



March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

Attitudes towards Data Sharing - UK

“Rising use of connected devices to access websites and apps has produced a wealth of personal data. The majority of people have some concerns over the extent to which they are sharing their data and how it is being used. After the implementation of GDPR, as people become more familiar ...

Bundled Communications Services - UK

“Investment in fibre-to-the-premises will dramatically increase broadband speeds for consumers, and lead to increased revenue for operators as they charge more for ultrafast connections. Meanwhile, providers have also been benefitting from increasing uptake of mobile as part of a bundle of services, and effective handling of competition from over-the-top media ...

February 2018

Electrical Goods Retailing - UK

“Spending on electricals held up well in 2017 despite increased pressure on consumers’ finances. However, it was again the non-specialists that were the driver, particularly those with a strong presence online as spending increasingly moves to online channels. Demand is equally being driven by high levels of promotional activity, which ...

January 2018

Children's Online Spending Habits - UK

“Children are particularly responsive to products seen online, so brands must keep a strong social media presence and work with social influencers to promote their product. However, brands must also ensure they are responsibly targeting these consumers to ensure the gatekeepers to a child’s money – the parents – are ...

Mobile Network Providers - UK

“Competition from MVNOs has driven down prices, while an increasing tendency to buy smartphones outright has given consumers more flexibility in their contract choice. The importance of data allowances has sustained the market but increased personalisation and the rewarding of long-term customers will be vital as the growth of eSIMs ...