

January 2021

Magazines: Inc Impact of COVID-19 - UK

“While some genres have performed well since the outbreak, such as cooking, gardening and news magazines, most titles are simply trying to weather the storm, while developing their digital platforms. There are, though, more indications that multi-magazine subscriptions could be a viable and successful option for the market going forward ...

Music and Other Audio - CDs, Streaming, Downloads & Podcasts: Inc Impact of COVID-19 - UK

“The music industry has fared well through the pandemic. Streaming platforms have seen an increase in users and dedicated playlists have helped steer consumers through new routines by relieving stress and improving concentration, whilst co-ordinated retail campaigns have helped bolster physical format sales. Longer term, new features on streaming platforms ...

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

November 2020

Books and E-books: Inc Impact of COVID-19 - UK

“Bookstores, especially independent bookstores, have been dealt a harsh blow by the pandemic, which will continue to be very difficult to navigate. A positive story to take from the outbreak so far, however, is that it has further highlighted people’s love of print books and reading, as well as how ...

October 2020

Media Trends Autumn: Inc Impact of COVID-19 - UK

“Parents of young children look to be a particularly important demographic for different media sectors



Media - UK

throughout the COVID-19 pandemic. In an attempt to keep their children entertained and educated while social distancing restrictions have been in place, parents have increased their use/purchase of different media content, from video subscriptions ...