weighted base: All respondents aged 18-75 years, 2023 (2000), 2024 (2000)
*Respondents given a range of GenAI tools to choose from; including "Another"
Source: Deloitte Digital Consumer Trends, NL, 2024

GENERATIVE AI USE

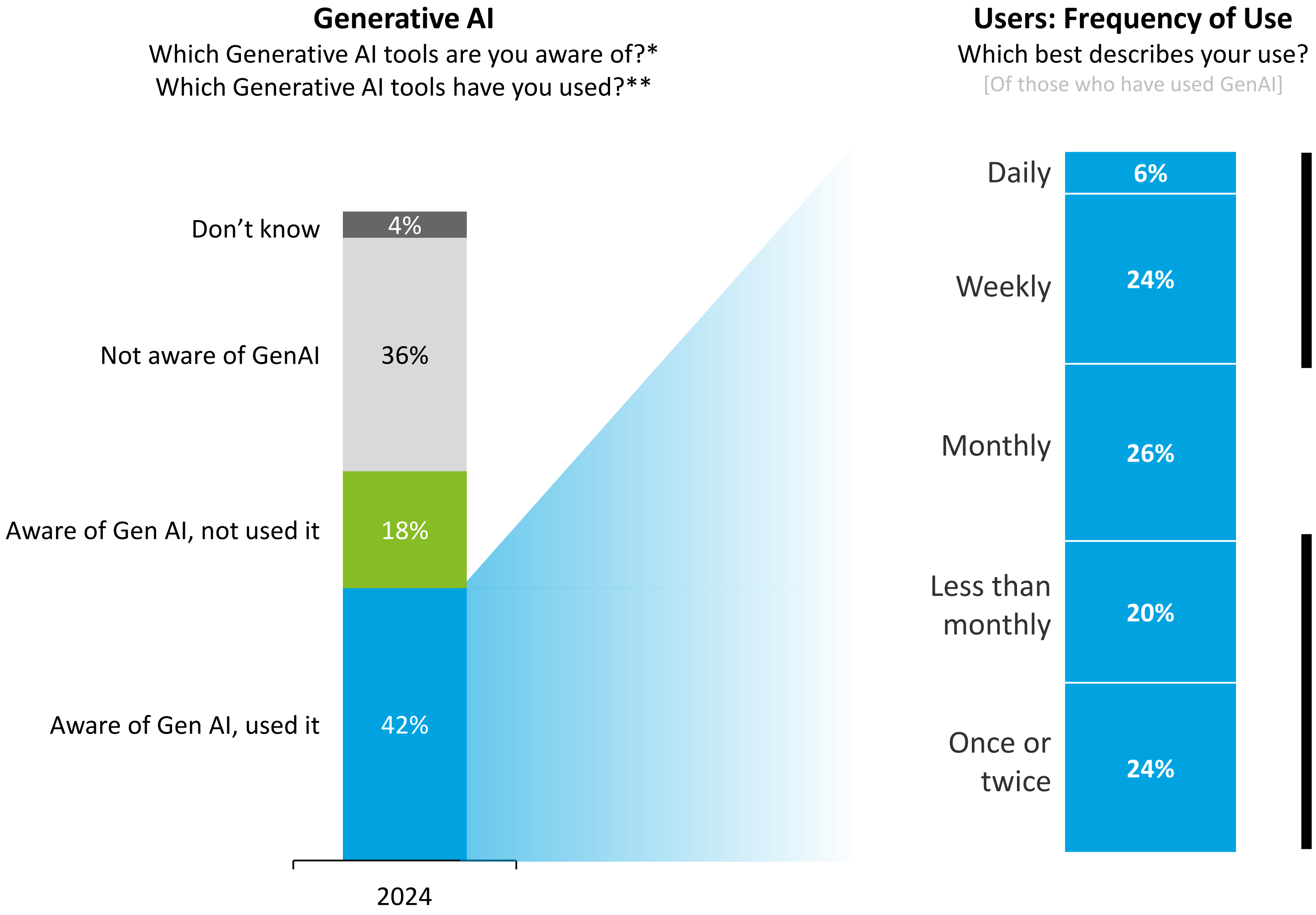
ChatGPT remains the most widely-used generative AI tool

ChatGPT is by far the most popular AI tool - more than half of adults who are aware of GenAI in the Netherlands use it



Weighted base: All respondents aged 18-75 years, 2024 (839), who are aware of Generative AI tools (1201)
Source: Deloitte Digital Consumer Trends, NL, 2024

More than half of the respondents use GenAI at least once a month



Key findings

- 2.5% of the respondents claim to use generative AI daily (vs 1.1% in 2023).
- 30% of the GenAI adopters use it at least once a week. This is equivalent to 12.6% of all respondents.
- Almost half (44%) of GenAI adopters are extremely infrequent users, using the technology less than once per month.
- A quarter (24%) of GenAI users only tried it once or twice – they may have seen little utility in the technology.

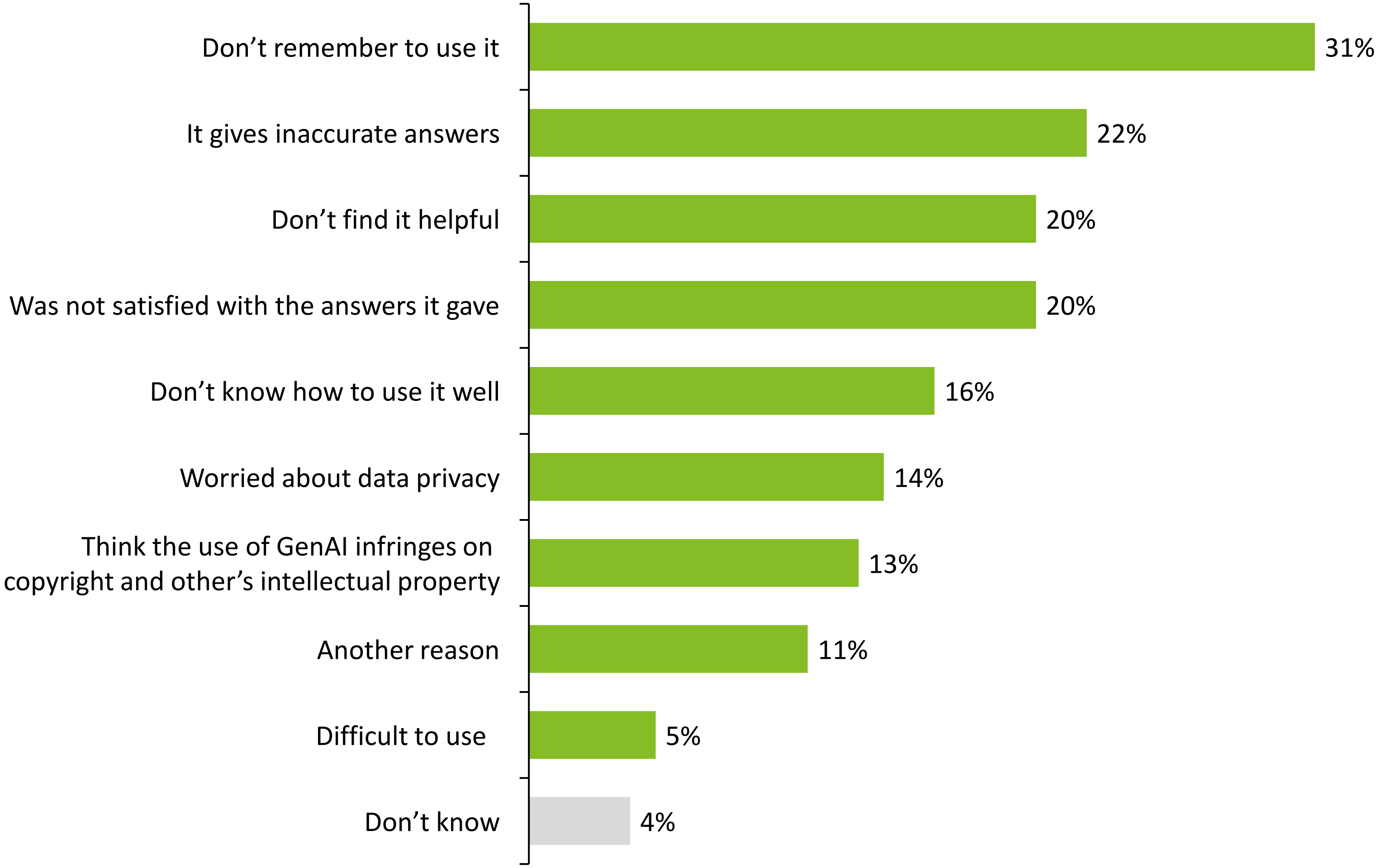
Weighted base: All respondents aged 18-75 years, 2023 (2000), 2024 (2000)
*Respondents given a range of GenAI tools to choose from; including "Another"; **Those who were aware of generative AI, but did not know if they had used it were aggregated into "Aware of GenAI, not used it".
Source: Deloitte Digital Consumer Trends, NL, 2024

Many infrequent users of GenAI forget to use it and/or feel it gives inaccurate answers

44%

of GenAI users use it **less than once a month or have only tried it once or twice.**

Of those…

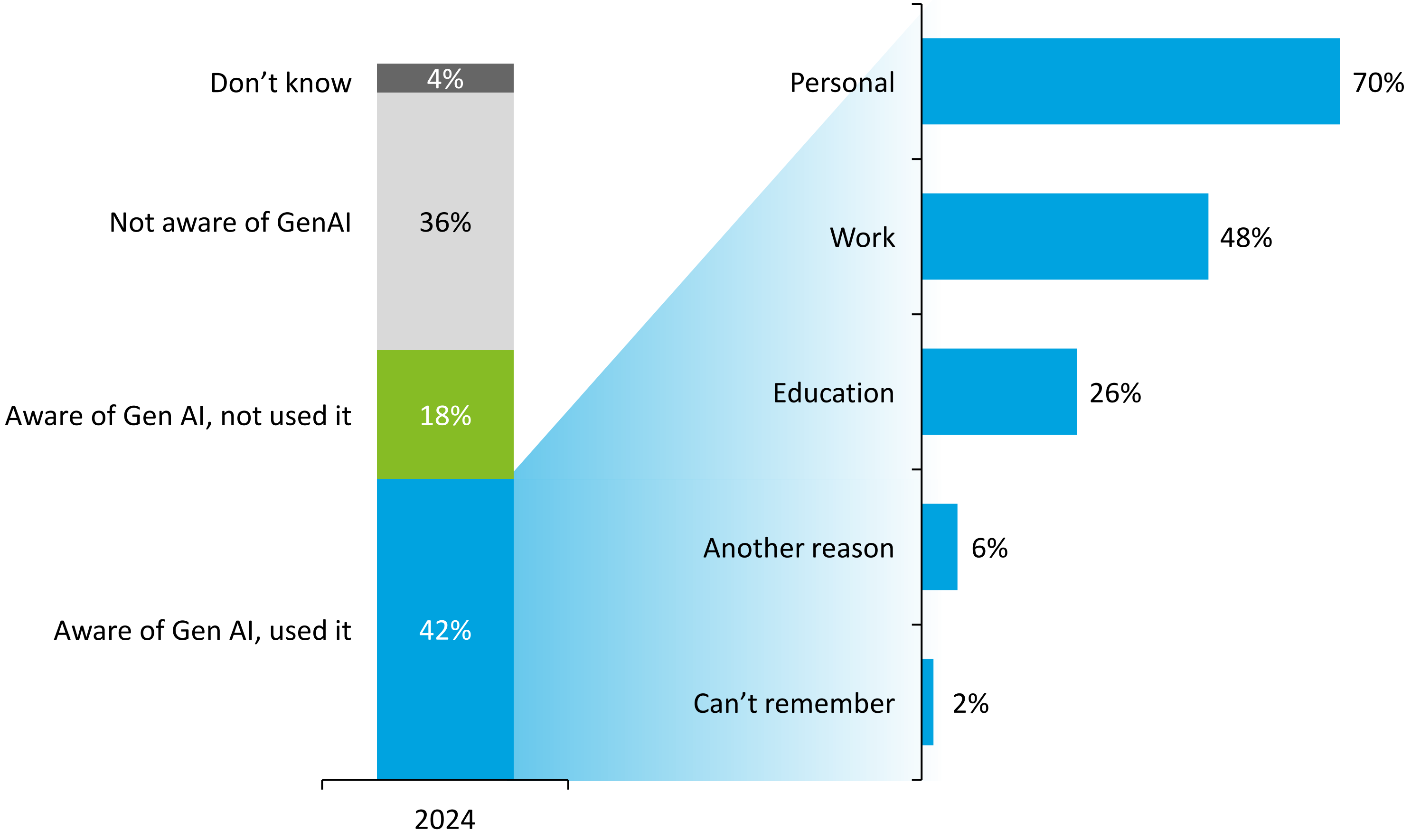


Weighted base: All respondents aged 18-75 years who have used generative AI (839), less frequently than monthly (368)
Source: Deloitte Digital Consumer Trends, NL, 2024

1 in 5 Dutch adults have now used GenAI at work

Generative AI
Which Generative AI tools have you heard of?*
Which Generative AI tools have you used?**

Users: Purpose of Use
Which of the following purposes have you used any Generative AI for?
[Of those who have used GenAI] [multiple answers could be given]



Key findings

- Most GenAI adopters are using the technology for personal purposes. But personal adoption is plateauing with just an increase of 5 percentage points in comparison with 2023
- At the same time, GenAI is becoming an increasingly popular tool for work-related purposes with an increase of 13 percentage points in work-related adoption from 2023

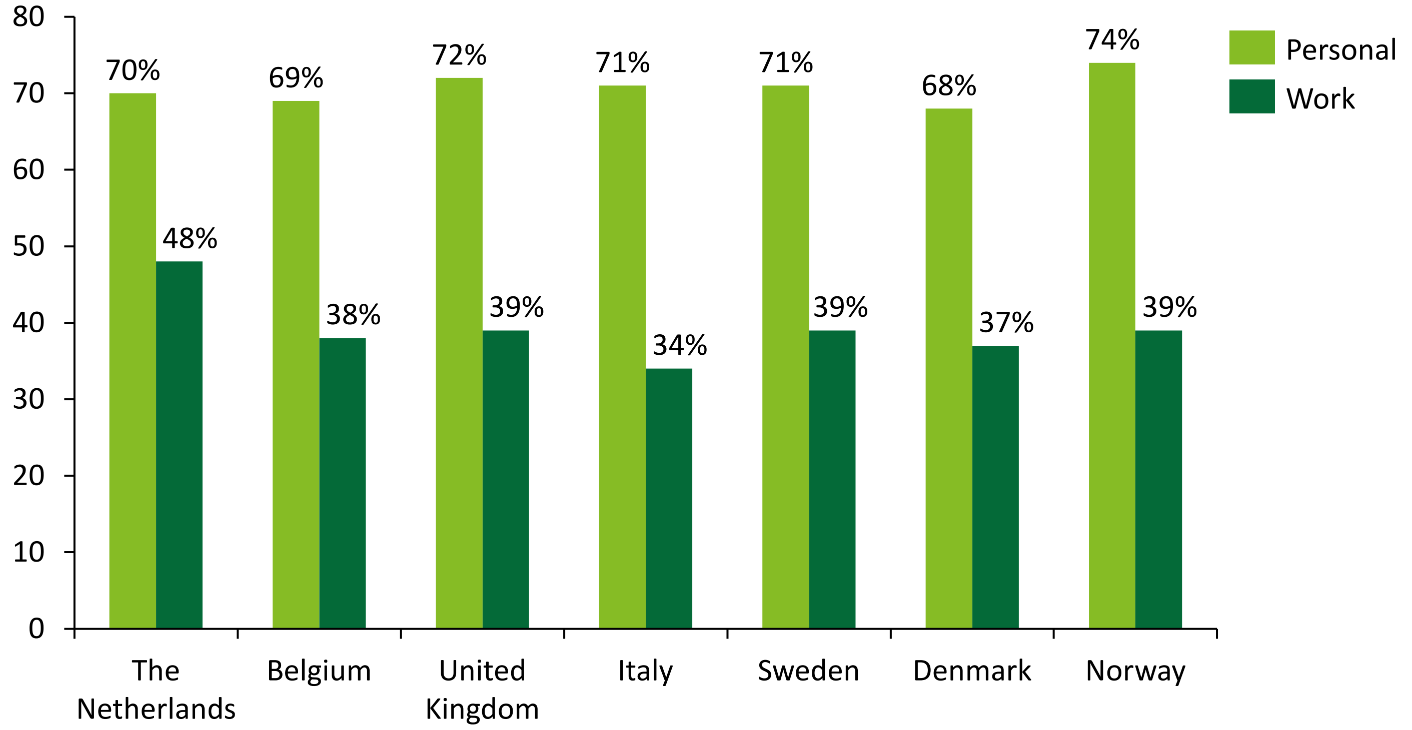
Weighted base: All respondents aged 18-75 years, 2023 (2000), 2024 (2000)
*Respondents given a range of GenAI tools to choose from; including "Another"; **Those who were aware of generative AI, but did not know if they had used it were aggregated into "Aware of GenAI, not used it".
Source: Deloitte Digital Consumer Trends, NL, 2024

Across all countries, generative AI is used more for personal purposes than work purposes

Users: Purpose of Use

Which of the following purposes have you used any Generative AI for?

