

Drones: See How High They're Flying

Drones are one of the technology industry's brightest stars right now, with nearly 300% growth in the course of a year. But it's been a challenge to get a handle on the details of that remarkable growth – who's buying, which brands are winning, what accessories the drone customer wants. Only The NPD Group can tell the story of this emerging – and exciting – category. **Here's a look at the latest insights.**

Drones with **operating times of more than 25 minutes** accounted for **11% of drone dollars.**

Drones with a **1080p or greater built-in camera** accounted for **59% of drone dollars.**



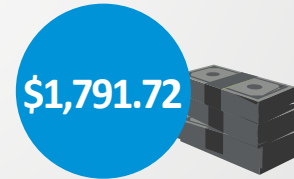
Source: The NPD Group/Retail Tracking Service, 6 ME April 2016



Drone accessory attach rates were down compared to YA. **Charging accessories** remained the most popular accessory to include in the online basket, followed by some form of protection for the drone.



Online drone buyers over-indexed in electronics and accessories spend at **apple.com**, **bhphotovideo.com**, and **hsn.com**, compared to total online buyers.



The average amount spent by online drone buyers for **electronics and accessories**. That was down nearly \$1,000 vs. a year ago, but still significantly higher than non-drone buyers' average spend.

Ready for a new approach to exploring the drone market and understanding why customers do what they do? Get data and insights from NPD's Retail Tracking Service and Checkout TrackingSM. There's no other source for this level of detail.

Source: The NPD Group/Checkout TrackingSM Online, 6ME March 2016 vs. March 2015

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

