

## Digital Trends Spring - UK - April 2012

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This report examines the trends in consumer technology and digital media in the UK. This is the first report in the updated series of Digital Trends, which Mintel has created in response to the changes in technology ownership and usage, as well as to the changing requirements of our readers. These reports will highlight important and significant changes in the technology market using a more visual approach.

### In this report we answer the key questions:

The new series of Digital Trends investigates not only what technology products consumers have at home, but also what they are looking to buy in the coming months. Data from Mintel's consumer research are placed in the context of the wider technology market, including innovations and activities from manufacturers and retailers, to reveal changing tastes and attitudes towards technology products.

This quarterly series will also explore how consumers are accessing the internet and what they are doing online. With smartphones, as well as tablet computers and other internet-enabled devices, fast becoming ordinary, everyday items, Mintel is at the forefront of identifying the changing ways in which consumers are interacting with the world through different devices.

This new series of Digital Trends will also provide top-level comparisons of technology ownership in the UK and internet usage against that of consumers in France, Germany, Italy, and Spain.

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### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

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