[Of those who have used GenAI] [multiple answers could be given]



Key findings

- Usage of generative AI for work purposes is notably lower than for personal purposes in all the surveyed countries, with the Netherlands showing the highest levels of work usage - 48% of GenAI adopters in the Netherlands have used it at work
- Most countries show very similar rates of generative AI usage for personal purposes, with percentages clustering around 68-74%

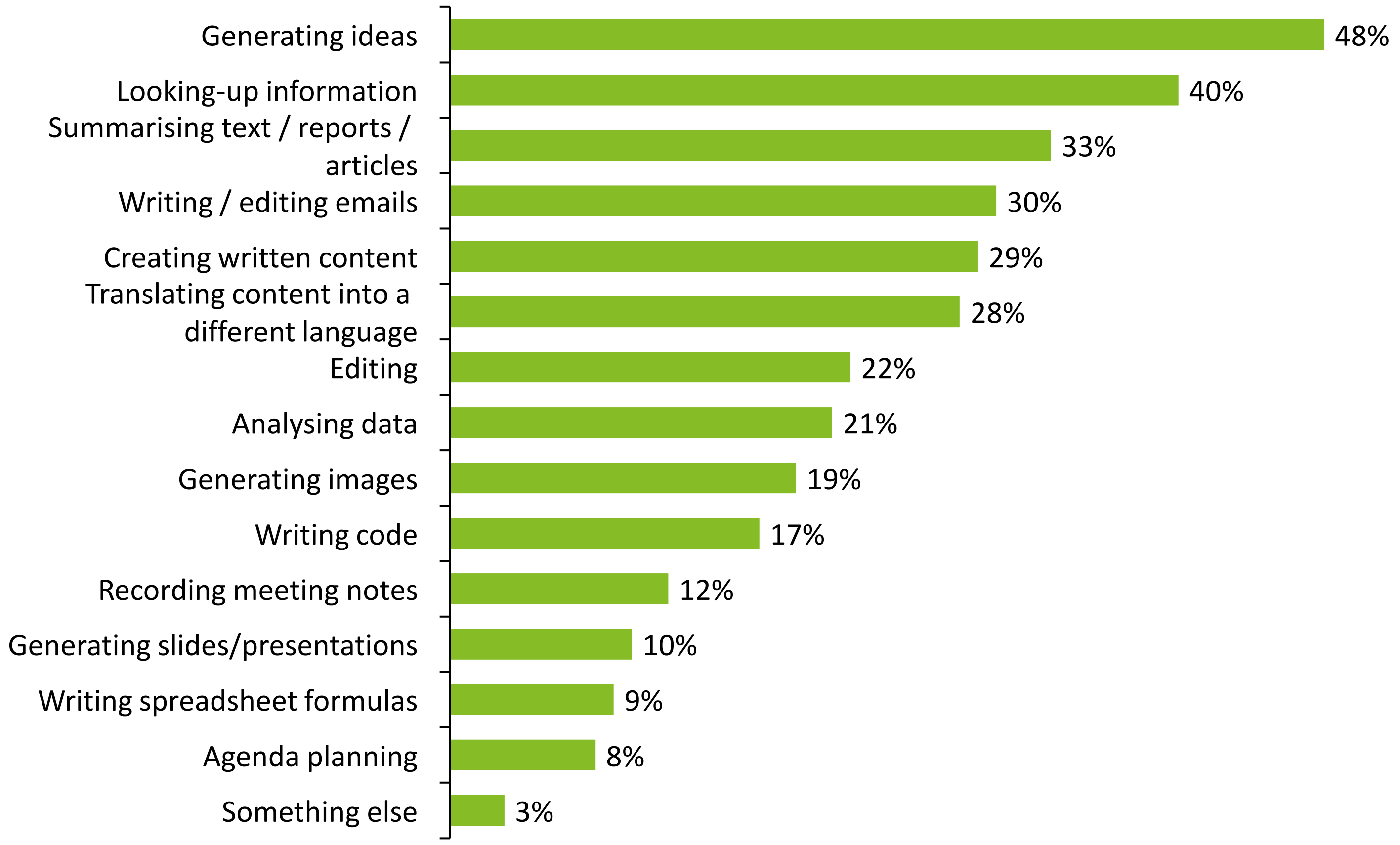
Weighted base: All respondents aged 18-75 years, 2024 (2000)
*Respondents given a range of GenAI tools to choose from; including "Another"; **Those who were aware of generative AI, but did not know if they had used it were aggregated into "Aware of GenAI, not used it".
Source: Deloitte Digital Consumer Trends, NL, 2024

Generating ideas and searching are the most common applications of GenAI at work

Using GenAI for Work: Work Tasks

Which of the following work tasks have you used any Generative AI tools for?

[Of those who have used GenAI at work]



Key findings

- Many employees may still be experimenting with GenAI, whether they are using consumer-grade tools or if their employer now provides them with an official tool.
- Two in five (40%) of those using GenAI for work are "looking up information" using GenAI. This could be concerning given GenAI's propensity to 'hallucinate', which is a function of being a probability engine rather than a knowledge model.
- 17% of those who have used GenAI at work report using GenAI for writing code. As writing code is not a common job, GenAI is clearly popular with software engineers.

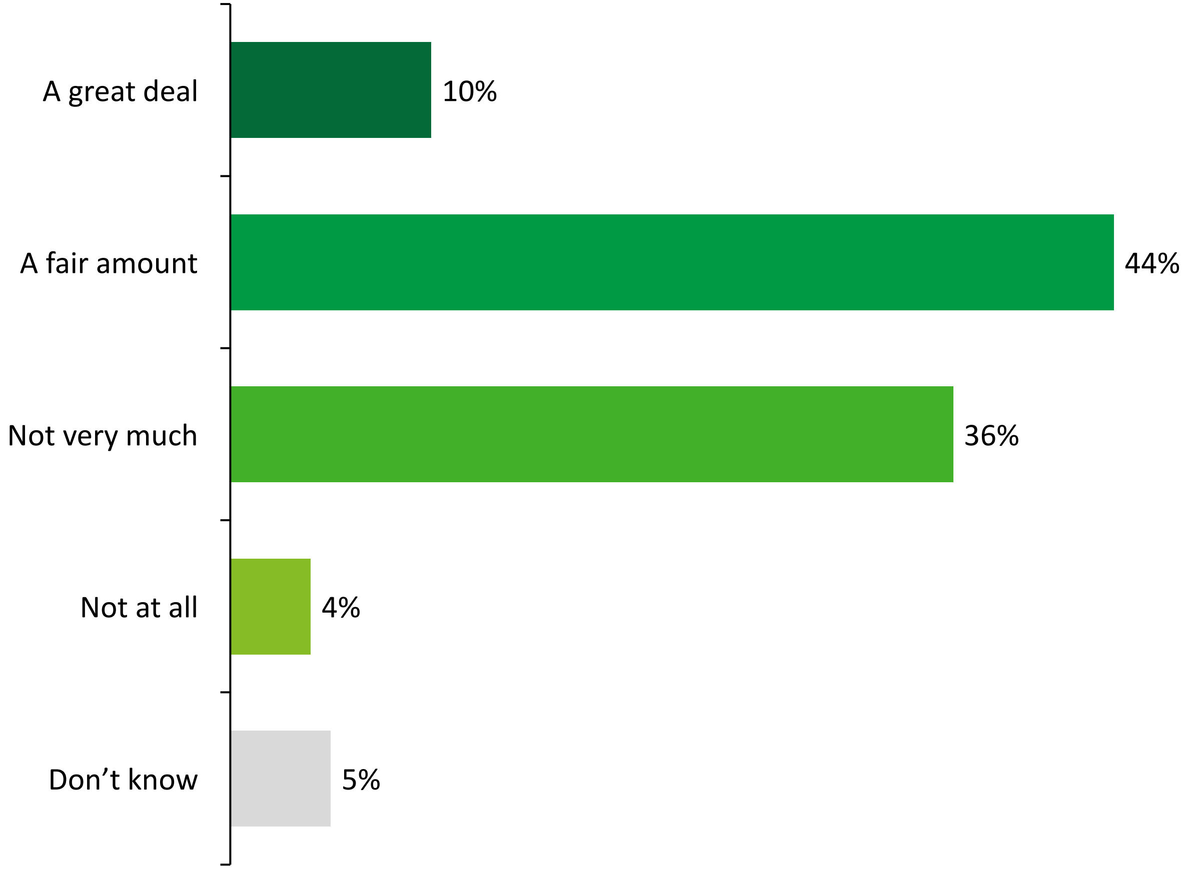
Weighted base: All respondents aged 18-75 years using GenAI for work, 2024 (401), who have used any generative AI (839)
Source: Deloitte Digital Consumer Trends, NL, 2024

While most users claim GenAI boosts productivity at work, employers still do not encourage use

Using GenAI for Work: Productivity Boost

To what extent do you think GenAI boosts your productivity at work?

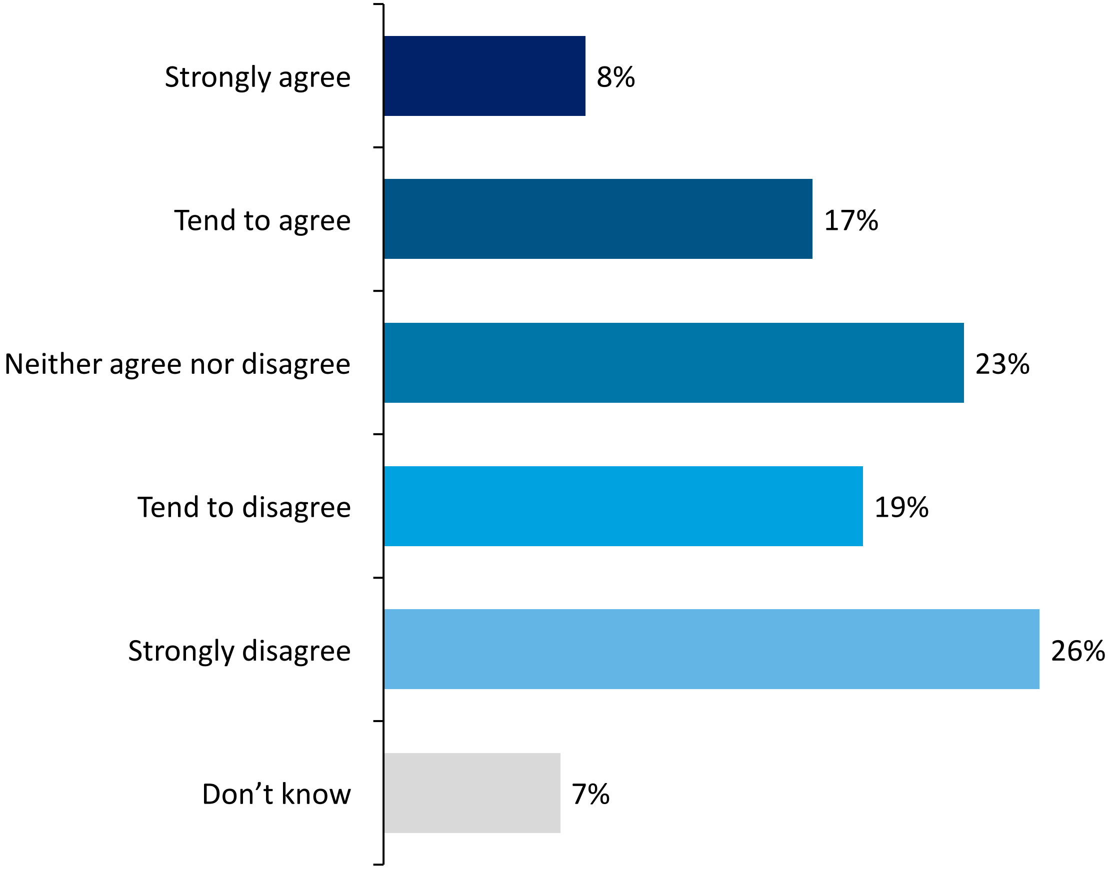
[Of those who have used GenAI at work]



Aware of GenAI: Company Encouragement

Agree or disagree: “My company actively encourages the use of GenAI at work”

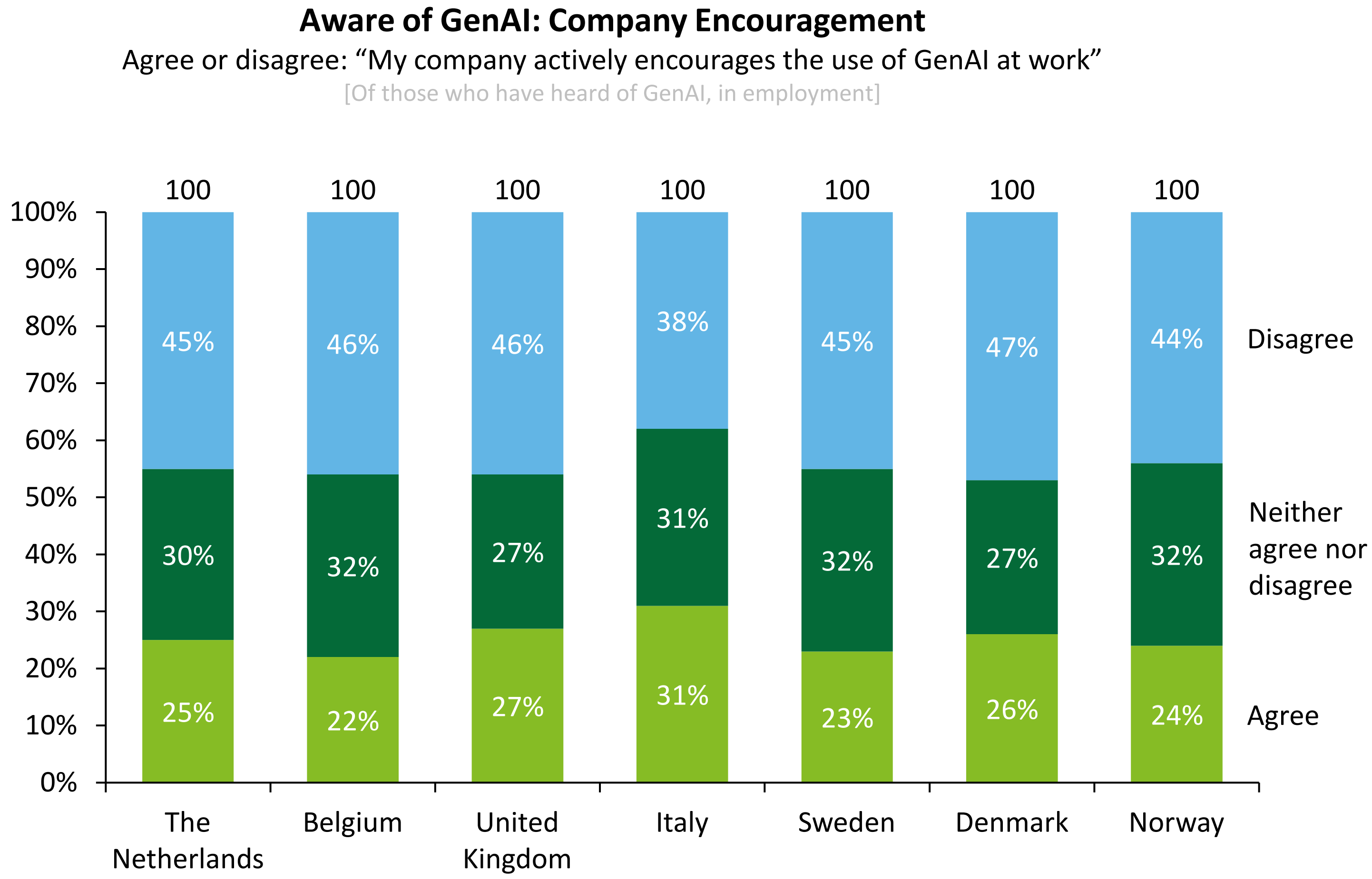
[Of those who have heard of GenAI, in employment]



Weighted base: All respondents aged 18-75 years who have used generative AI for work, 2024 (402), employed adults who are aware of generative AI (839)

Source: Deloitte Digital Consumer Trends, NL, 2024

Usage of generative AI is not generally encouraged in European workplaces, except in Italy



Key findings

- Approaching one third of respondents across all countries seem unsure of their company's stance on generative AI. This could suggest a lack of clear company communication or policies regarding AI usage, leaving employees uncertain about whether it’s encouraged.
- In Italy, a relatively high percentage (31%) of respondents indicate that their company actively encourages the use of GenAI at work - 6 percentage points higher than the Netherlands and 9 percentage points higher than Belgium

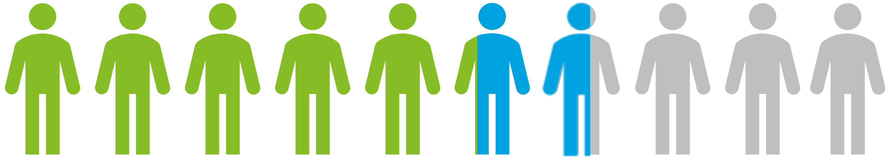
Weighted base: All respondents aged 18-75 years who have used generative AI for work, 2024 (402), employed adults who are aware of generative AI (839)
Source: Deloitte Digital Consumer Trends, NL, 2024

GENERATIVE AI TRUST

Respondents are wary of AI-created e-mails and chatbots

One application of GenAI is to create bespoke customer service chatbots, trained on data and transcripts from previous interactions. While consumers are hesitant about the usage of GenAI in such services, this distrust may dissipate as people become more familiar with the technology.

*"I would be **less inclined to trust an email** if I knew it was created using Generative AI."*

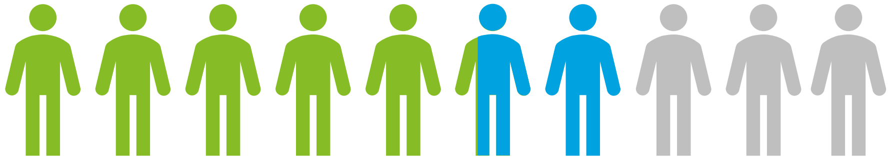


52% agree

14% disagree

33% neither agree or disagree or don't know

*"I would be **less inclined to use customer services** if I knew I was conversing with a Generative AI assistant."*



53% agree

17% disagree

30% neither agree or disagree or don't know

Early deployments of GenAI in customer service have been shown to increase satisfaction, but companies still need to be careful to monitor how their use of GenAI is perceived. GenAI should be positioned as improving quality, not reducing cost, and sensitive interactions should still be handled by humans.

