

February 2020

Christmas Gift Buying - UK

"A combination of political and economic uncertainty, a later-falling Black Friday and continued growth in online created a uniquely challenging trading environment for retailers to contend with in 2019 and produced the slowest growth within the sector for four years. Whilst some elements of the lead-up to 2019 were, hopefully ...

Digital Platforms and the Customer Journey - UK

"There are many emerging technologies that are developing the buying experience, such as the ability of AR to visualise a product before purchasing. Additionally, smartphone-based buying has significant potential for growth due to its reliance on biometrics ahead of passwords, and its role in both the online and in-store shopping ...

January 2020

Amazon: Creating an Ecosystem - UK

"Amazon is the largest non-food retailer in the UK, but in truth it is far more than a retailer; it is also a leading video and streaming provider, a significant consumer electronics producer and much more. The unprecedented success of this not even 30 year old business has come from ...