

January 2017

Digital Trends Winter - UK

“The launch of Google’s premium Pixel and Pixel XL handsets in September will not have made things any easier for Apple and Samsung at the upper end of the smartphone market, while challenger brands like Huawei and OnePlus are releasing ever-more competitive handsets in terms of performance at more affordable ...

December 2016

Supermarkets - UK

“Supermarkets remain the dominant sector within the wider grocery market but continue to lose market share. This is as much to do with increased choice in the market and demographic shifts as it is the fault of supermarket operators. However, there is a need to redefine what a supermarket can ...

November 2016

Online Gaming and Betting - UK

“Smartphones and tablets are changing online gaming and betting habits within the home rather than expanding activity outside it as consumers embrace the ‘anytime’ nature of these technologies ahead of their ‘anywhere’ potential.”

– David Walmsley, Senior Leisure Analyst

October 2016

Digital Trends Autumn - UK

“Parents are not necessarily the first consumer group that comes to mind when thinking about targets for new technology, but they actually emerge throughout our consumer research as key targets for a number of sectors, both in terms of intention to purchase or upgrade products and interest in the latest ...

September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

August 2016

Digital Trends Summer - UK

“Despite many people viewing email as a somewhat outdated means of communication, it is not only the most common means of online communication but also the most likely to be used multiple times per day. It cannot be disputed, though, that other channels such as instant messaging can provide more ...

July 2016

Online Retailing - UK

“We tend to lose sight of the fact that online retailing is still very young. Ten years ago it took less than 3% of all retail sales. Everyone involved has been on a very sharp learning curve and the rise in online sales seems inexorable. But it isn’t. We think ...

June 2016

Researching and Buying Technology Products - UK

“Brands’ presence needs to become device-agnostic in order to be able to convert shoppers into buyers at any point of the consumer journey regardless of the device they are on, thus eliminating the risk of losing them in the process of redirecting to another device/platform.”

– Sara Ballaben ...

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

Social and Media Networks - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

“While the reach of branded communication still seems relatively limited, brands should not underestimate the potential of second-degree exposure through shares of content originally posted by brands and online reactions to offline ads, which can significantly broaden the audience that is exposed to a brand’s message.”

– Sara Ballaben ...

April 2016

Music and Video Streaming - UK

“Original content has become a powerful selling point for video streaming services. Music streaming services, which are looking to distinguish themselves within an increasingly competitive marketplace, are beginning to similarly explore the option of adding exclusive video content.”

March 2016

Online Grocery Retailing - UK

“The online grocery market continues to grow in double digits but remains a niche market in terms of the wider grocery market. However, the shift away from superstores to more convenient shopping channels is certainly benefiting the market.”

– Nick Carroll, Retail Analyst

Bundled Communications Services - UK

“By the end of 2016 each of the big four providers are expected to offer some form of quad-play bundle. The success of quad-play lies in convincing customers that having all of their services under one roof will be beneficial. Using customer data to create personalised deals and bundles could ...

Digital Trends Spring - UK

“Digital wallets still struggle to attract mainstream interest, but almost three quarters of those who use the technology do so almost every time they have the opportunity. This suggests that the service can actually offer compelling benefits to users, and that continued usage should naturally pick up if consumers are ...

Digital Advertising - UK

“The digital channel provides advertisers with a unique benefit that is difficult to replicate using other media formats – the ability to target a specific individual, with a specific message, at a specific time.

In order for the industry to maintain that advantage it is crucial that brands manage the ...