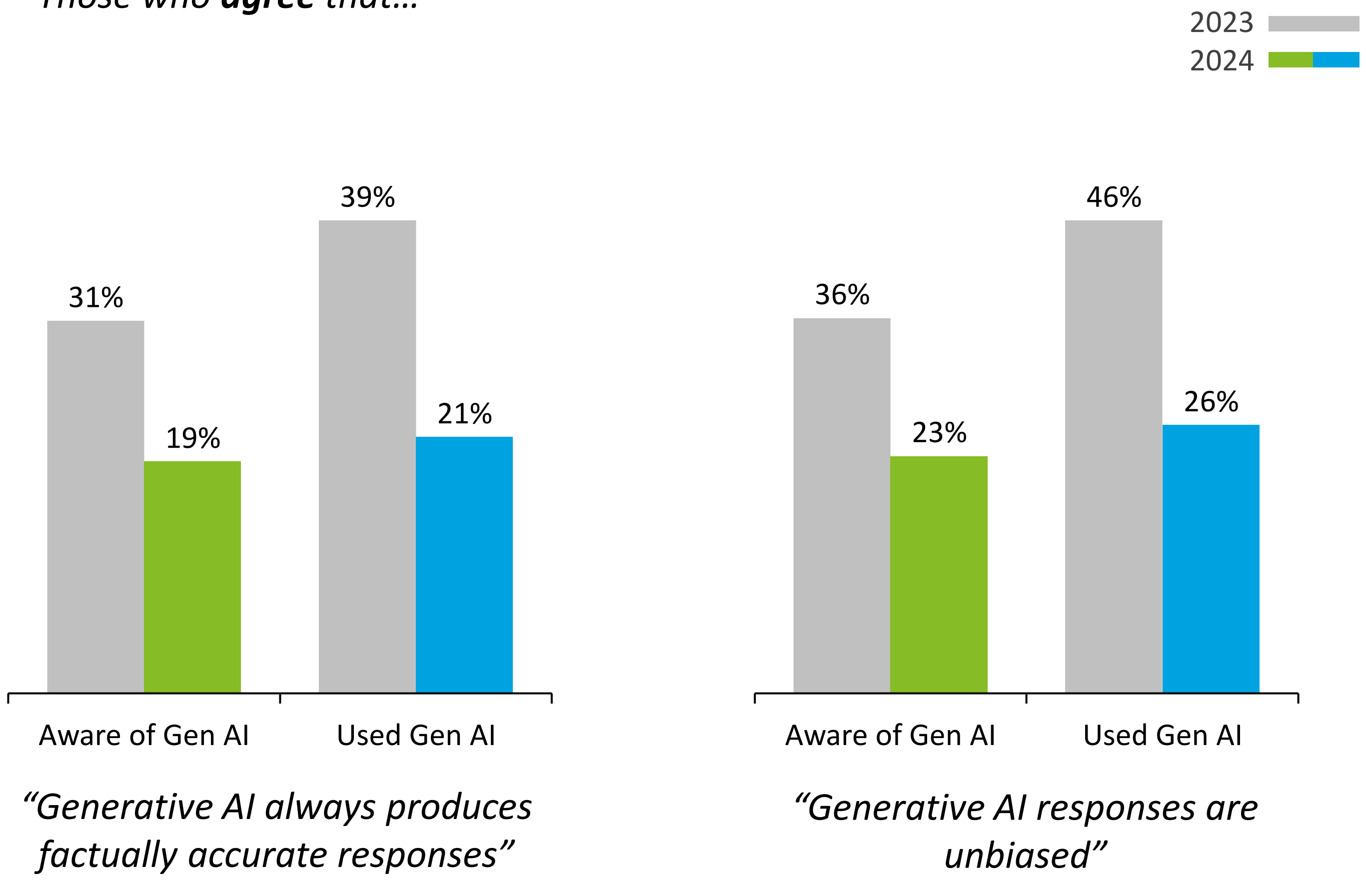
Weighted base: All respondents aged 18-75 years, who are aware of generative AI, 2024 (1201). Source: Deloitte Digital Consumer Trends, NL, 2024

Confidence in GenAI's reliability has fallen significantly since 2023

Key findings

- Generative AI can hallucinate (make mistakes) or produce biased responses, which might be due to the type of data contained in its training set.
- As these are inherent properties in how GenAI works, overcoming these issues with a technical solution may be challenging.
- Although the numbers of users and non-users who think the technology always provides correct and unbiased responses has fallen considerably in 2024, a subset of people remain underinformed about how generative AI works, and its drawbacks.
- Given that 48% of AI adopters in the Netherlands are using GenAI for work, a robust governance structure and employee training are important to mitigate these risks.

*Those who **agree** that…*

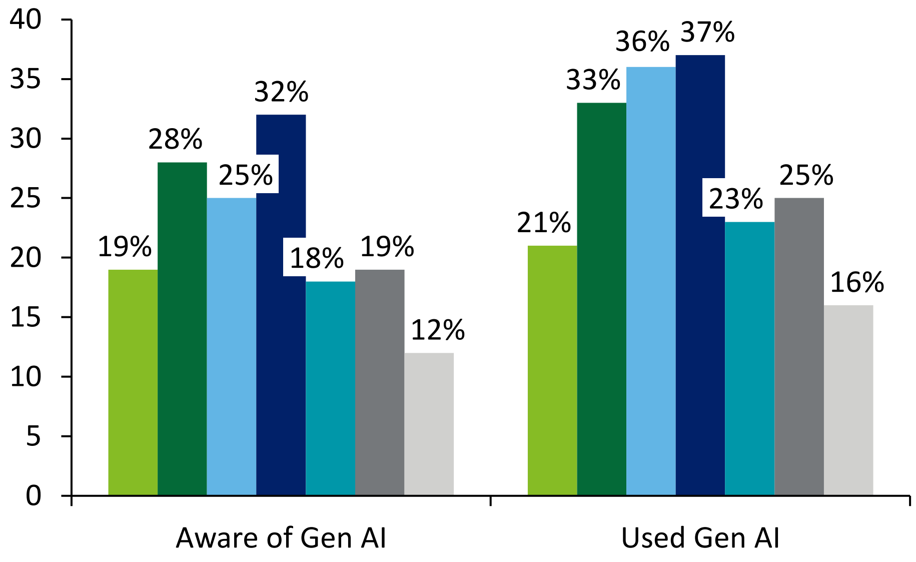


Weighted base: All respondents aged 18-75 years, who are aware of any Generative AI tool (1201/2000), who have used any Generative AI tool (841//1201)
Source: Deloitte Digital Consumer Trends, NL, 2024

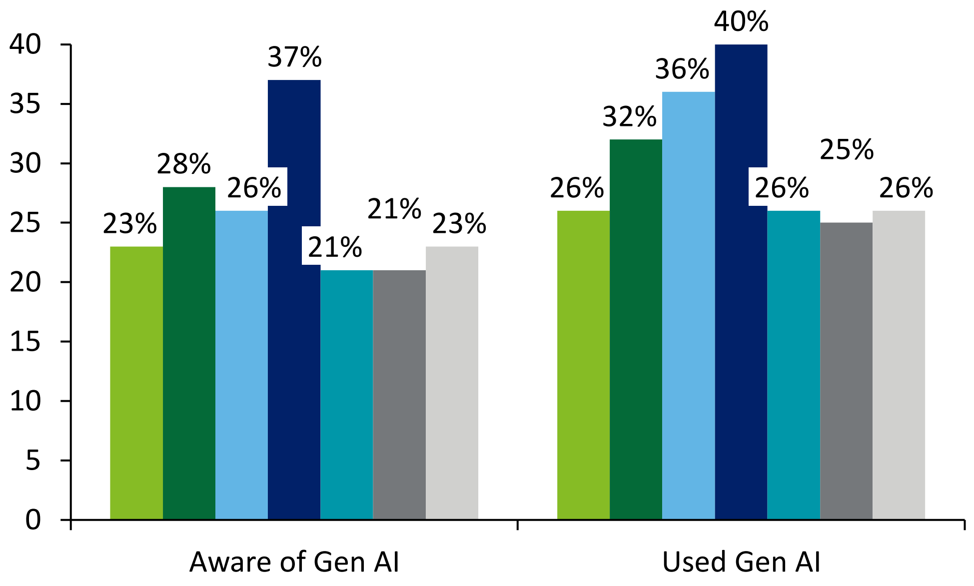
Like their Nordic counterparts, Dutch consumers tend to be sceptical that GenAI produces factually accurate and unbiased responses

In Italy, citizens have the greater confidence that GenAI is both factually accurate and unbiased

*Those who **agree** that…*



"Generative AI always produces factually accurate responses"

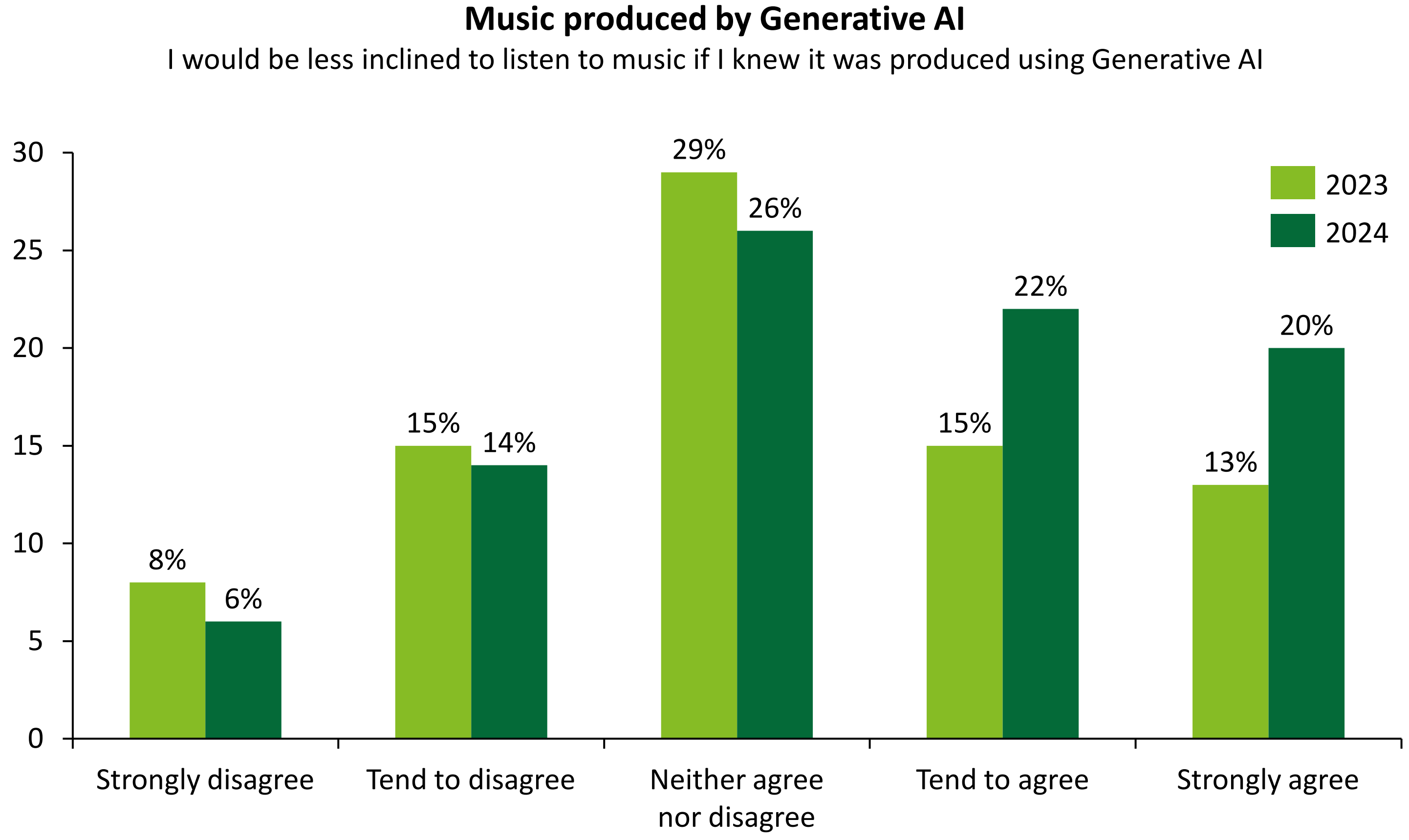


"Generative AI responses are unbiased"

The Netherlands | Belgium | United Kingdom | Italy | Sweden | Denmark | Norway

Weighted base: All respondents aged 18-75 years, who are aware of any Generative AI tool (1201/2000), who have used any Generative AI tool (841//1201)
Source: Deloitte Digital Consumer Trends, NL, 2024

People are becoming increasingly cautious or sceptical about music produced by generative AI



Key findings

- There is a noticeable rise (from 28% in 2023 to 42% in 2024) in the proportion of Dutch people who are less inclined to listen to music if they know it was produced by generative AI.
- This suggests mounting reservations about AI-generated music.

Weighted base: All respondents aged 18-75 years, 2024 (2,000)
Source: Deloitte Digital Consumer Trends, NL, 2024

DEVICES

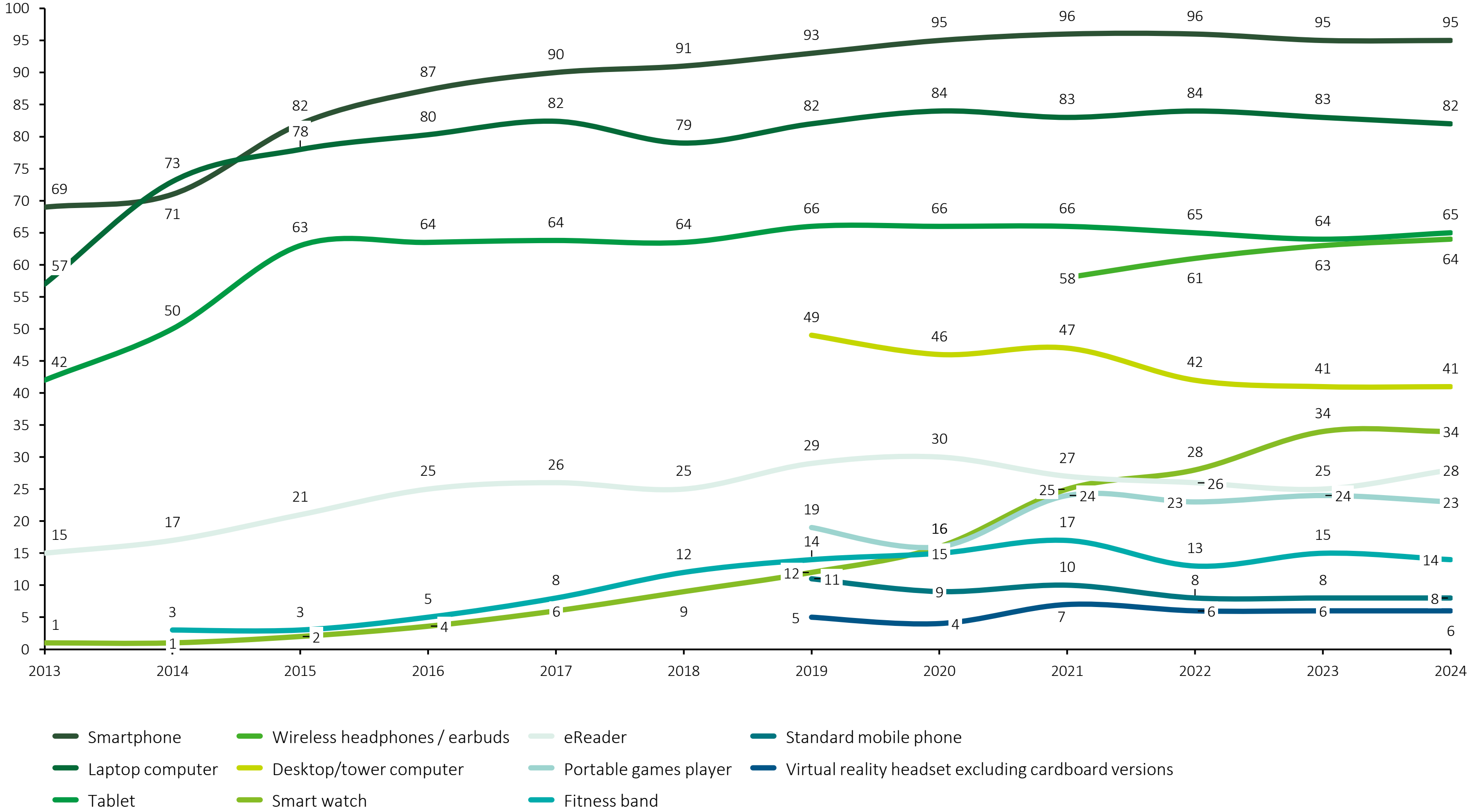
Adoption of almost all digital devices has now plateaued

Key findings

- In 2024, wireless headphones/ earbuds was the only device category to reach an all-time high adoption rate (64%).
- Devices tend to plateau at different levels, depending on their utility.
- Most major consumer electronic categories have reached, or are approaching, their plateau.
- Smart watches seem to have hit their plateau for the first time
- New form factors, such as compact AI devices, may struggle to challenge existing devices.

Devices

Which of the following devices do you own or have ready access to?[1]



Weighted base: All respondents aged 18-75 years, 2019 (2,000), 2020 (2,000), 2021 (2,000), 2022 (2,000), 2023 (2,000), 2024 (2,000)
Note: 1) Over the years the questionnaire question scope has broadened. Hence why certain devices have only limited historically data
Source: Deloitte Digital Consumer Trends, NL, 2013-2024

Some devices are used far more frequently than others

Key findings

- Consumers reported their usage of devices in the past day varies from 97% for smartphones to 12% for VR headsets.
- With both a low adoption rate and low usage rate, VR headsets have relatively little traction
- Multi-functional and portable, smartphones are often used for several hours per day.
- While only one third of Dutch consumers own a smart watch, they are heavily used on a daily basis

Devices: Daily Usage

When was the last time you used this device? [In the last day]

[Of those who have each device]

Devices category	Ownership Rate	Daily Usage rate of devices owners
Smartphone	95%	97%
Laptop computer	82%	60%
Tablet	65%	55%
Wireless headphones / earbuds	64%	46%
Desktop/tower computer	41%	54%
Smart watch	34%	68%
eReader	28%	34%
Portable games player	23%	19%
Fitness band	14%	51%
Standard mobile phone	8%	35%
Virtual reality headset	6%	12%

Weighted base: All respondents aged 16-75 years, 2024, with a smartphone (1,901), laptop (1,650), Tablet (1,299), Wireless headphones / earbuds (1,283), Desktop/tower computer (824), Smart watch (689), eReader (557), Portable games player (468), Fitness band (283), Standard mobile phone (153), Virtual reality headset (116)

Source: Deloitte Digital Consumer Trends, NL, 2024

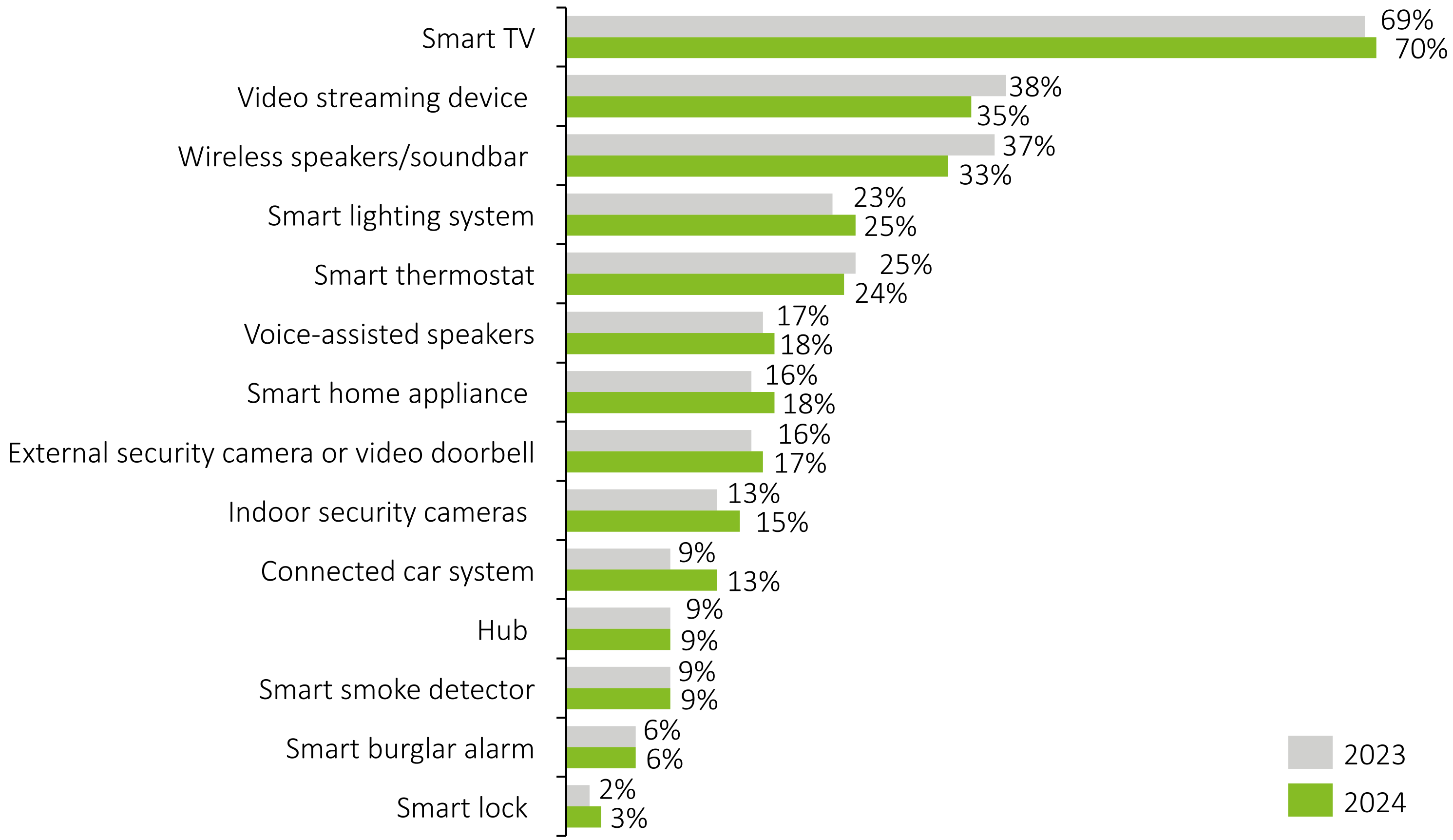
Adoption of smart home devices is growing slowly, but some devices are becoming less popular

Key findings

- There is only incremental growth in ownership of smart home devices
- Of the respondents, 88% now have some sort of connected device at home
- The majority of people have a smart TV or have ready access to one
- There is a decline in adoption of video streaming devices, wireless speakers/soundbars and smart thermostats
- The external security camera or video doorbell is the most widely deployed security device

Smart home devices

Which, if any, of the following devices do you own or have ready access to?



