



## December 2017

### Wearable Technology - UK

“Smartwatches and fitness trackers in particular are becoming increasingly advanced, and the value of these devices is becoming clearer to consumers. Technology for managing health and wellbeing will continue to appeal, whilst functionality such as cellular connectivity will promote these devices as potential stand-alone devices for adults and children alike ...

### 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 ...

### Virtual Reality - UK

“The market for VR headsets is growing rapidly but limited advertising has left awareness relatively low. New product launches, simpler set-up processes and falling prices will continue to boost take up, while innovative out of the home VR experiences are expanding. The key long-term will be creating engaging content that ...

## November 2017

### Mobile Device Apps - UK

“Software and hardware innovation is creating new ways the consumer can engage with mobile apps. In particular, apps are increasingly able to link virtual behaviour with the physical environment. This will lead to new opportunities for people to interact with services and brands, and opportunities for market players to monetise ...

### Headphones - UK

“Strong growth in headphone sales has been underpinned by Bluetooth growth in 2017 and the leading manufacturers have all made moves to launch premium in-ear wireless headphones to rival Apple's AirPods. While sound quality remains the key upgrade feature, an innovative sector is opening up new opportunities to turn headphones ...

### 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 ...

## September 2017

### Televisions - UK

“With consumers prioritising improved picture quality over fundamental changes to the viewing experience, 4K TVs will prove more popular than 3D technology in the long-term. With growth slowing due to economic uncertainty and rising import costs, educating consumers on the benefits of the technology and effectively showcasing an expanding content ...

### Video Games and Consoles - UK

“The launch of the Nintendo Switch is reinvigorating a video game market that is declining as it enters the fourth year of the current console generation. Developers are adopting post-purchase micro-transactions as a revenue stream, making player retention a more important focus for console games than it has been in ...

## August 2017

### Fashion Technology & Innovation - UK

“The most successful fashion retailers will be those that use the latest technology cleverly to enhance the shopping experience and to tap into changing shopping behaviour. By balancing the increasing automation of retail, with consumers showing a high level of interest in self-service tills and digital screens in-store and chatbots ...

### 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

### Desktop, Laptop and Tablet Computers - UK

“The UK computer market is set to continue its decline, but hybrid devices represent a key area of growth in the near future. Windows tablets appear to be benefiting from a turn towards hybrid devices the most, as Windows tablets can run the same software as laptops as well as ...

### 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 ...

## June 2017

### Teens' and Tweens' Technology Usage - UK

“Mobile devices are the focal point of teens’ and tweens’ technology use. Smartphones are firmly on top with eight out of 10 children using them, with tablets edging out laptops for second place. Along with this has come a high degree of engagement, with mobile-focused social media networks Instagram and ...

### 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

### The Connected Home - UK

“Companies are hoping that voice control will help connected devices make sense for consumers. Although the concept is unfamiliar to many, consumers are open to the idea. The relatively rapid adoption of voice controlled speakers suggests that voice control is here to stay. On the other hand, security vulnerabilities continue ...

### Mobile Phones - UK

“In the context of a slowing smartphone market, manufacturers’ upgrade programmes can help gain valuable control of the smartphone distribution market, which has thus far been mostly in the hands of operators and specialist retailers. Moreover, such programmes can increase switching costs and further foster brand loyalty by leading customers ...

## April 2017

### 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



## 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 ...

### February 2017

#### Mobile Gaming - UK

“Although growth in mobile gaming revenue is expected to continue in 2017, opportunities for developers to enter the market are limited without a significant marketing spend, or the perfect storm of novel but accessible gameplay and familiar IP that Pokémon Go had.”

– **Mark Flowers, Consumer Technology Analyst**

### January 2017

#### Mobile Network Providers - UK

“Competition on prices has intensified, post-pay revenues are falling. At the same time, there are signs that customer retention is being eroded, and it has become more difficult to put a premium on greater data allowances. Operators are reacting by trying to foster retention through mobile data flexibility and, in ...

## Electrical Goods Retailing - UK

“Rather than the usual deflation seen in the price of electrical goods, retailers are going to have to decide how to tackle rising prices in 2017 due to the devaluation of Sterling. Whilst this is clearly a challenge the bigger issue will be if wider consumer demand slows due to ...

## 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**