



January 2017

Digital Trends Winter - UK

“The launch of Google’s premium Pixel and Pixel XL handsets in September will not have made things any easier for Apple and Samsung at the upper end of the smartphone market, while challenger brands like Huawei and OnePlus are releasing ever-more competitive handsets in terms of performance at more affordable ...

Wearable Technology - UK

“Wearables’ expensive price tags can clash with their nature as ‘nice-to-have’ devices, leading consumers to worry they will stop using the device not long after purchase. Adoption could thus benefit from initiatives that empower current owners to act as advocates for the technology, as well as from longer trial periods ...

October 2016

Digital Trends Autumn - UK

“Parents are not necessarily the first consumer group that comes to mind when thinking about targets for new technology, but they actually emerge throughout our consumer research as key targets for a number of sectors, both in terms of intention to purchase or upgrade products and interest in the latest ...

Video Games and Consoles - UK

“Continued migration to current-generation consoles is keeping the value of the UK video games market buoyant by pushing the average value of video game software sales up. With new hardware launches in the near future likely to grow the potential market for video game software, the prospects for the market ...

Mobile Device Apps - UK

“The initial spike in downloads is now being followed by a phase in which consumers are focusing on fewer apps but rely on these more heavily, fostering both usage and monetisation. The introduction of chatbots will further facilitate this re-bundling of different services and information in a single multifunctional location ...

September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

Fashion: Technology and Innovation - UK

“In an increasingly challenging clothing market, retailers are having to do all they can to stand out from the competition and we are seeing more companies actively searching for the latest technology innovations. While many of the latest innovations such as magic mirrors, in-aisle payments and online sizing tools can ...

August 2016

Desktop, Laptop and Tablet Computers - UK

Televisions - UK



“The main challenge facing the market is that older devices can run common day-to-day apps and productivity software, and they can run them well. You do not need a new, more powerful device to browse the internet, access social media, use Microsoft Office or watch Netflix.”

“The growth of digital content and online viewing has led internet-connected TVs to become increasingly popular and further their market penetration, while 3D technology continues to struggle to appeal to consumers, who are now more likely to own a 4K TV than a 3D screen.”

– Sara Ballaben, Senior ...

Digital Trends Summer - UK

“Despite many people viewing email as a somewhat outdated means of communication, it is not only the most common means of online communication but also the most likely to be used multiple times per day. It cannot be disputed, though, that other channels such as instant messaging can provide more ...

Teens' and Tweens' Technology Usage - UK

“The rapid success of Snapchat with teens/tweens highlights that for young people it is the ability to create and communicate in innovative, fun new ways that is at the heart of their interest in social media. New social media features, from livestreaming to creating short music videos, are being ...

June 2016

Researching and Buying Technology Products - UK

“Brands’ presence needs to become device-agnostic in order to be able to convert shoppers into buyers at any point of the consumer journey regardless of the device they are on, thus eliminating the risk of losing them in the process of redirecting to another device/platform.”

– Sara Ballaben ...

May 2016

The Connected Home - UK

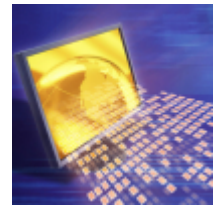
“The smartphone is consumers’ preferred control mechanism for the connected home. However, current platform fragmentation means that consumers may need several different apps to control all of their connected home devices. Android and iOS continue to dominate the smartphone OS market in the UK, holding a combined 85% share of ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Social and Media Networks - UK

“While the reach of branded communication still seems relatively limited, brands should not underestimate the



potential of second-degree exposure through shares of content originally posted by brands and online reactions to offline ads, which can significantly broaden the audience that is exposed to a brand's message."

– **Sara Ballaben ...**

April 2016

Mobile Phones - UK

"As the market approaches saturation, there is no one-size-fits-all-solution, as upgrades by individual consumers are triggered by different innovations. As a result, consumers' varied preferences could potentially be best served with customisable modular solutions that allow for personalisation of both technical capabilities and appearance."

– **Sara Ballaben, Technology Analyst**

March 2016

Bundled Communications Services - UK

"By the end of 2016 each of the big four providers are expected to offer some form of quad-play bundle. The success of quad-play lies in convincing customers that having all of their services under one roof will be beneficial. Using customer data to create personalised deals and bundles could ...

Digital Trends Spring - UK

"Digital wallets still struggle to attract mainstream interest, but almost three quarters of those who use the technology do so almost every time they have the opportunity. This suggests that the service can actually offer compelling benefits to users, and that continued usage should naturally pick up if consumers are ...

February 2016

Electrical Goods Retailing - UK

"Since the collapse of Comet the electrical specialists have seen their share of the market diminish under pressure from non-specialists. There were signs of a resurgence in the specialist market in 2014 and this has accelerated in 2015 with the specialists sector outpacing an overall market which saw consumer spending ...

Mobile Network Providers - UK

"The convenience of managing quad-play subscriptions in a single bill is not always a big enough decision driver for high-spending consumers (including young consumers, the highest spending), as their mobile usage behaviours probably lead them to favour a mobile provider based on other factors, such as data allowance and deals ...

January 2016

PC and Mobile Use - UK



“Of the three core devices, the smartphone is the most versatile when it comes to the number of locations in which it is used. However limitations such as screen size, a lack of signal and high connection costs mean that it is the least versatile when looking at the range ...