Weighted base: All respondents aged 16-75 years, 2023 (2,000), 2024 (2,000)
Source: Deloitte Digital Consumer Trends, NL, 2024

Only 17% of consumers plan to purchase a smartphone next year, suggesting limited enthusiasm for new models

Devices: Planned Purchases

Which, if any, of the following devices do you intend to purchase in the next 12 months?

Consumers plan to purchase…

- **17%** Smartphone
- **11%** Laptop
- **10%** Smart watch
- **9%** Smart TV
- **9%** Tablet
- **8%** Wireless headphones
- **7%** Desktop
- **6%** Games console
- **5%** Fitness band
- **4%** Voice-assisted speaker
- **4%** VR headset
- **3%** Portable games player

44%

of consumers do not plan to purchase a device in the next 12 months

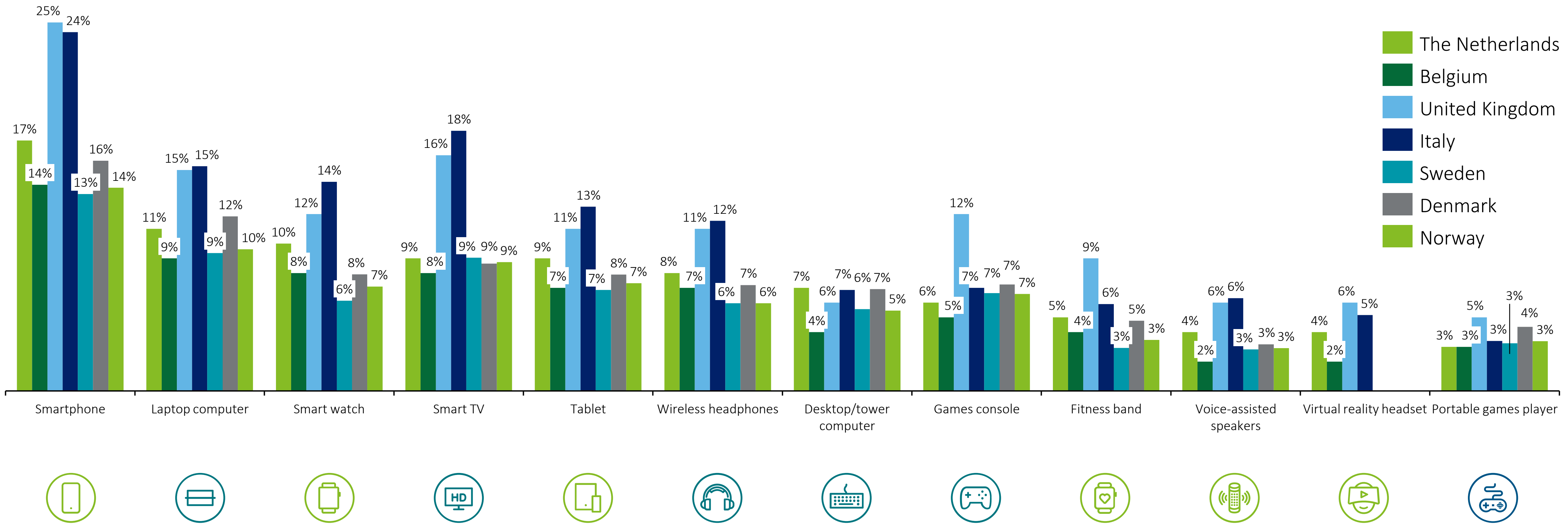
There are no brand new device categories, and many incumbent categories (such as smartphones) now have predictable replacement cycles for consumers.

Weighted base: All respondents aged 16-75 years, 2024, (2,000)
Source: Deloitte Digital Consumer Trends, NL, 2024

Dutch consumers are planning significantly fewer device purchases than those in the United Kingdom and Italy

Devices: Planned Purchases

Which, if any, of the following devices do you intend to purchase in the next 12 months?



Weighted base: All respondents aged 16-75 years, 2024, (2,000)
Source: Deloitte Digital Consumer Trends, NL, 2024

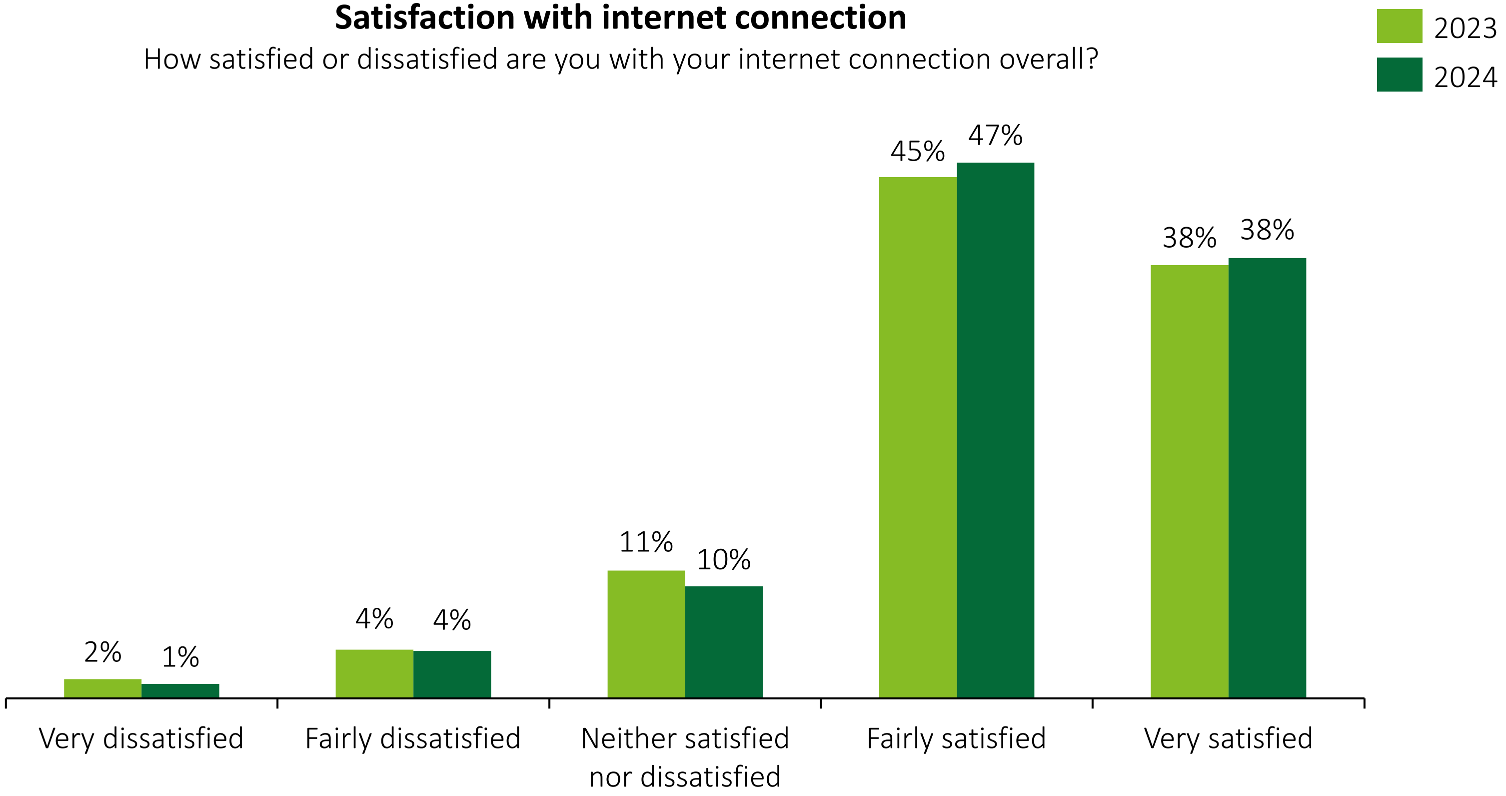
NETWORKS

Broadband satisfaction levels continue to nudge upwards

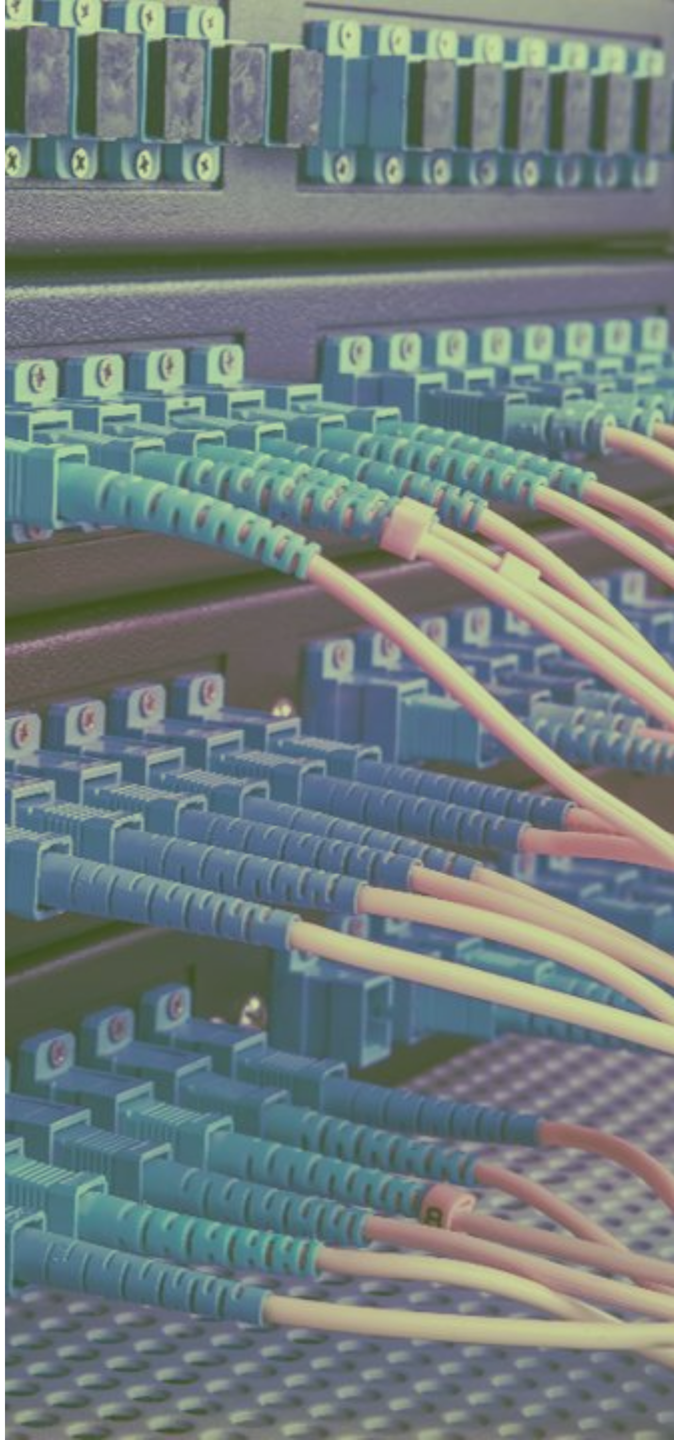
More than four in five (85%) consumers are now at least "fairly" satisfied with their broadband. This is mainly due to an uplift among individuals aged 25 and older. The age group 18-24 is the "least" satisfied, with 74% expressing satisfaction, which is almost 10 percentage points lower than the next least satisfied age group, 25-34, with 83% satisfaction.

Satisfaction with internet connection

How satisfied or dissatisfied are you with your internet connection overall?



Weighted base: All respondents aged 18-75 years, with an internet connection 2024 (1,429)
Source: Deloitte Digital Consumer Trends, NL, 2024



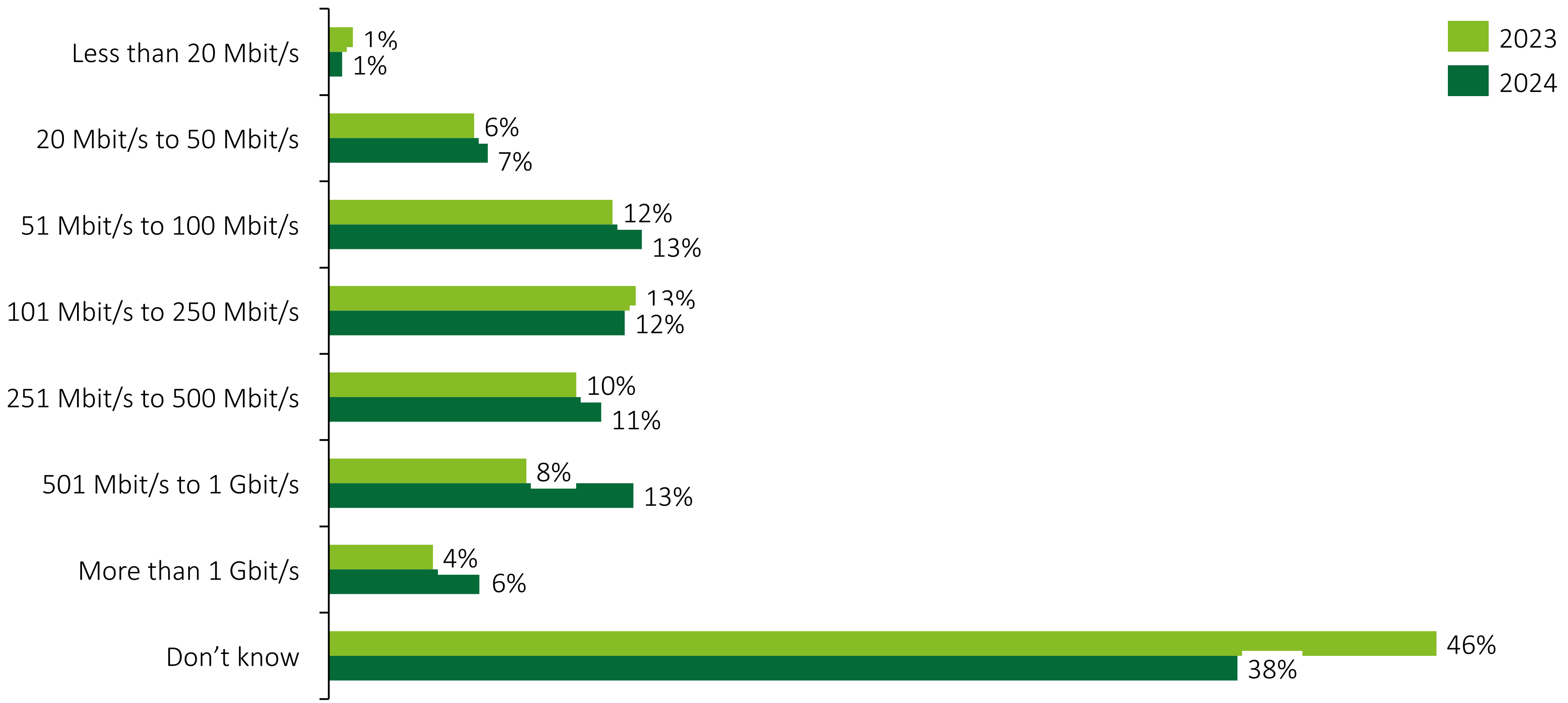
For many households, broadband speed is not an issue; reliability and in-home coverage may matter more

Key findings

- Almost 40% of consumers do not know what their home broadband speed is, possibly because speed is not an issue.
- This trend is particularly evident among women, with 54% uncertain compared to less than half that percentage for men (24%).
- Age also plays a role, with a noticeable increase in uncertainty starting from the 45-54 age group, where 45% are unsure, compared to 32% in the previous age group.

Broadband Speeds

How fast is the home internet connection you currently have?

