

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

May 2018

Digital Advertising - UK

“The digital advertising market is expected to continue its growth despite potential challenges to programmatic services from the GDPR. Indeed, the regulation may serve to actually improve consumer confidence in an industry which is being criticised over the indiscriminate collection of personal data. An industry-wide standard for ad quality is ...

April 2018

Social and Media Networks - UK

“While there is a trend towards cutting down on social media use, more people than ever are using social networks and the vast majority are sharing content. Platforms more popular with younger demographics must strike a balance between maintaining a cool brand image and continuing to cater for long-term users ...

Books and E-books - UK

“The excitement of the print revival has died down slightly with print growth stalling in 2017 and 2018. The most intriguing sector of the book market currently is audiobooks; with the format likely to receive a boost from the growing popularity of voice-controlled smart speakers”.

Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

“The introduction of voice-controlled smart speakers, such as the Amazon Echo, has been a very exciting development for audio markets. As the popularity of the device grows it can significantly impact how, when and which content people are listening to. Streaming services are now competing to best understand how to ...