



## December 2014

### Digital Trends Winter - UK

“Unless media providers look to expand into new categories and follow the Amazon Prime model, partnerships between existing players could not only deliver better value but also better integration – something consumers will strive for as they begin to think more about their connected ‘ecosystem’.”

## November 2014

### Video Games and Consoles - UK

“More prominent marketing focusing on the enormous variety of casual, tablet and smartphone-style Indie games available on new generation consoles may convince older female consumers that there is content on the system relevant to their interests as well. On a more macro scale, the persistent gender-related issues in the industry ...

### Tablet Computers - UK

“Because of the casual nature of tablet usage, with devices popular in front of the TV or for brief gaming sessions, it is likely that once household penetration reaches around the 75% mark, growth in sales will almost stall, driven forward thereafter only by intermittent replacement purchases, or by smaller ...

### Televisions - UK

“Brands must hold their nerve and resist the urge to discount 4K TVs heavily in 2015, following the commoditisation of smart and 3DTVs – technologies that no longer command a significant premium.

## October 2014

### Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

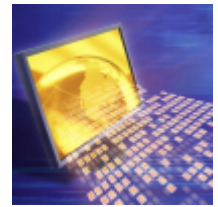
### Mobile Device Apps - UK

“In the short term, in the UK at least, developers on iOS will likely earn more money than those on competing app stores. In the longer term though, porting any content to Android should be a priority; not least because Google is strongly pushing into emerging markets under the Android ...

## September 2014

### Digital Trends Autumn - UK

“New chapters continue to be written in the story of cannibalisation within the technology sector. For so long the rising popularity of the tablet computer contributed



to the decline of other neighbouring device markets, but now the tables are set to be turned, as it could be the tablet market ...

## August 2014

### Desktop and Laptop Computers - UK

“Chromebooks have the potential to really shake up the laptop market and offer consumers a much cheaper alternative to mobile computing”.

– Ryan Munson, Research Analyst

## July 2014

### PC Gaming - UK

“Of the 18 billion hours played on Steam games, more than half was taken by just six games. Some 37% of games have never been played at all, whilst 17% of all purchased games have been played for less than one hour. This hyper-fragmentation of attention, where consumers are interested ...

### Researching and Buying Technology Products - UK

“Looking ahead, young consumers will find deals in new ways, opting in to receive alerts from the brands they are happy to engage with via their smartphones.”

### Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

### E-Commerce - UK

“We think consumers are likely to become more demanding and that those retailers that innovate relentlessly - such as Amazon – are best-placed to win shoppers’ loyalty.”

- John Mercer, European Retail Analyst

## June 2014

### Digital Trends Summer - UK

“Tablets are now in half of homes in the UK, despite arriving on the market in their current form just four years ago. Yet people are still just as likely to be in the market for a new laptop, as many remain reluctant to perform complex and work-oriented tasks on ...

## May 2014



## Social and Media Networks - UK

“It is possibly the breadth of content that users are habituated to sharing on social networks that leads them to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual ...

## Teens' and Tweens' Technology Usage - UK

“For younger consumers, social media is set to become the favoured channel for communication between brands and customers or potential customers, as customer support, product reviews, advertising and potentially even e-commerce all migrate to social channels. High levels of interaction with brands though social channels will serve to empower the ...

## April 2014

### Smartphone and Tablet Gaming - UK

“Mintel data strongly imply that in recent years, smartphone usage was exceptionally high for many activities – including gaming – not because consumers instinctively enjoyed carrying out the activities on their phones, but because the small-screened devices were – in the absence of tablets – the best available option for ...

## March 2014

### Mobile Network Providers - UK

“For the moment, until the data-driven services willingly choose to interact or are subject to legislative restrictions forcing them to become more open, network operators remain the most cohesive and simple way for consumers to talk to each other based on a single identifier; the phone number.”

### Digital Trends Spring - UK

“Facebook’s purchase of WhatsApp is the latest example of a brand intending to acquire users now, before making money from them later. Companies are desperate to tie consumers into their eco-system, but at some point they will have to decide whether to start charging more for services, or whether to ...

## February 2014

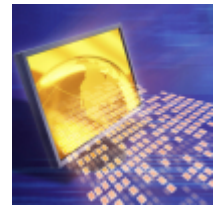
### Electrical Goods Retailing - UK

“Mid-market store-based retailers will have to come up with genuinely compelling reasons for shoppers to migrate back from pureplays: we think multichannel retailers need to imitate Amazon’s spirit of innovation, as their service and convenience advantages wane fast.”

### Mobile Phones - UK

“Any properly modular phone would lose some of the sleek, slim dimensions of the most aesthetically pleasing and highly desired handsets currently on the market. This doesn’t necessarily preclude the project from succeeding; rather it means that purchase of non-modular phones will need to be reframed in the public consciousness ...

## January 2014



### Bundled Communications Services - UK

“The other method of decreasing churn is to convince consumers to take up as many products as possible from a single firm. The “stickier” consumers become, the harder they find it to extricate themselves from the company. Mintel’s research shows that quad-play customers tend to pay less per month than ...

### TV Peripherals - UK

“The battleground for Blu-ray has now widened beyond the fight to see off DVD, as manufacturers of disc players have to compete against digital formats which have significantly grown in popularity in recent years. ‘All you can eat’ style streaming services offer an unlimited number of streams for a monthly ...