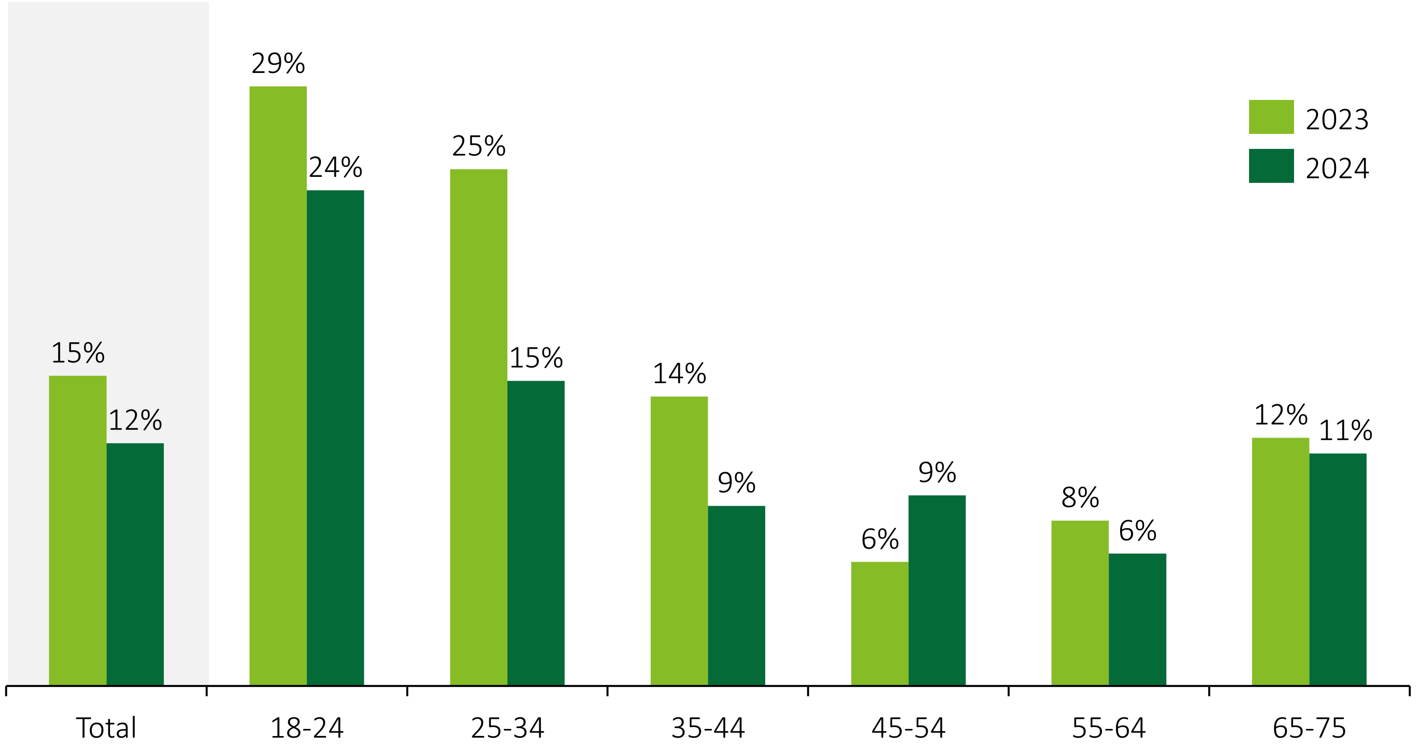


Weighted base: All respondents aged 18-75 years, with an internet connection 2024 (1,429)
Source: Deloitte Digital Consumer Trends, NL, 2024

Most age groups are becoming less reliant on mobile connections

Mobile as a Primary Connection

Which, if any, of the following types of internet or home broadband connection is the MAIN one you use in your household? [Using data from a mobile operator's network]



Key findings

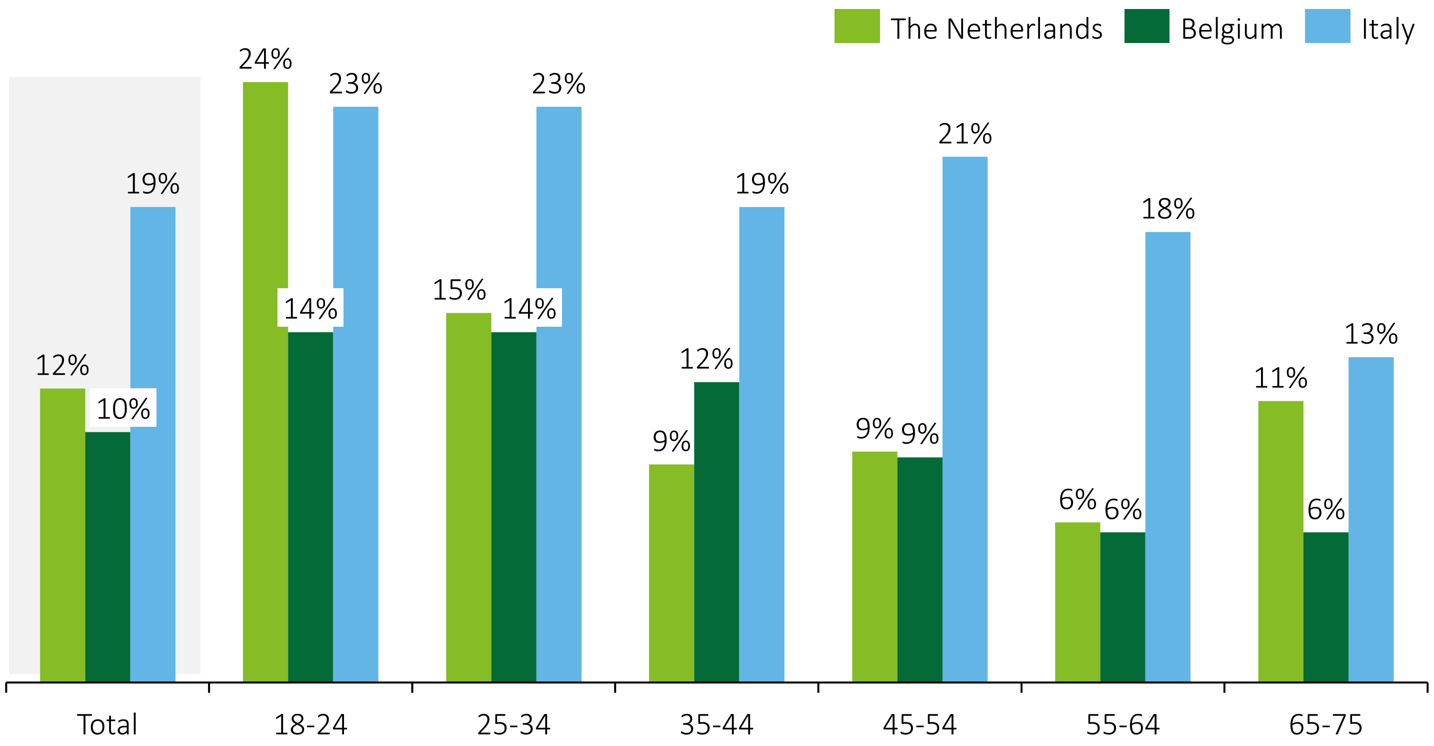
- Respondents in the 45-54 age category are the only group to report an increase in usage of mobile as a primary connection.
- One in four people (24%) between 16-24 say that their primary household connection is a mobile operator's network.
- For young people on lower salaries, who are more likely to be in rented accommodation, and more likely to move often, fixed wireless access may provide a compelling alternative to a potentially expensive and inflexible fixed broadband product.

Weighted base: All respondents aged 18-75 years, 2024 (2,000)
Source: Deloitte Digital Consumer Trends, NL, 2024

In the Netherlands and Belgium, far fewer consumers are reliant on mobile networks as their primary internet connection than in Italy

Mobile as a Primary Connection

Which, if any, of the following types of internet or home broadband connection is the MAIN one you use in your household? [Using data from a mobile operator's network]



Key findings

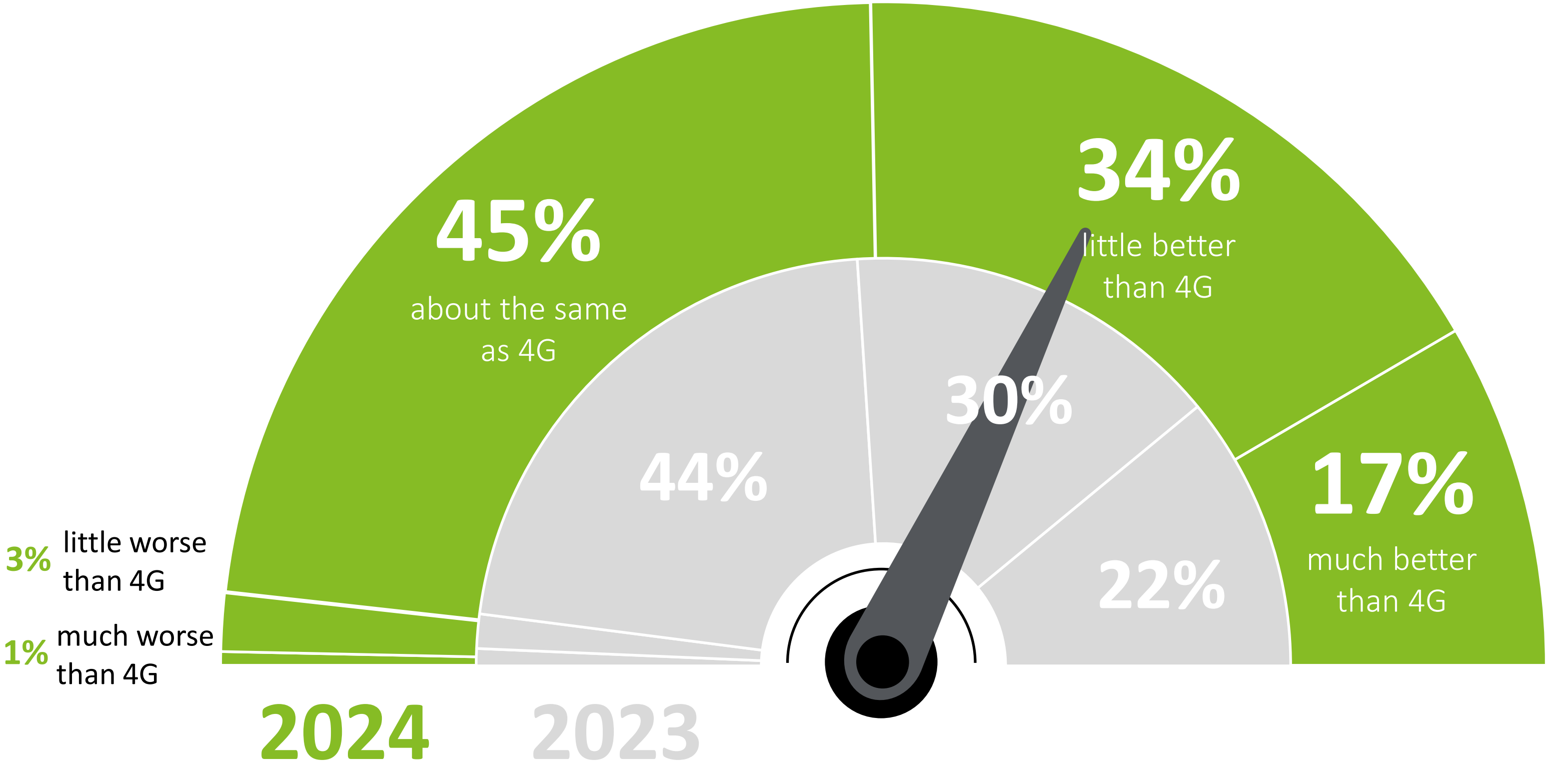
- Italy shows the highest reliance on mobile as a primary internet connection across all age groups, with a notable peak in the 45-54 age group (21%)
- Belgium shows consistently lower percentages across all age groups, with the highest adoption at only 14% in the 18-24 and 25-34 age groups

Weighted base: All respondents aged 18-75 years, 2024 (2,000)
Source: Deloitte Digital Consumer Trends, NL, Belgium, Italy, 2024

Consumers are underwhelmed by 5G; only a slight majority can tell the difference between 5G and 4G

4G vs 5G

Since using a 5G network on your phone, how has your overall experience of mobile internet been?*



Key findings

- In the four years since the first 5G networks launched in the Netherlands, the roll out of 5G base stations and the availability of 5G smartphones has expanded.
- However, perception of 5G as a superior technology relative to 4G has barely changed in the past 12-months.
- A slight majority (51%) consider 5G to be better than 4G, with 60% of men holding this view and 38% of women. Some 45% of users see little difference. This helps explain why few consumers have been willing to pay a premium for 5G.

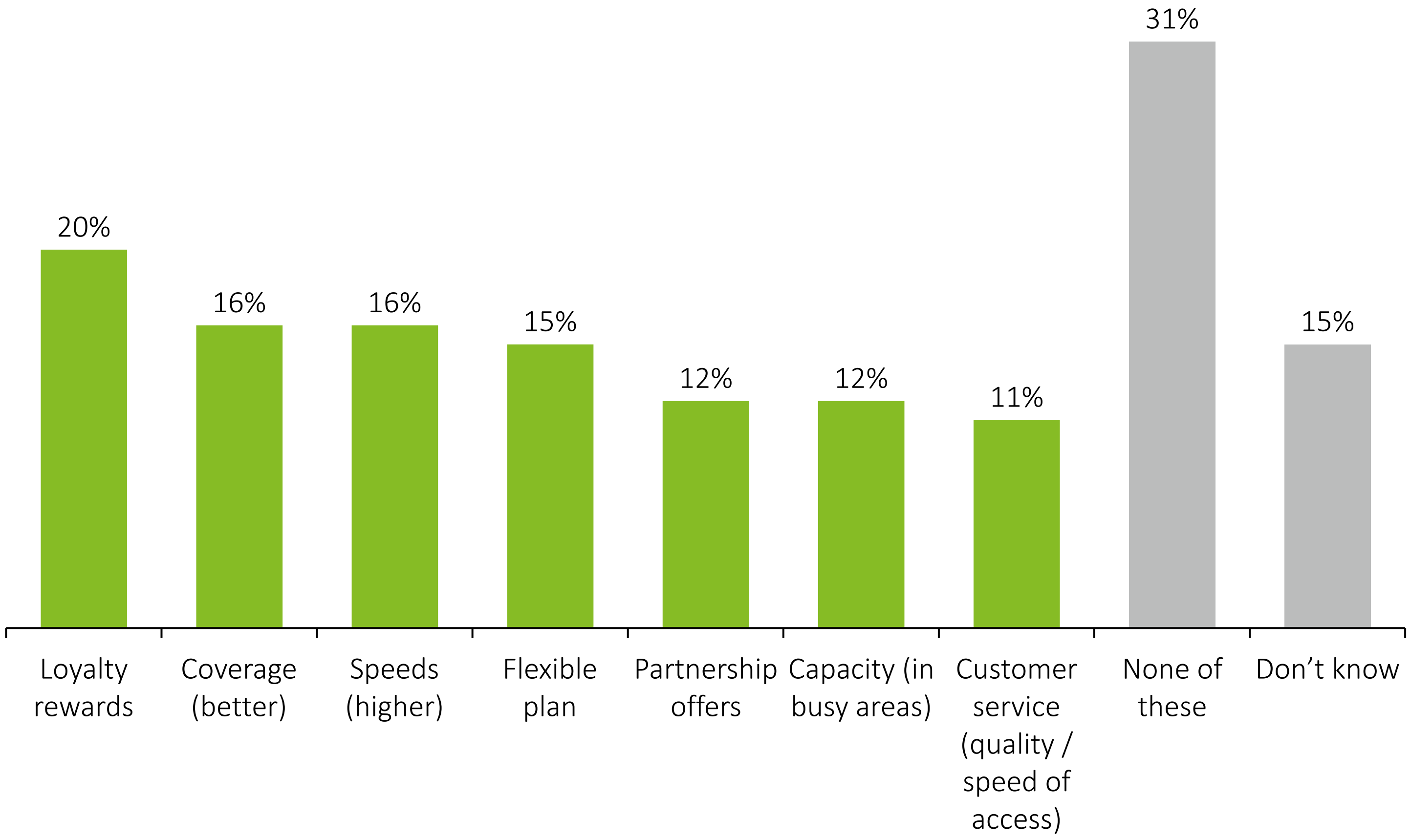
Weighted base: All respondents aged 18-75 years who currently have 5G on their main phone, 2024 (1,153)
*Rebased to exclude those who have only ever used 5G, and those who Don't Know
Source: Deloitte Digital Consumer Trends, NL, 2024

Consumers value loyalty rewards more than better mobile coverage and higher speeds

Churn factors

Which, if any, of the following would encourage you to switch mobile network provider?

[Respondents could select multiple answers]



Key findings

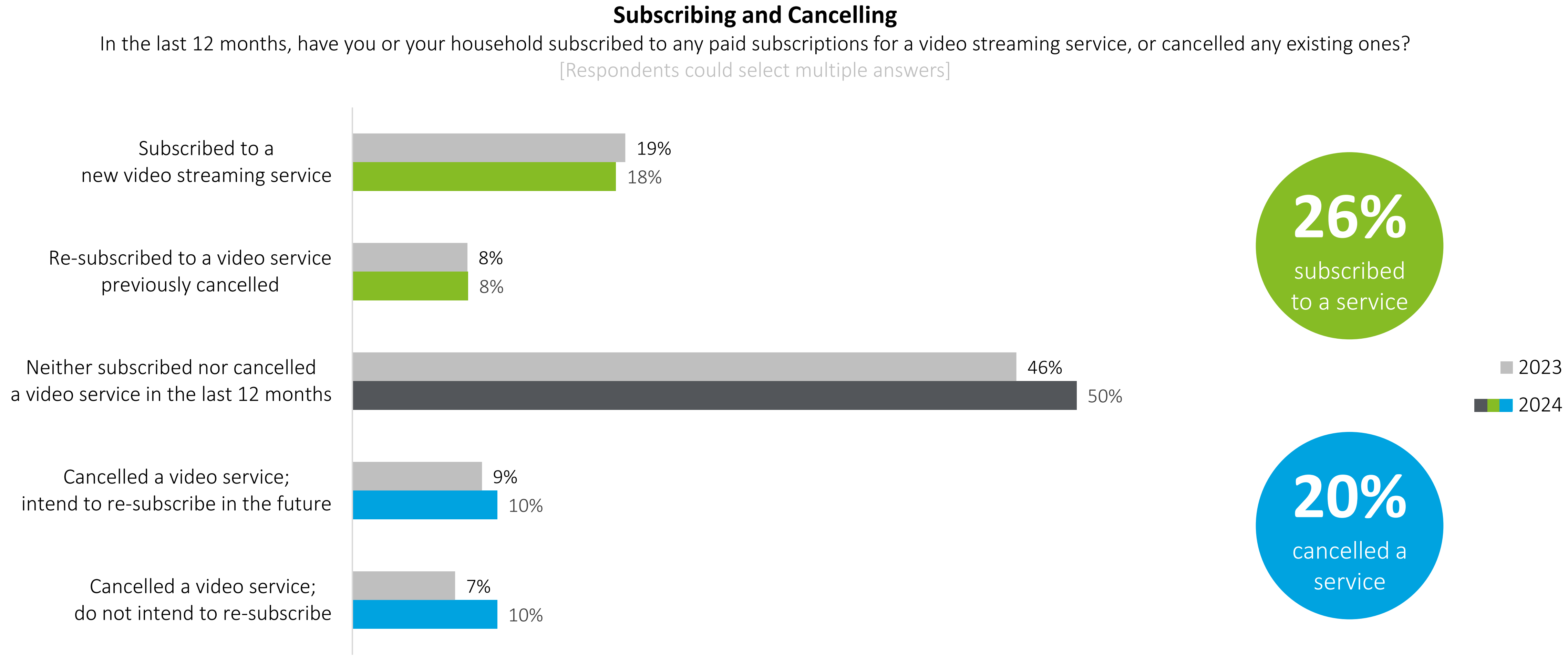
- The three most important factors driving customer churn (*people were able to select multiple answers*) are loyalty rewards, better coverage and higher speeds.
- Among all listed churn factors, customer service is considered the least important factor.

