



## June 2022

### Sustainability in Technology - UK

“Concern over quality is the primary reason consumers have not bought refurbished technology before. Therefore, it is key that retailers give clear visual examples of what a refurbished or second-hand device looks like in ‘fair’ condition or ‘good’ condition, particularly for the more expensive products.”

– Zach Emmanuel, Consumer ...

### Televisions - UK

"After a couple of strong years on the back of COVID-19, the TV market faces a challenging 2022, as the cost of production rises and household budgets are squeezed. The emergence of hardware and software bundled together in TV sets, is one area that can see TVs evolve and drive ...

## May 2022

### Smartphones - UK

"While interest in getting a 5G phone has increased over the past two years, it has not increased as much as it might have. With the early adopters now owning 5G devices, manufacturers will need to persuade everyone else by demonstrating the practical benefits of 5G over 4G in a ...

### Technology in Leisure and Foodservice - UK

“Integrating a range of digital tools can help leisure venues enhance their overall appeal by creating more interactive, engaging and frictionless experiences. The use of technologies such as geotagging along with AR can broaden leisure activities, whereas virtual guides and concierge services can aid discovery of new towns. Longer term ...

## April 2022

### Mobile Network Providers - UK

### Digital Trends Summer - UK

“The metaverse has become a well-worn buzzword since Mark Zuckerberg rebranded Facebook to Meta in October 2021. But even as new metaverses continually come into existence and businesses fall over themselves to be ‘seen’ in the metaverse, consumers remain largely unaware, with just a third claiming to know much about ...

### Social Media: Engaging with Brands - UK

“Elon Musk’s expected purchase of Twitter is set to shake-up the social media landscape. Musk’s goals are to limit Twitter’s reliance on advertising and reduce content moderation, which has significant implications for how brands will be able to utilise the platform. The direction Musk appears to want to take Twitter ...



“There is a significant section of consumers that consider the environmental initiatives run by mobile network providers when deciding which operator to pick. Providers should create advertising campaigns specifically based around these projects, instead of the customers having to proactively find that information.”