

## The Connected Consumer - UK - October 2017

Report Price: £2195.00 | \$2940.64 | €2488.91

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The continued growth in consumer connectivity is impacting every stage of the transaction process, from pre-purchase information gathering to reviews and social media interaction. This has created strong opportunities for brands to communicate on a more personal, engaging level and offer relevant, timely information and promotions.”

– **Adrian Reynolds, Consumer Technology Analyst**

This report looks at the following areas:

- Opportunity for brand apps as digital touchpoints flourish
- Consumers have never been so willing to interact with brands

Computers are the hardest device to give up due to the wide range of complicated tasks they can carry out. However, Millennials are more reliant on smartphones and this is impacting brand interaction at every stage of the purchase process.

Millennials are using a wider variety of brand touchpoints to gather information and actively seek out relationships with companies through social media and brand websites. While they are happy to go in-store to talk to representatives or phone customer services, this is due to Millennials being more likely to use all touchpoints available. Overall, digital sources are dominating and brands must ensure up-to-date, reliable websites and chat functions to meet the demands of the connected consumer.

Brands' websites are the most used source of information, although brand apps are failing to live up to potential. Apps can provide information in-store, alerts to time- and location-specific promotions and easy access to product information, although people are likely to only focus on their favourite stores. Social media is increasingly important, with consumers happy to share their experience and recommendations. While brands must look to engage with consumers at every opportunity, it is vital social media campaigns are vibrant and entertaining rather than purely sales-focused.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# The Connected Consumer - UK - October 2017

Report Price: £2195.00 | \$2940.64 | €2488.91

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Scope of the Report

### Executive Summary

Smartphones driving consumer connectivity

Figure 1: Ownership of smartphones, smartwatches and tablets, January 2013-June 2017

Location technology boosting tailored promotions

Figure 2: Devices used to buy goods online in the past year, May 2017

Computer usage under threat from popularity of smartphones

Figure 3: Device usage, June 2017

People would find it most difficult to give up their computer

Figure 4: Hardest device to give up, by gender, June 2017

Brand websites are the most popular source of product information

Digital sources dominate

Figure 5: Sources of brand/product information in the last 6 months, June 2017

Millennials use a wider variety of information sources

Figure 6: Repertoire of information sources, June 2017

A third of people take photos of products in-store

Figure 7: Recent device use in-store, June 2017

Technology products the most researched in-store

Figure 8: Products researched on devices in-store, June 2017

Brands' websites have the most positive perception

Desire for impartiality driving multiple information sources

Figure 9: Correspondence analysis of attitudes towards information sources, June 2017

What we think

### Issues and Insights

Opportunity for brand apps as digital touchpoints flourish

The facts

The implications

Consumers have never been so willing to interact with brands

The facts

The implications

### The Market – What You Need to Know

Smartphones driving consumer connectivity

Constant connectivity increasing demand for mobile data

Connected consumers seek out brand communication

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The Connected Consumer - UK - October 2017

Report Price: £2195.00 | \$2940.64 | €2488.91

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Social media use must be vibrant and engaging  
Easy access to price comparison making the discount market more important  
Same-day delivery boosting online market  
Virtual reality could bridge the gap to the in-store experience  
Importance of personalisation is changing the dynamics of advertising

## Market Background

Smartphones driving consumer connectivity  
Constant connectivity increasing demand for mobile data  
Tablets struggling to defend market share  
Smartwatches a small but growing market  
Figure 10: Ownership of smartphones, smartwatches and tablets, January 2013-June 2017  
Connected consumers seek out brand communication  
Easy access to price comparison making the discount market more important  
Figure 11: Brand/product-related online activities performed in the past three months, April 2017  
Location technology boosting tailored promotions  
Figure 12: Devices used to buy goods online in the past year, May 2017  
Importance of personalisation is changing the dynamics of advertising  
Social media use must be vibrant and engaging  
Figure 13: Walkers Twitter campaign Choose or Lose  
Virtual reality could bridge the gap to the in-store experience  
Same-day delivery boosting online market

## The Consumer – What You Need to Know

People would find it most difficult to give up their computer  
Men are more loyal to desktop computers  
Millennials use a wider variety of information sources  
Digital sources dominate  
Brands' websites are the most popular source of product information  
Brand apps not reaching potential  
In-store device use driven by Millennials  
Technology products the most researched in-store

## Connected Device Usage

Computer usage under threat from popularity of smartphones  
Figure 14: Device usage, June 2017  
Smartwatches gaining popularity among young males  
People would find it most difficult to give up their computer  
Figure 15: Hardest device to give up, by gender, June 2017  
Men are more loyal to desktop computers  
Growing size of smartphone screens hitting tablet sales

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The Connected Consumer - UK - October 2017

Report Price: £2195.00 | \$2940.64 | €2488.91

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 16: Hardest device to give up, by age, June 2017

Younger people increasingly reliant on smartphones

Figure 17: Location of device usage, June 2017

Smartphones and smartwatches the most used devices outside...

...but tablets mainly used in the home

## Brand Touchpoints

Brands' websites are the most popular source of product information

Brand apps not reaching potential

Digital sources dominate

Figure 18: Sources of brand/product information in the last 6 months, June 2017

The majority of consumers use one or two sources of information

Figure 19: Repertoire of information sources, June 2017

Millennials use a wider variety of information sources

Figure 20: Repertoire of information sources, by age, June 2017

Parents more likely to use multiple sources of information

Figure 21: Repertoire of information sources, by parental status, June 2017

## In-store Device Use

Product information and price most researched on devices in-store

A third of people take photos of products in-store

Figure 22: Recent device use in-store, June 2017

Strong opportunities for brand apps

In-store device use driven by Millennials...

Figure 23: Recent device use in-store, by generation, June 2017

...and parents

Figure 24: Recent device use in-store, by parental status, June 2017

Technology products the most researched in-store...

...but fashion is a close second

Figure 25: Products researched on devices in-store, June 2017

Gender divide in products researched in-store

Taking photos more common when researching items for the home

Increasing research into fashion items can drive online discussion

Product is far more important than retailer

Figure 26: Recent device use in-store, by products researched in-store, June 2017

## Attitudes towards Information Sources

Brands' websites have the most positive perception

Desire for impartiality driving use of multiple information sources

Figure 27: Correspondence analysis of attitudes towards information sources, June 2017

Phone calls and social media proving less effective information sources

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## The Connected Consumer - UK - October 2017

Report Price: £2195.00 | \$2940.64 | €2488.91

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Mismatch between perception of in-store representatives and usage

Figure 28: Attitudes towards information sources, June 2017 (I of II)

Figure 29: Attitudes towards information sources, June 2017 (II of II)

## Appendix – Data Sources, Abbreviations and Supporting Information

### Abbreviations

### Methodology – Correspondence analysis

Figure 30: Words used to describe sources of information – Correspondence Analysis – Table output, June 2017

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)