

### December 2017

#### Digital Trends Quarterly: STBs and Streaming Devices - UK

“Another avenue of development that may increase the growth potential for the smartwatch market is the introduction of more models in the designer/luxury segment. The watch market has a well-established luxury segment in which people are willing to pay a significant premium for prestige, so high price points won't ...

#### Online Gaming and Betting - UK

“Multichannel gamblers play primarily online but their retail habits are being kept alive by a continuing reluctance to take remote activity outside the home.”

### November 2017

#### Supermarkets - UK

“The supermarket sector is expected to return to growth for the first time in four years in 2017. However it is still a sector fighting against the grain of current shopping habits. Consumers continue to move to more fluid and frequent habits and the discounters continue to present a considerable ...

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

“Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

### October 2017

#### Digital Trends Quarterly: Online Security and Privacy - UK

“Although financial data being stolen is people's biggest single online security and privacy concern, nearly one in 10 people rank personal information being used by brands for advertising as their top concern, and a similar proportion cite government tracking of their activity. The fact that some people are choosing these ...

### August 2017

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

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

### July 2017

#### Digital Trends Summer - UK

“The majority of voice command use so far is likely to be through smartphones, given the infancy of the connected speaker market, but home-based devices like Amazon Echo and Google Home will become much more central to the voice control market as it evolves. As these devices become more widely ...

#### Researching and Buying Technology Products - UK

“Including professional reviews along with user reviews on product webpages has the potential to facilitate the purchasing decision and shorten the consumer journey to purchase, therefore boosting conversion rates and reducing the risk of dropouts. Professional reviews, expert opinions, professional video tutorials and similar initiatives could prove particularly successful to ...

#### Online Retailing - UK

“Whilst online accounts for a fraction of the total retail market in the UK, its influence on consumer purchases is far greater than this suggests. Whilst 2017 is likely to be tougher for the retail industry than 2016, the broader trends in the market are still in favour of online ...

### June 2017

#### Social and Media Networks - UK

“The smart phone camera has become the primary way content is shared on social media. Mobile live streaming, Stories-like features and camera effects have become part of the standard repertoire of features of social media networks. Platforms are looking for new ways to differentiate themselves, leading networks away from their ...

### May 2017

#### Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

“After price the factor that has the most influence on which subscription streaming service people choose is sound quality. Sound quality offers a clear way for streaming services to establish a premium tier option that capitalises on more invested music listeners. Improved data and broadband speeds as well as developments ...

### April 2017

## Retail: E-Commerce - UK

### Digital Trends Spring - UK

“The smartphone market can no longer rely on new owners for revenue growth, particularly as new entrants are now most likely to be over-55s, who are usually more price sensitive. This means that, more than ever, handset manufacturers need to provide existing smartphone owners with compelling reasons to upgrade their ...

### Bundled Communications Services - UK

“With the launch of Sky Mobile in January 2017, the big four bundle providers now all offer quad-play options. Data flexibility will be an important promotional feature as providers look to attract increasingly data-hungry consumers. Providers can also utilise their exclusive TV content to help prompt mobile take-up”.

– Rebecca ...

## March 2017

### Video - UK

“The growth of the streaming segment has balanced out declining physical video sales, maintaining equilibrium in the UK video market. The rapid growth of the streaming segment has put pressure on broadcast TV providers to ‘Netflixify’ their offering and provide on-demand content across a range of devices. Growth in streaming ...

### Online Grocery Retailing - UK

“Online grocery is the quickest growing grocery channel, but equally the smallest. Once seen as simply a service to replicate the needs of a supermarket shop online, a number of new services came to market in 2016 that have the potential for online grocery to transcend this barrier and adequately ...

### Digital Advertising - UK

“Ad personalisation through user input is key to boosting engagement; particularly as many consumers are showing interest in ad-blocking. But there isn’t necessarily a one-size-fits-all solution to balance personalisation and intrusiveness, as individual users have different attitudes towards their personal information and the extent to which they are happy to ...

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

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

## January 2017

### Children's Online Spending Habits - UK

“Some 61% of children spend more money online on digital goods than anything else, driven largely by boys’ gaming purchases. That said, children still demonstrate a general preference for physical stores compared to making online purchases for physical items.”

– Mark Flowers, Research Analyst - Consumer Technology