

February 2021

Digital Trends Quarterly: Inc Impact of COVID-19 - UK

“Companies need to take advantage of a time when people are shopping more on their smartphones from home to refine their m-commerce offerings to fit their target markets. Younger mobile natives will respond to features that integrate seamlessly with their everyday social activities, such as convenient checkout options and engaging ...

January 2021

Music and Other Audio - CDs, Streaming, Downloads & Podcasts: Inc Impact of COVID-19 - UK

“The music industry has fared well through the pandemic. Streaming platforms have seen an increase in users and dedicated playlists have helped steer consumers through new routines by relieving stress and improving concentration, whilst co-ordinated retail campaigns have helped bolster physical format sales. Longer term, new features on streaming platforms ...

Fashion Online: Inc Impact of COVID-19 - UK

“COVID-19 has accentuated the shift towards shopping for fashion online and heightened online demand will be a legacy trend of the pandemic. It will also have served as a catalyst to drive fashion retailers to invest in finding digital solutions to the ongoing issue of fit when buying clothes and ...

November 2020

Online Retailing: Delivery, Collection and Returns: Inc Impact of COVID-19 - UK

“Online retail has seen rapid growth in light of COVID-19 and this has placed a strain on logistics networks across the sector. The sector has reacted rapidly to meet demand and from consumers there is a new-found respect for the work done by delivery personnel. However, with online set to ...

Mobile Device Apps: Inc Impact of COVID-19 - UK

“The market for mobile apps has enjoyed a significant boost in 2020, as consumers download, use and spend more in apps than ever before. Lockdown has been the catalyst for an uptick in apps from productivity, education, retail to health and leisure, and has the potential to play a part ...

October 2020

Digital Advertising: Inc Impact of COVID-19 - UK

Digital Trends Quarterly: Inc Impact of COVID-19 - UK

“As a result of the COVID-19 outbreak people are spending more time online and making more purchases online, which increases opportunities for digital advertising, particularly direct response adverts. Major social networks have introduced more direct response and shoppable adverts since the start of the pandemic. One of the long-term results ...

“Despite supply chain issues, the leading brands have continued to release annual upgrades across technology segments. Foldable and dual-screen offerings are bringing innovation to smartphones, laptops and tablets, although take-up remains low. The economic uncertainty surrounding COVID-19 will see consumers even more focused on price and reliability when it comes ...

September 2020

Online Retailing: Inc Impact of COVID-19 - UK

“The online channel was already the growth area in UK retail prior to the COVID-19 pandemic and the outbreak will only accelerate this growth in the short and long term. The prolonged period of heightened online demand during the lockdown period will cause a longer-term expansion of the repertoire and ...

August 2020

Social Media: Inc Impact of COVID-19 - UK

“The COVID-19 crisis has seen social media platforms take a stronger content moderation role than ever before, such as overtly promoting trusted sources and banning users that are spreading misinformation. This comes as platforms have already been facing more pressure from consumers, governments and advertisers to tackle the issue of ...

July 2020

The Connected Home: Inc Impact of COVID-19 - UK

“Voice-controlled speakers continue to be the fastest-growing smart home product and consumers had greater incentive to buy smart displays during the early stages of the COVID-19 lockdown. People show high interest in smart security, and focusing on their potential to aid easier deliveries can help demonstrate their value for everyday ...

The Impact of COVID-19 on Retail and Ecommerce - UK

“The COVID-19 outbreak is an unprecedented event which has far reaching ramifications for the retail landscape. It will accelerate the underlying trends of the past decade: greater online penetration, physical space consolidation and, unfortunately, business failures. However born alongside this will be a greater appreciation for the importance of the ...

April 2020

Online Grocery Retailing - UK

“In 2019 growth slowed for the fourth consecutive year in the online grocery market, as the sector continues to struggle to reach new customers with much of the growth in the market coming from existing users. The start to 2020 has seen growth rapidly accelerate due to the COVID-19 outbreak ...

March 2020

Bundled Communications Services - UK

“The bundled communications market decreased slightly compared to last year, mainly due to the continued reduction in landline usage. Whilst quadplay bundles are currently niche, there is clear room for growth, with four in ten non-quadplay subscribers open to it. The appropriate target market for quadplay is Millennials and mid-contract ...

February 2020

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 ...

Digital Trends Quarterly - UK

“The nascent foldable phone segment remains the most interesting one, but is a device category that is still a long way away from seeing mainstream adoption. The majority of competition is still focused around core features like battery, screen and camera quality, and manufacturers are continuing to invest heavily in ...