January 2022

Virtual Reality - UK

"Cross-platform gaming will be key in making VR a more social experience by removing the need for friends and family to own headsets in order to play together. Meta is trying to improve the social aspect with mixed reality features while Google Stadia is potentially adding VR to its platform …

Digital Trends Quarterly - UK

"Privacy has become a key battleground for messaging apps, browsers, app stores and operating systems. All must balance the need to personalise the digital experience and make money, while ensuring consumers don't feel exploited. Consumers are not averse to their data being used to enhance their experience, but they need …

December 2021

Consumers and the Economic Outlook - UK

"Rising inflation and concerns about stock shortages have shaken consumers' sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

Wearable Technology - UK

"Older Millennials' intent to buy smart jewellery is very close to fitness trackers despite the latter's dominance of the wearables market in recent years. This generation are among the most likely to prefer using wearables for payments than a phone and have an interest in customising their jewellery – indicating …

November 2021

Esports - UK

"The interest in watching gameplay among Older Millennials has increased significantly across the last year to the point where they are the most likely to live stream themselves playing video games. With the vast majority of esports viewers in the generation also buying gaming equipment from esports events, this highlights …

Mobile Gaming - UK

"Mobile gaming looks set to enjoy another stellar year in 2021, building on the success the sector saw during the peak of the pandemic. Longer term, the impact of faster networks, phones with gaming-centric specs and the growth of cross platform cloud gaming services will build on this momentum and …