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The Personal Cloud: Innovations and Trends

By Brett Sappington, Director of Research   4Q 2012
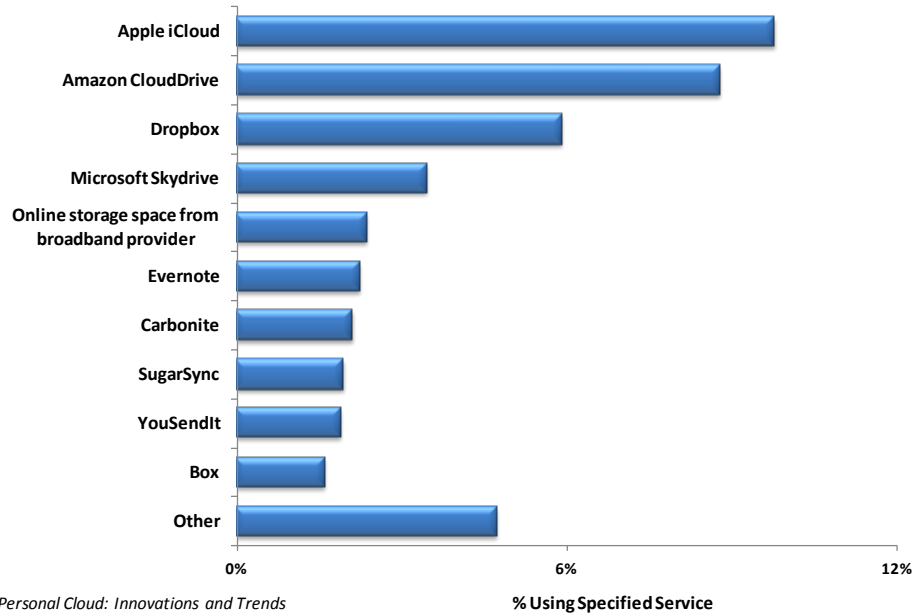
Synopsis	Consumers and Personal Cloud Services

The Personal Cloud: Innovations and Trends analyzes the global evolution of cloud-based services and products into what has become the consumer's "personal cloud." The report outlines what is included in, the categories of offerings within, and trends that are affecting the market for the personal cloud. This report examines the catalysts and inhibitors for growth, adoption and use, major players within the personal cloud ecosystem, and the future for the personal cloud marketplace.

Use of Cloud Storage Service
(U.S. Broadband Households)

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% Using Specified Service

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"Consumer-oriented cloud services have seen great innovation over the past year. However, companies throughout the industry have different perceptions of what is meant by 'the personal cloud,'" said Brett Sappington, director of research, Parks Associates. "While some parts of the personal cloud space are seeing incredible growth, others are struggling for revenue and consumer adoption. The future for personal cloud products and services is bright, and as the industry develops, innovators have a great opportunity to introduce unique services that will change how consumers interact with content, devices, and their environment."

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