



October 2019

Technology Habits of Generation Z - UK

“Growing up with constant connectivity and universal smartphone use has seen Generation Z integrate digital communication and technology into every aspect of life. Social media platforms and messaging apps dominate smartphone use, while gaming is extremely popular across all devices. With creativity and expressing identity priorities for Gen Zers, brands ...

September 2019

Digital Trends Quarterly - UK

“Despite the fact that simple, quick interactions will be key to maximising the potential of voice out of home, brands can also encourage people to request more information about their products for later review. People are never going to buy a pension or book a holiday through their digital assistant ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

August 2019

Video Games and Consoles - UK

“The video games and console market is estimated to continue its decline in 2019 and much of 2020. However, the launches of the next Xbox and possibly PlayStation towards the end of next year are set to significantly boost the market from that point on. Another growing trend in the ...

Televisions - UK

“Through declining prices and the build-up to major sporting events, take-up of 4K Ultra HD TVs has grown in the last year. This is set to continue as people show desire to upgrade to higher resolution pictures and larger screens. As picture resolution improves, it is vital brands offer equally ...

July 2019

Digital Trends Quarterly - UK

“Although many actors and actresses, sports stars and musicians have huge social media presences, it is YouTubers or vloggers whose social media activity is most likely to be influencing people's purchase choices. These are people whose living, in many cases, is dependent on amassing enough views, likes and followers to ...

Desktop, Laptop and Tablet Computers - UK

“The desktop, laptop and tablet market continues to decline, with desktops in particular still set for a difficult future, although manufacturers will hope the rapidly growing competitive gaming sector can help. Meanwhile, laptop sales continue to decline but Chromebooks are gaining in popularity. Consumers are also increasingly finding value in ...