Weighted base: All respondents aged 18-75 years who have access to a phone or smartphone 2024 (1,944)

Source: Deloitte Digital Consumer Trends, NL, 2024

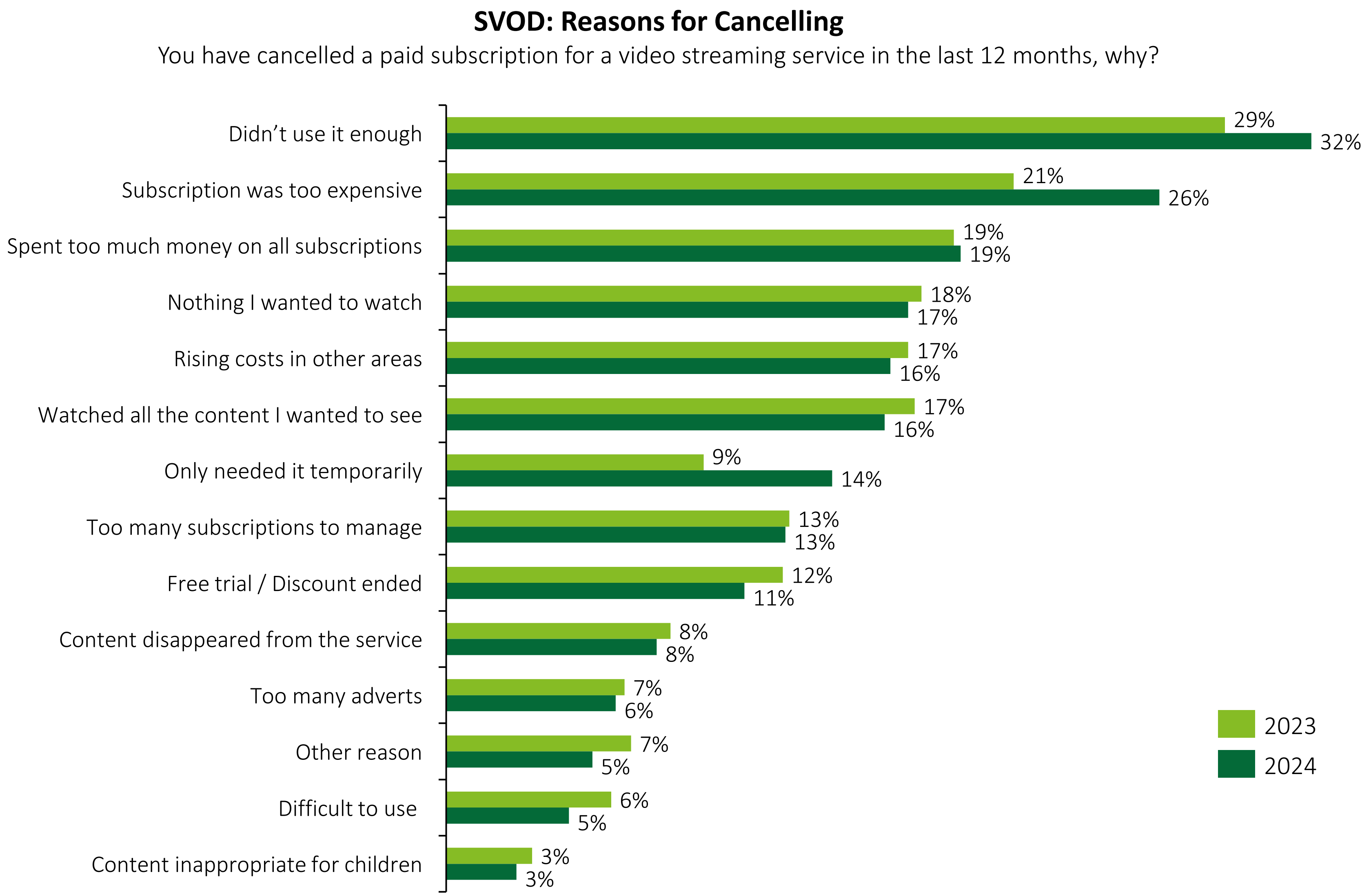

SUBSCRIPTION

The subscription market is maturing quickly – half of consumers didn't change their subscriptions in 2024



Weighted base: All respondents aged 18-75 years, 2024 (2,000)
*Not shown are respondents who answered Can't Remember (13%)
Source: Deloitte Digital Consumer Trends, NL, 2023-2024

Price rises are prompting people to cancel subscription video-on-demand services

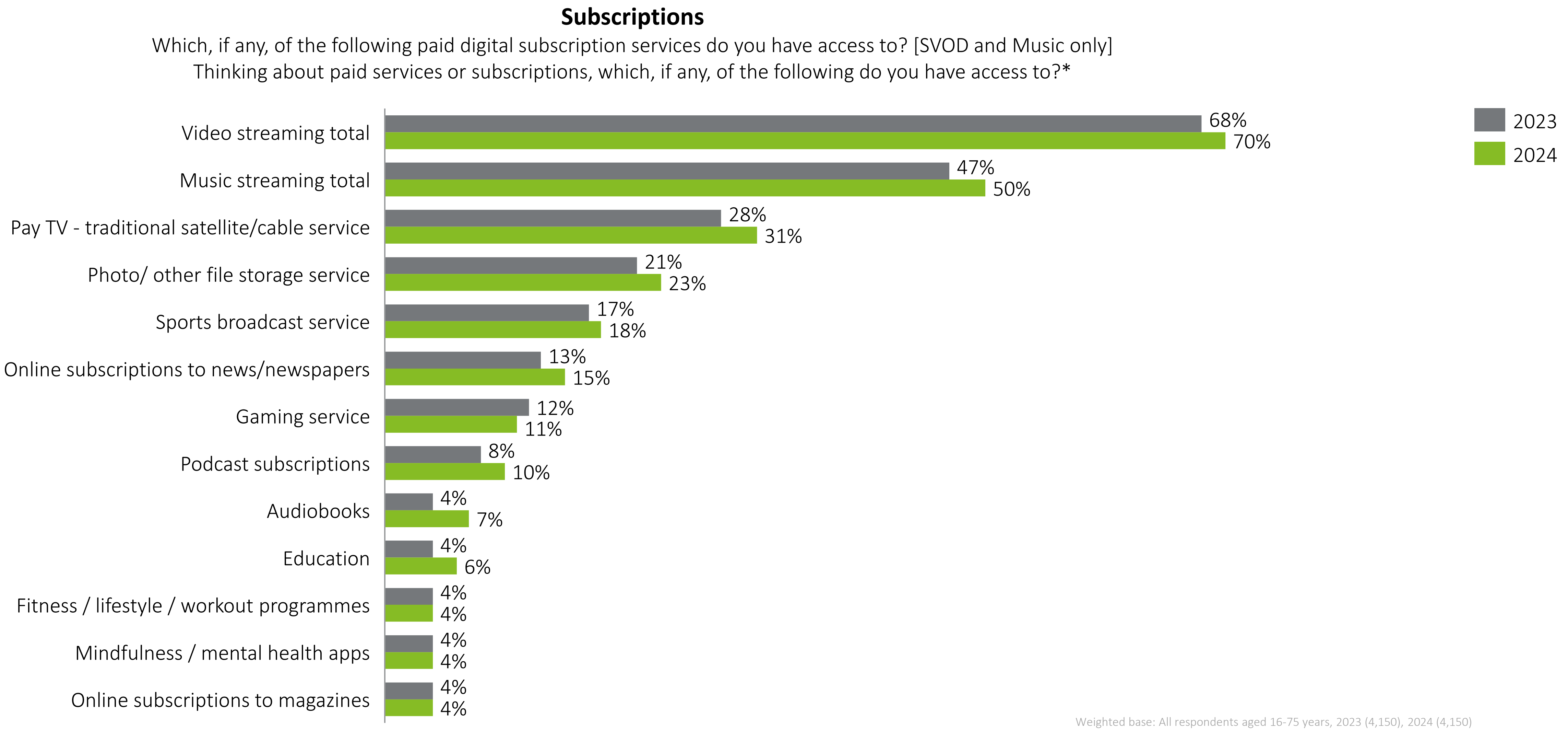


Key findings

- The main reason for canceling, as in previous years, was insufficient usage.
- The reason "subscription was too expensive" saw the largest increase, compared to last year, with a rise of 5 percentage points.
- Men were more likely to react to the removal of their favourite content from the streaming service, with 11% citing this as a reason for canceling their subscription, compared to only 4% of women.

Weighted base: All respondents aged 18-75 years, who cancelled a paid video service in last 12 months, 2024 (1,076)
*Not shown are respondents who answered Don't Know (1%), Other (7%)
Source: Deloitte Digital Consumer Trends, NL, 2022-2024

The overall digital subscription market is still growing, with video and music streaming the most popular categories

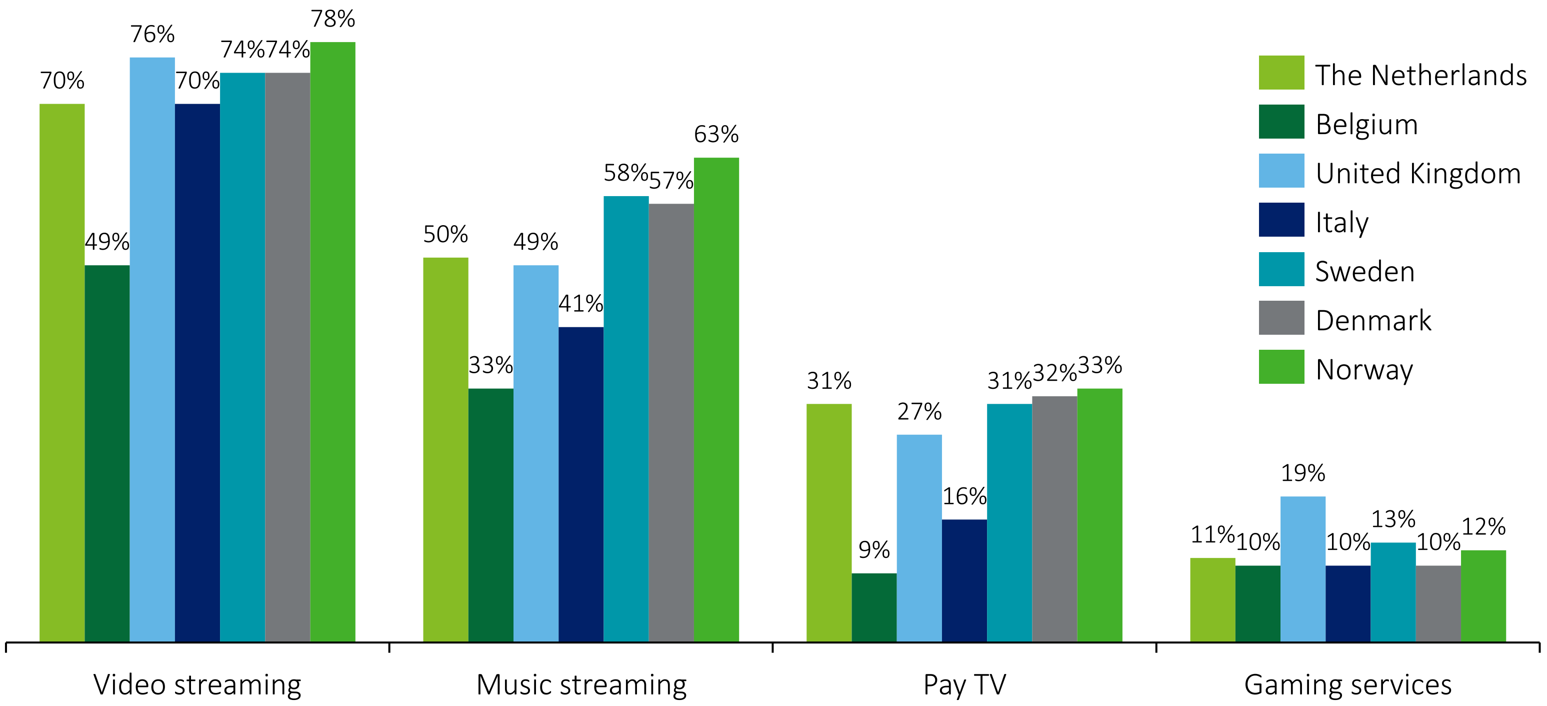


Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150)
*not shown are respondents who answered None of These, Don't Know
Source: Deloitte Digital Consumer Trends, UK, 2024

Dutch consumers are less likely to subscribe to video and music services than their Nordic counterparts

Subscriptions

Which, if any, of the following paid digital subscription services do you have access to? [SVOD and Music only]
Thinking about paid services or subscriptions, which, if any, of the following do you have access to?*



Key findings

- Video streaming services have high penetration across all countries, with Norway leading at 78% access, followed closely by Sweden and Denmark at 76% and 74%, respectively, whilst Belgium shows the lowest usage at 49%
- Subscriptions for gaming services are generally low across all countries. The UK leads with 19%, whereas other countries, including Denmark and Belgium, have similar levels at around 10%

Weighted base: All respondents aged 18-75 years, 2024 (2,000)
Source: Deloitte Digital Consumer Trends, NL, Belgium, UK, Italy, Sweden, Denmark, Norway, 2024


NEWS

TV remains a primary source of news, but more than 1 in 4 news consumers prefer social media

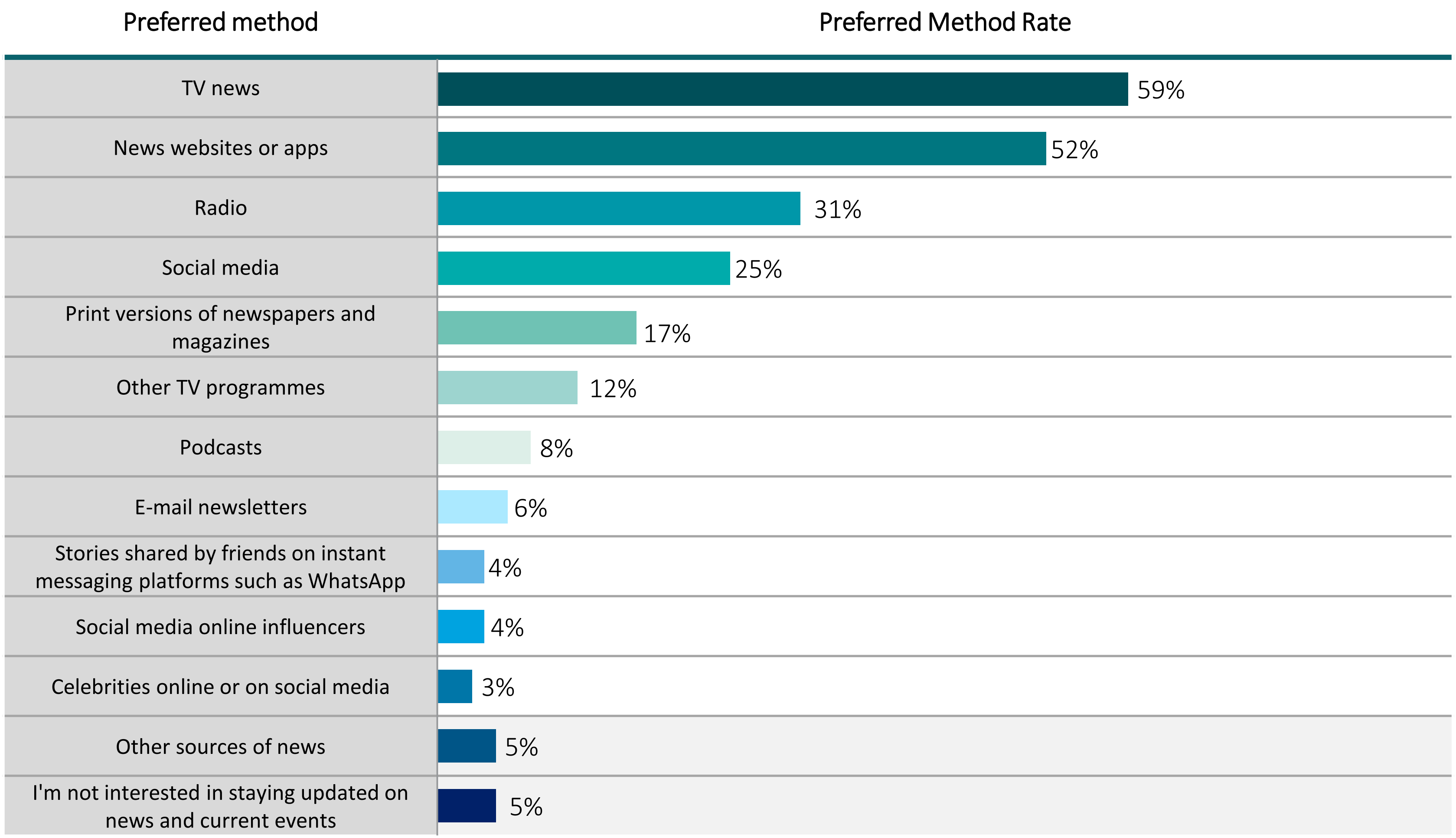
Key findings

- TV news (59%) is the most popular way to stay up to date on news or current events
- A minority group of 5% is not interested in following the news
- However, there are large variations between age groups. The next slide will deep-dive on this subject

News

What are your most preferred methods to stay updated on news or current events?

