

## January 2019

### Digital Trends Quarterly - UK

“People are getting ever more confident in using their smartphones for online shopping. In the earlier days of smartphone evolution, security concerns and the perceived inconvenience held them back. Now, however, with people much more likely to have biometric security on their smartphone than on their computer, their handsets provide ...

## December 2018

### Virtual Reality - UK

“The VR market, despite its potential and initial excitement, has regressed over the last 12 months. There’s interest from many consumers but a clear gap between this and actual intention to buy a headset. Cost is still a significant barrier for them but standalone headsets are becoming important in addressing ...

## November 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

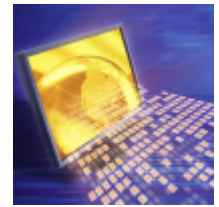
### Technology Habits of Families - UK

“Parents are tasked with making sure their family has a healthy relationship with technology. Access to tech can have huge benefits, supporting family communications and other aspects of home life, as well as a child’s education and their own social life. However, these benefits must be balanced against the potential ...

### Wearable Technology - UK

“Smartwatch sales are beginning to overtake those of fitness bands and sports watches as lines between the devices blur. Consumers are seeing real health benefits in the data collection and analysis such devices can provide, with many motivated to exercise more. While wearable technology brands continue to innovate across the ...

## October 2018



### Mobile Gaming - UK

“Although it is possible that the app store model will face disruption from developers choosing to offer their products outside of established stores, revenue from games is expected to show strong growth and remain the dominant app category on mobile. In-game purchasing has remained an effective monetisation method, and has ...

### Mobile Device Apps - UK

“The mobile app market is continuing to expand, with the emphasis firmly on free downloads and subscription payments or microtransactions. Gaming dominates app revenues but there are strong opportunities for other sectors, with augmented reality developments in particular driving app innovations in social media and retail. While young people are ...