

### June 2015

#### Digital Trends Summer - UK

"As the UK economy improves, unemployment falls, and more young people find jobs, the outlook for the consumer technology market is promising. Millennials (16-35) remain key adopters of new technology."

#### Researching and Buying Technology Products - UK

"Allowing customers to collect points that can be redeemed for discounts on a future purchase is likely to boost the number of repeat visitors. Meanwhile, retailers that offer sought-after benefits to members, such as complementary extended warranties, exclusive special offers and free or discounted after-sales services can effectively encourage consumers ...

### May 2015

#### Social Networking - UK

"Privacy has become one of central debates surrounding social/media networks as users increasingly question the ways in which their data is being obtained and used. There is a need for the major networks to increase their transparency regarding their use of data, and ensure that opt-out options are clear ...

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

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

### April 2015

#### Eating Out: The Digital Consumer - UK

#### Social Media: BPC - UK

Social media has grown in recent years to be an integral part of marketing and promotional activity in the beauty and personal care markets. Brands and retailers are now harnessing the opportunities the social media space offers, in regards to engaging in two-way communication with consumers, and using word of ...

#### The Connected Consumer - UK

"Effective segmentation and focused targeting strategies through content personalisation are the key to making the benefits of contextual marketing to consumers outweigh the perceived disadvantages, thus boosting acceptance and adoption."

– Sara Ballaben, Technology Analyst



## Retail: E-Commerce - UK

“As the mobile platform remains a relatively underdeveloped part of the restaurant market in the UK, there is much scope for operators to use smartphone apps to push more impulsive eating out habits, such as through ‘push’ marketing techniques.”