[Respondents selected top three]



Weighted base: All respondents aged 16-75 years, 2024 (2,000)
Source: Deloitte Digital Consumer Trends, NL, 2024

Young people tend to prefer social media for news, while older people skew towards TV

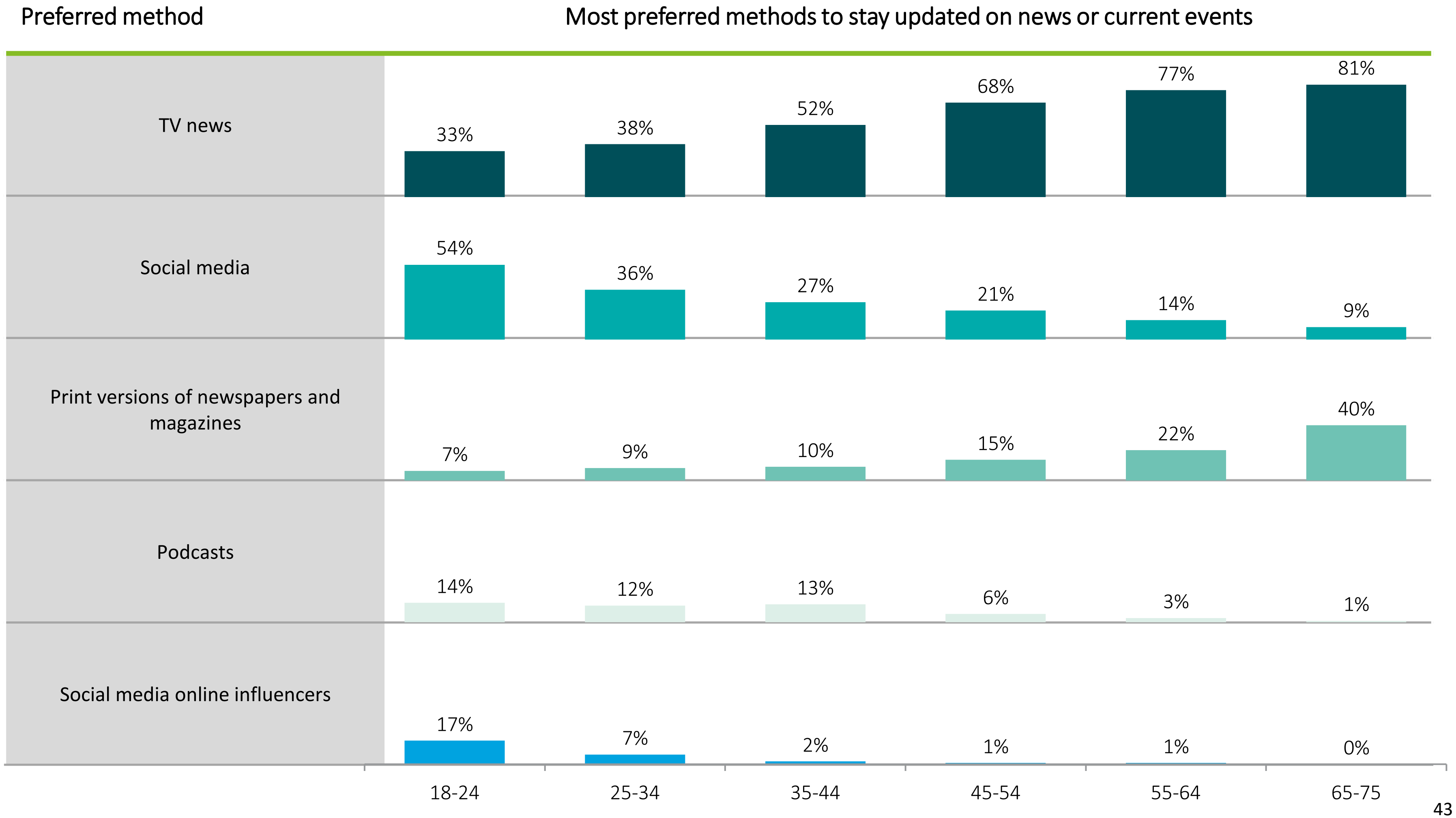
Key findings

- The majority of 18–24-year-olds prefer social media to TV as a news source
- Very few 35–75-year-olds regard social media online influencers as their preferred source of news
- Overall, incumbent TV news and print versions of newspapers and magazines are less appealing to younger age groups, as these media are challenged by more modern methods

News

What are your most preferred methods to stay updated on news or current events?

[Respondents selected top three]

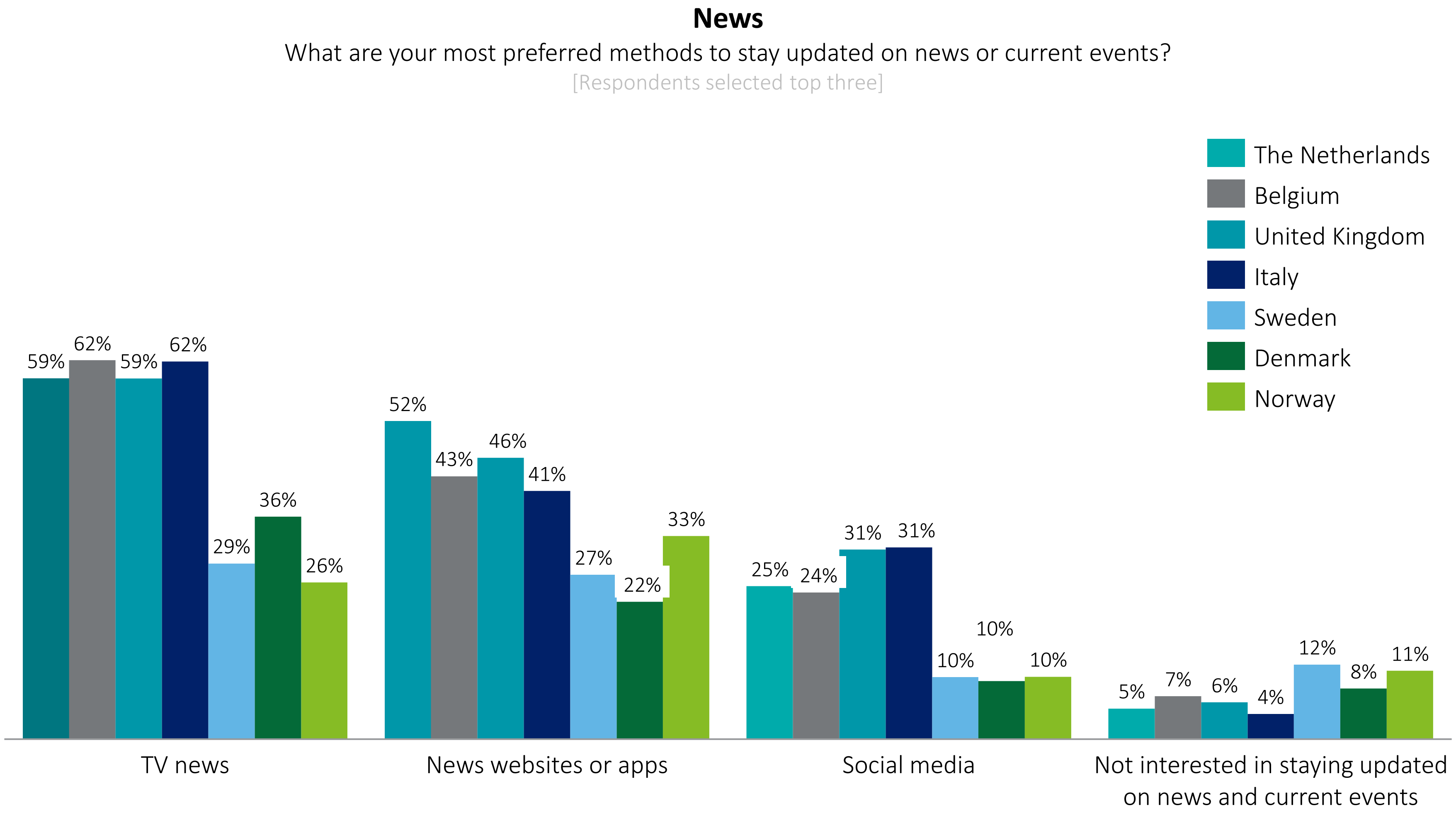


Weighted base: All respondents aged 16-75 years, 2024 (2,000)
Source: Deloitte Digital Consumer Trends, NL, 2024

News websites or apps are more popular in The Netherlands than in other European countries

Key findings

- Dutch consumers are highly engaged with news and current events, with only 5% not interested in staying up to date.
- Consumers in Nordic countries tend to be less interested in staying up to date on news and current events



To check whether news on social media is true, people tend to cross-reference the information across multiple sources

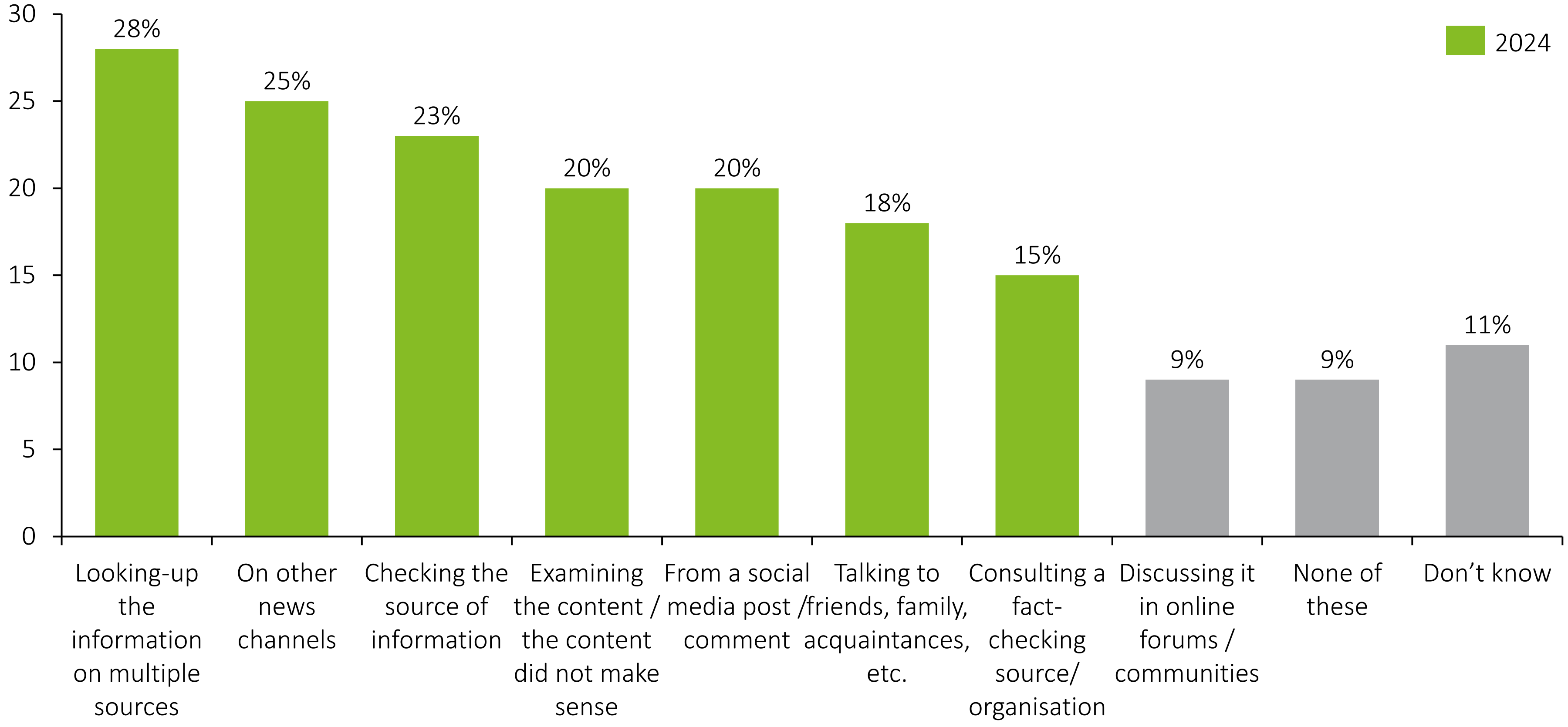
Key findings

- The most common method for identifying fake news is looking up the information across multiple sources (28%), followed closely by checking other news channels (25%) and verifying the source of information (23%).

- This suggests that cross-referencing and source validation are the preferred approaches for many users

Fake information

In which, if any, of the following ways have you personally found out the information presented as true on social media was fake?



Weighted base: All respondents aged 18-75 years, 2024 (1,506)
Source: Deloitte Digital Consumer Trends, NL, 2024

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One in three consumers uses a second-hand device

Devices: Second-Hand Ownership

Which, if any, of the following devices that you currently use were previously owned by someone else?

Consumers have second-hand...

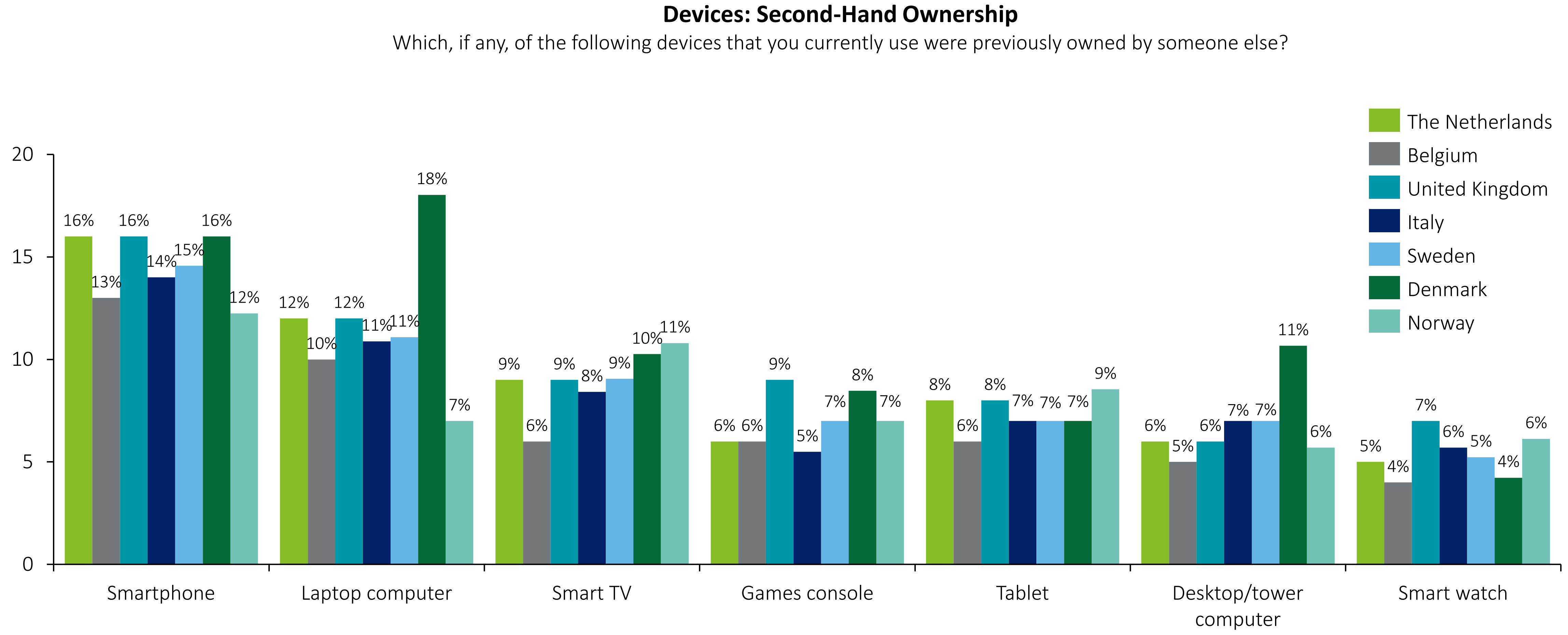
- **16%** Smartphone
- **12%** Laptop
- **9%** Smart TV
- **8%** Tablet
- **6%** Desktop
- **6%** Games console
- **5%** Smart watch
- **4%** Portable games player
- **3%** eReader
- **2%** VR headset

60%

of consumers don't use second-hand or refurbished digital devices

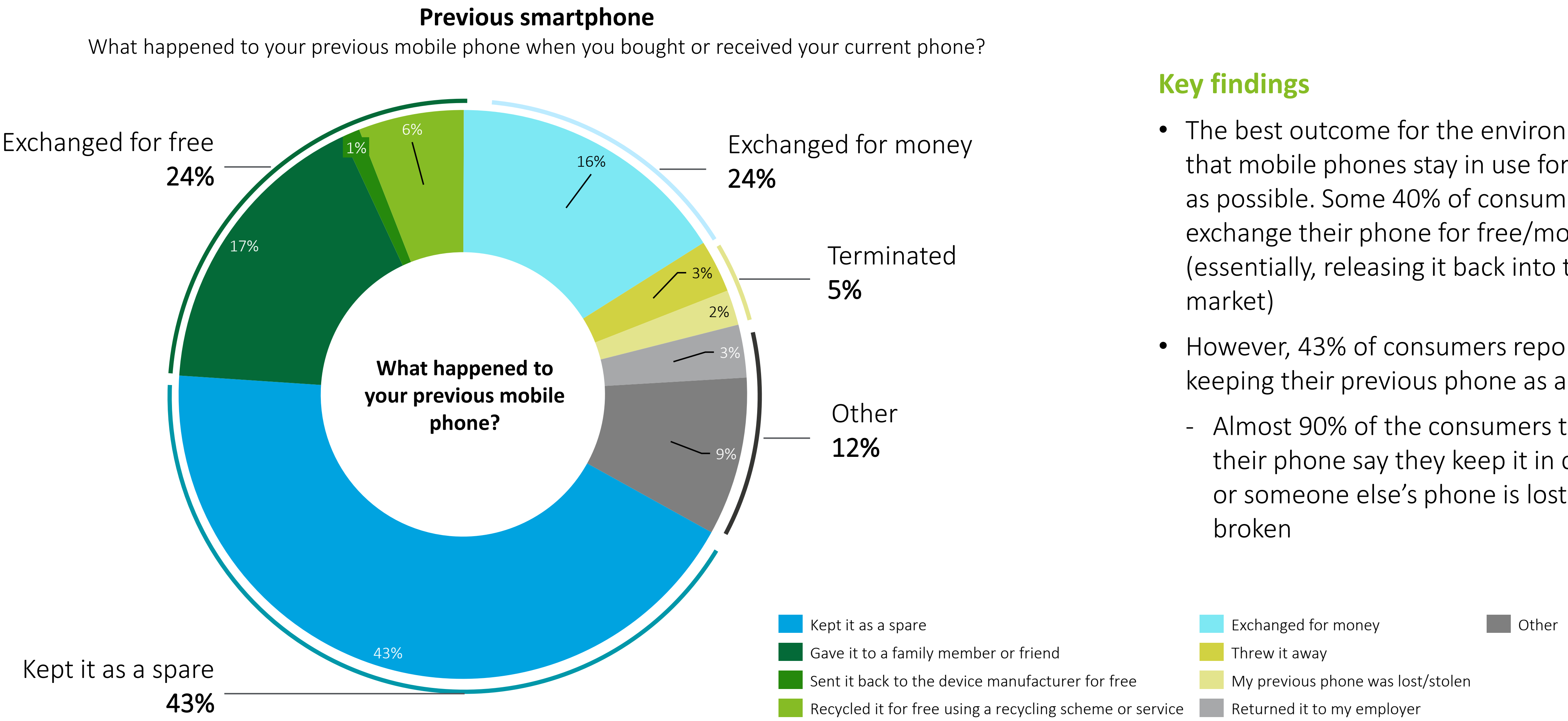
Weighted base: All respondents aged 18-75 years, who have used the devices they own or have access to, 2024 (1989)
Source: Deloitte Digital Consumer Trends, NL, 2024

The Netherlands is a leading adopter of second-hand smartphones, but trails other European countries in some other device categories



Weighted base NL: All respondents aged 18-75 years, who have used the devices they own or have access to, 2024 (1989)
Source: Deloitte Digital Consumer Trends, NL, 2024

