

Grassroots Research® Market Monitor

Photo and Video Editing Applications Survey – Japan

Grassroots® conducted an online panel survey among consumers in Japan to better understand their preferences when selecting photo and video editing, and digital design applications.

19% of sources use photo/video editing apps every day, 35% use them a few times a week, and 39% use them a few times a month. Creating travel/

lifestyle photos and videos and social media posts are the most common types of content for which sources use these apps, with filters and effects and video editing/creation being the most frequently used features.

Line Camera (LY), Snow, and Canva are the top three photo/video editing apps currently used. Meitu ranked No. 6, with 12% of sources currently using it. In terms of most frequent usage, Adobe's app has the highest conversion rate (turning current usage into the most preferred choice) among all, while the conversion rate for Meitu is on par with major competitors Line and Canva – implying good potential to drive consumer preference if they can trigger more trial or usage.

Ease of use is the predominant factor leading to brand preference, followed by a wide range of functionalities – these are common for all different apps. For brand-specific factors, Meitu stands out from others in terms of advanced beauty filters, AI-powered retouching quality, frequent updates of new elements, and brand popularity.

While beauty and retouching tools, range of functionalities, AI-powered features, and ease of use are the major strengths of Meitu cited by current users, areas for future improvement include offering more free features,

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more advanced features, and fewer advertisements.

Satisfaction with Meitu is high – 37% of current users are very satisfied with Meitu and 52% are satisfied. In addition, 48% are likely to recommend it and 28% are very likely to recommend Meitu to others.

Among all users, 38% are paying users and 47% are non-paying users who are considering subscribing. Among current subscribers, 68% are paying for a monthly subscription and 32% annually. Intentions to continue subscriptions are extremely high, with 89% indicating they would do so.



Clinical Decision Support Systems – US

To assess how AI-based clinical decision support systems (CDSS) are affecting usage of traditional paid, licensed products, Grassroots® conducted interviews with medical professionals in the US who regularly use these systems.

UpToDate (Wolters Kluwer) was the CDSS tool most frequently mentioned by sources (71%) for integrity and reliability of information, as well as familiarity, followed by OpenEvidence (57%), for which integrity and reliability of information were also positive factors in its selection.

40% of sources who use UpToDate or traditional CDSS tools said that use of OpenEvidence caused them to use these tools significantly less, while 40% said there was no impact, and 30% said they used them somewhat less.

29% said traditional CDSS tools like UpToDate are perceived as being of lower value, while 21% said higher, 21% said it depends on the use case, 14% said comparable, and 14% were unsure.

38% who commented said cost savings or proof of ROI would influence an organization to switch to an AI-based CDSS tool, while 38% said validation

of the tools and sources used, and 23% said proof of more efficient patient care.

Responses are mixed regarding readiness for adoption of AI tools – half of sources said alternatives are being discussed in their organizations, such as integrating newly available AI features into existing EHRs or CDSSs, ambient listening, and specialty-specific LLMs. Meanwhile, the other half said there are no such discussions, though some mentioned already using AI tools such as OpenEvidence or ChatGPT.

Smart Glasses – Europe

Grassroots® interviewed sources at optical specialty retailers across Europe to gain insights into the market potential for smart glasses, current levels of demand, and future growth expectations.

Ray-Ban (EssilorLuxottica) Meta smart glasses have seen high demand in Spain, the UK, and Germany (since language availability in July), and Italy (despite subdued sales at launch), while in France, demand is modest as more advertising is needed. Among those carrying Meta, 47% commented said they have exceeded their sales expectations since carrying them in their stores, 33% said sales met expectations, and 20% said sales were below expectations. 61% said the level of interest and inquiries is high, 29% said moderate, and 9% said low.

Meanwhile, Nuance Audio (EssilorLuxottica) smart glasses have limited demand due to insufficient product training in France, a price handicap in Germany, and recent introduction in the UK and Spain, while demand is higher in Italy. Among those who carry Nuance Audio glasses, 51% said sales are below expectations

since carrying them in their stores, 39% said sales have met expectations, while 10% said sales have exceeded expectations. Regarding the level of interest and inquiries, 43% said it is low, 30% said moderate, 22% said high, and 4% said there is no interest.

Overall conversion for Meta glasses is moderate to high – most customers who inquire in Germany are already familiar, and most in the UK and some in Italy consider them a must-have item; yet there are more inquiries than sales in France and Spain, where this is due in part to some shortages. Of those who commented, 32% said 26%–50% of customers who inquire are purchasing them, 23% said more than 75%, 20% said 51%–75%, 14% said 10%–25%, and 11% said less than 10%.

At the same time, overall conversion for Nuance Audio glasses is modest – most customers inquiring in Italy are enthusiastic, and they know about them beforehand in France; while in Germany, they are not making an immediate purchasing decision, and sales are still limited in Spain and the UK. Of those who commented, 45% said less than 10% of customers who inquire about Nuance Audio are purchasing, while 18% said 26%–50%,

17% said 10%–25%, 12% said 51%–75%, and 8% said more than 75%.

Among those who commented on Meta, 86% said customers buy them mostly for the innovative technology, such as camera, video, music, and hands-free capabilities. However, high price was cited by 39%, comfort by 12%, and a variety of other reasons, such as limited styles, battery issues, and delayed language availability, were also mentioned as barriers. Among those who commented on Nuance, 75% also cited its technology as the main purchasing driver; however, the barriers most cited were high price, followed by limited styles or functionality, comfort, and technical concerns.

Looking ahead, among those who commented, 44% expect demand and interest will have significant growth over the next 12 months, while 34% said moderate growth, and 21% said it will remain steady. Meta is expected to see solid growth, supported by better brand awareness, word-of-mouth, and new product models (i.e., Oakley). Nuance is expected to grow moderately, with improvements in marketing/advertising, ranges in frames and colors, and battery life.

About Grassroots Research®

Grassroots® services are unique to Allianz Global Investors. The Grassroots Research® division combines in-house employees, a global network of independent, experienced journalists and Field Force researchers, and more than 50,000 industry contacts. We use this network to apply innovative market research and investigative journalism techniques to identify stock and sector trends before our competitors do.

Advantages

- 30+ years of experience conducting customized investigative market research around the world.
- Utilizes expertise of independent journalists and Field Force Investigators to reach sources on the ground.
- Utilizes technological tools to target consumer and business panels online

and to extract alternative web data.

- Continuous exchange of information between Grassroots® analysts and our investment professionals.
- Provides timely business insights via quick turnaround times.

Resources

- Access to thousands of consumers in more than 60 countries via targeted online consumer and business panels.
- 50,000+ contacts from industries such as consumer, technology, healthcare, materials, industrials, energy and financial companies
- 300+ Field Force who conduct quantitative market research among consumers
- 50+ Reporters who conduct interviews with industry experts
- In-house team in Europe and Asia Pacific

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