Many Dutch consumers (43%) still keep their old smartphone as a spare



Key findings

- The best outcome for the environment is that mobile phones stay in use for as long as possible. Some 40% of consumers exchange their phone for free/money (essentially, releasing it back into the open market)
- However, 43% of consumers report keeping their previous phone as a spare.
  - Almost 90% of the consumers that retain their phone say they keep it in case they or someone else's phone is lost or broken

Weighted base: All respondents aged 16-75 years, who have a phone or smartphone, 2024 (1944)
Source: Deloitte Digital Consumer Trends, NL, 2024

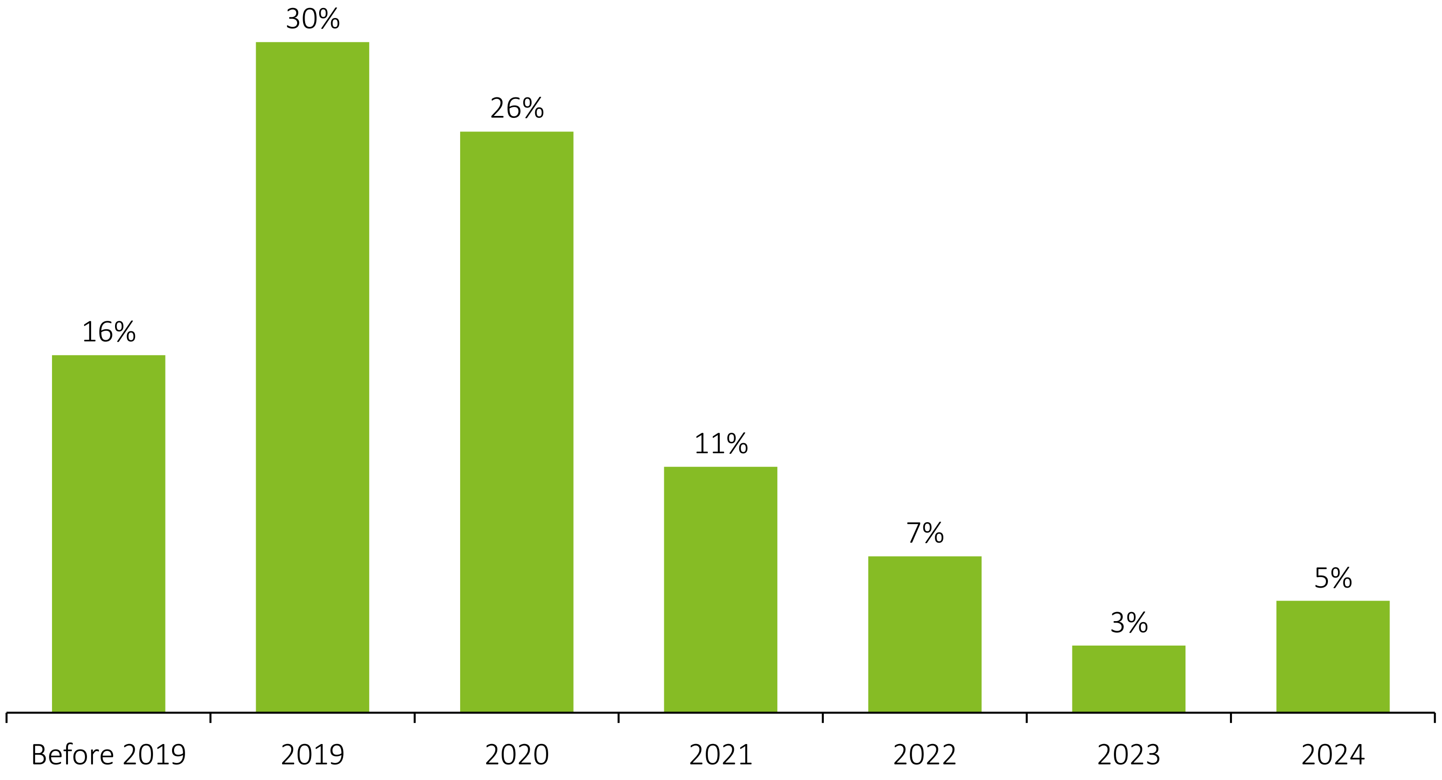
Users are extending the lifespan of their devices, which may be due to better durability, fewer compelling new features, or economic factors

Key findings

- In 2024, nearly half (46%) of the smartphones in use in the Netherlands are at least 4.5 years old.
- As recent smartphone hardware improvements have been iterative, and software developers create apps that run fine on older devices, many consumers are comfortable keeping their smartphone for longer.

Years of Ownership

When did you buy or receive your current phone?



Weighted base: All respondents aged 18-75 years, who have a phone or smartphone, 2024 (972)
Note: Respondents who answered "Don't Know" (2%) not shown
Source: Deloitte Digital Consumer Trends, NL, 2024

Many consumers are sceptical about companies’ eco credentials

Life can be complex, and tracking personal emissions is challenging. Consumers may feel unequipped to properly accredit the companies and brands they buy from, and while they may wish to make eco-conscious decisions, they have few methods to validate them. Consumers tend not to believe companies are genuine in their ESG ambitions.

62% feel companies often overstate their "green" image

27% trust that tech companies are transparent when declaring their carbon footprint

21% have regular conversations with family and friends about carbon footprint

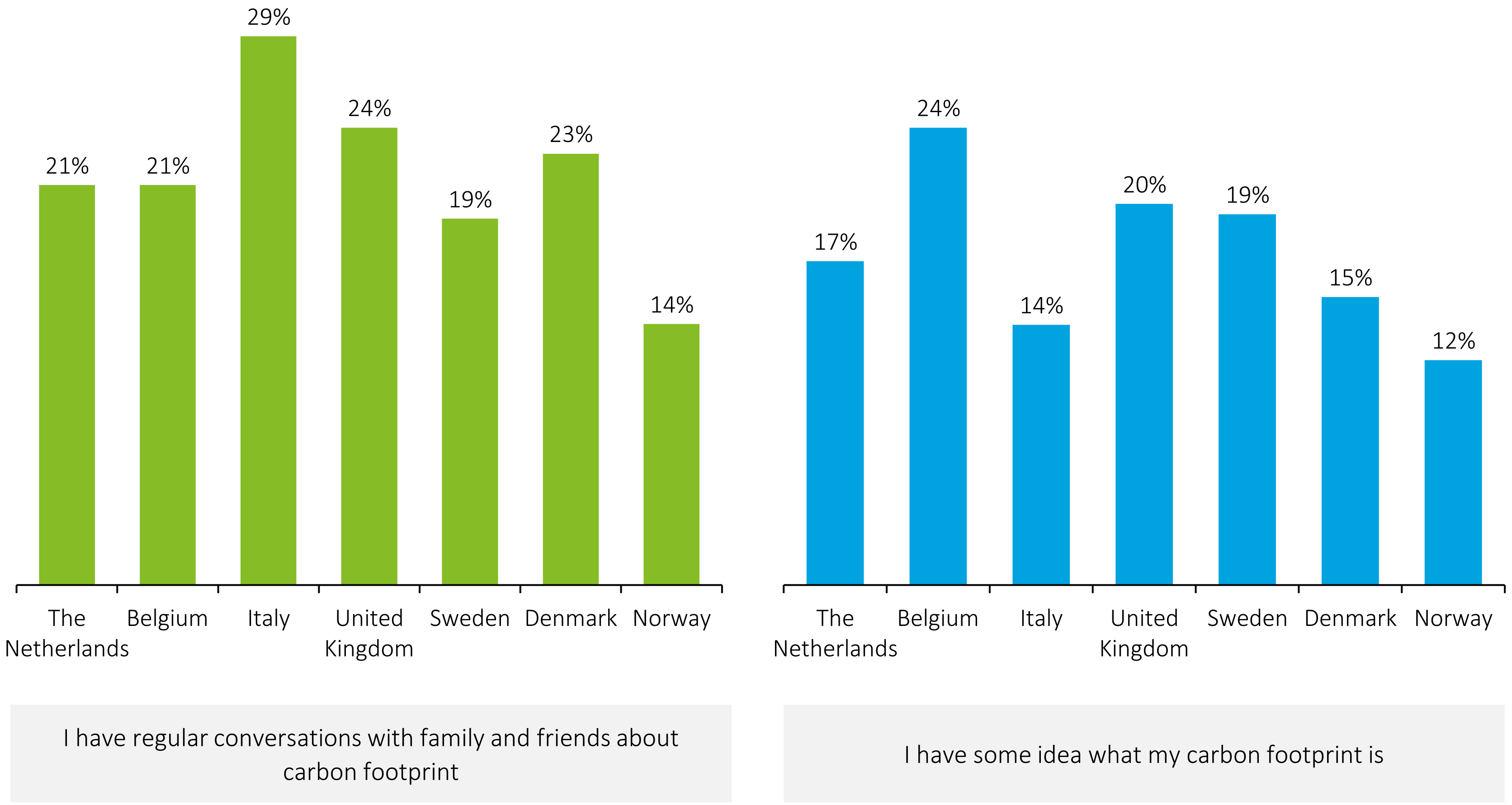
17% have some idea what their carbon footprint is

Weighted base: All respondents aged 16-75 years, 2024 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2024

People in the Netherlands are less likely than many other Europeans to monitor or discuss their carbon footprint

Carbon footprint

Do you agree with the following statements?



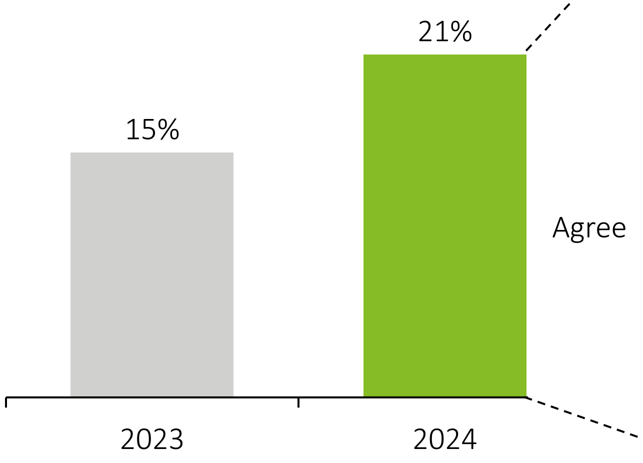
More people now discuss their carbon footprint

Carbon footprint attention

I have regular conversations with family or friends about the carbon emissions of different activities?

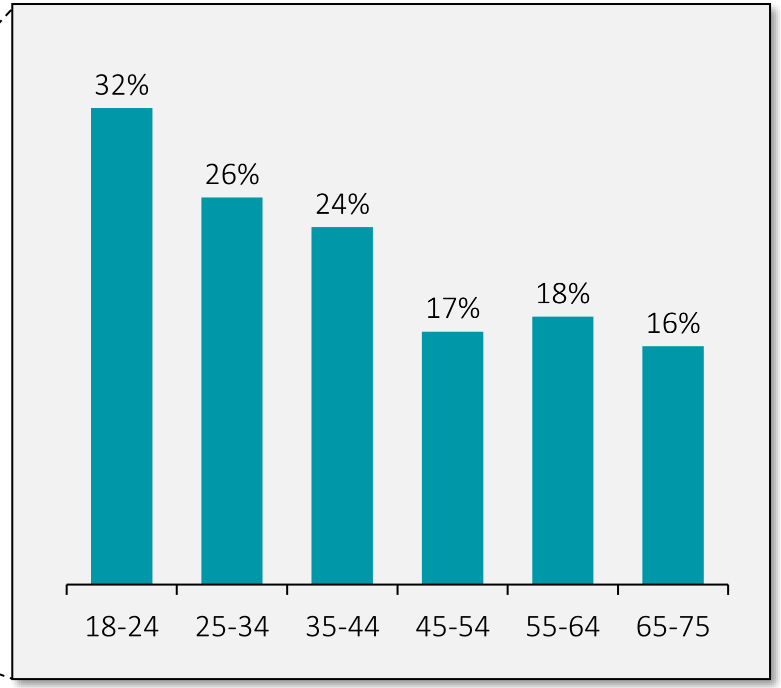
Consumers are increasingly speaking about the carbon emissions of different activities. The younger generation is increasingly engaged in the future of the planet and their carbon footprint

Year comparison



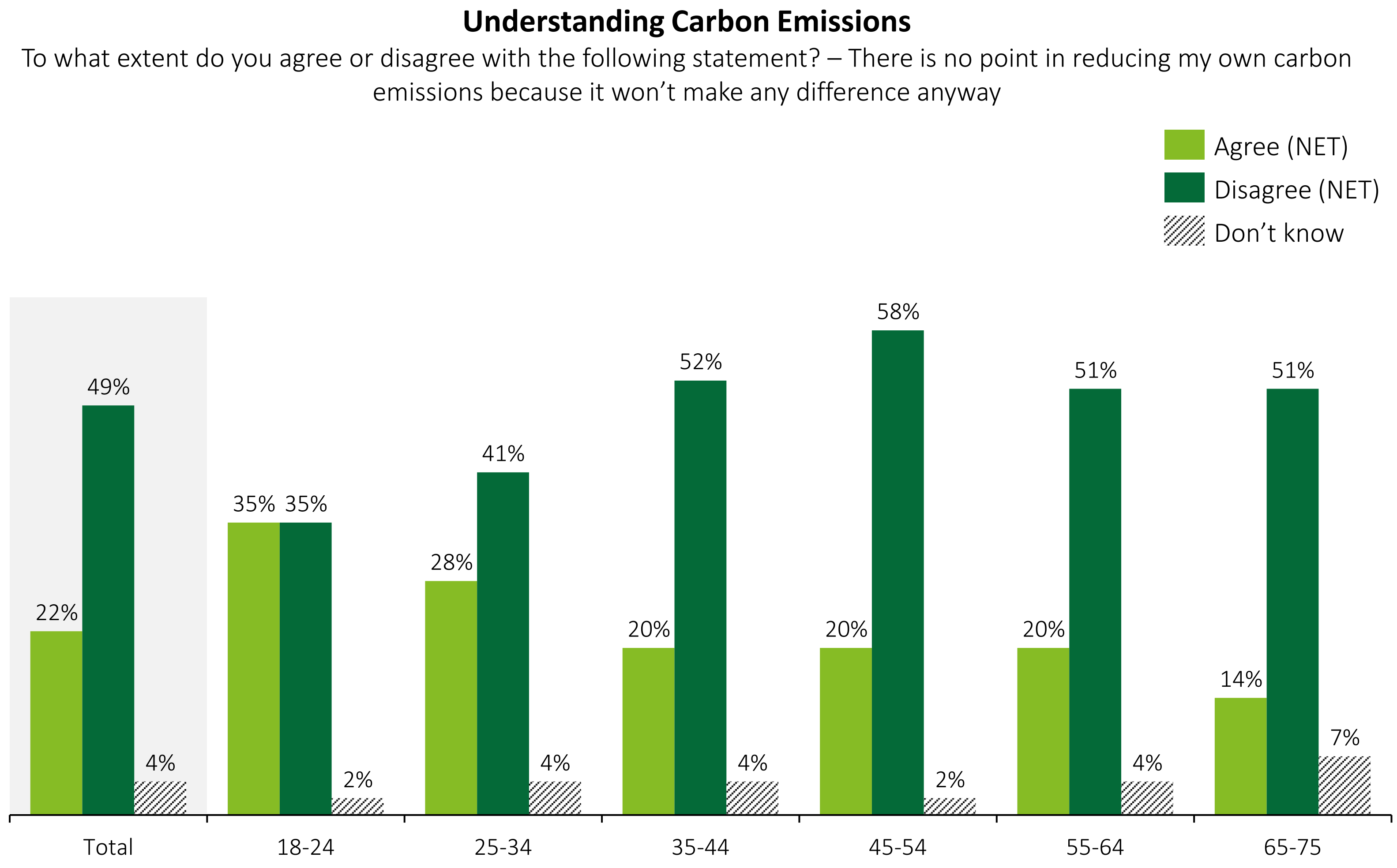
Age breakdown

Breakdown of 2024 in age groups:



Weighted base: All respondents aged 16-75 years, 2024 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2024

Older generation believes they can make a difference by changing their own carbon emissions



Younger respondents are under the impression that there is less point in reducing their own carbon emissions

Whereas older people think that changing their emissions can make a difference


WELL-BEING

25% of respondents have used an app monthly to support mental health

In 2024, one in four people (25%) use an app for mental health support, wellness or mindfulness at least monthly. These applications are not an alternative to professional medical advice and therapy but can be used as a supplement between or in addition to treatment, or by those aiming to maintain a positive mental balance with a light-touch approach.

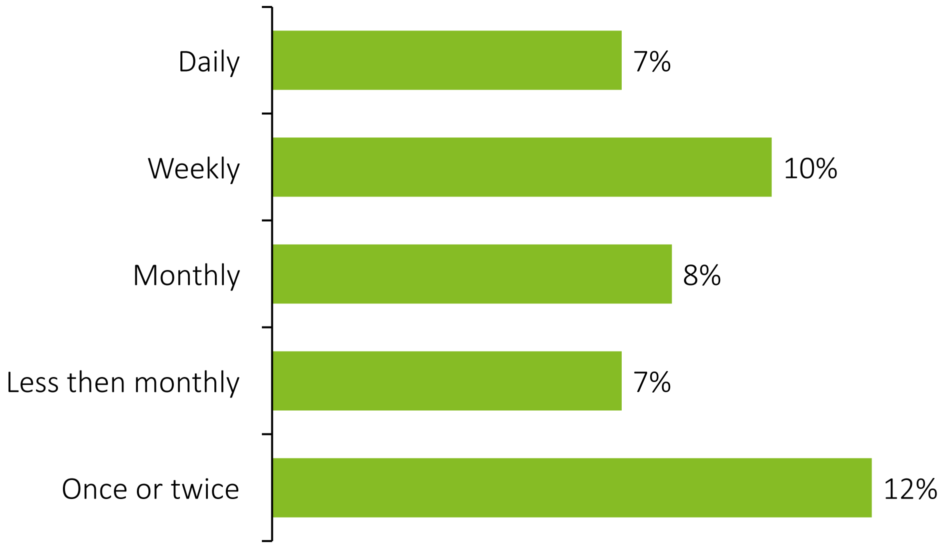
Mental Health Applications

How often, if at all, do you personally use apps dedicated to mental health support, wellness or mindfulness?

44%

have used a dedicated app for mental health, wellness or mindfulness

Of those..



Weighted base: All respondents aged 18-75 years, who have a smartphone, 2024 (1901)
Source: Deloitte Digital Consumer Trends, NL, 2024

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To discuss these insights and explore how they can benefit your organisation, please contact us.

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More information

For more information on the Dutch Deloitte Digital Consumer Trends survey, visit our webpage. Here you can find a perspectives for the Telecoms, Media and Entertainment sector, as well as materials from previous years.

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