January 2022

Virtual Reality - UK

"Cross-platform gaming will be key in making VR a more social experience by removing the need for friends and family to own headsets in order to play together. Meta is trying to improve the social aspect with mixed reality features while Google Stadia is potentially adding VR to its platform ...

Digital Trends Quarterly - UK

"Privacy has become a key battleground for messaging apps, browsers, app stores and operating systems. All must balance the need to personalise the digital experience and make money, while ensuring consumers don't feel exploited. Consumers are not averse to their data being used to enhance their experience, but they need ...

December 2021

Consumers and the Economic Outlook - UK

"Rising inflation and concerns about stock shortages have shaken consumers' sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

"2021 looks set to be another bumper year for the music industry. Music streaming will be buoyed by the mainstream rollout of high-res audio formats, whereas vinyl will continue to attract fans looking for an authentic music listening experience. The growth in connected devices will also increase listening occasions and ...

November 2021

Online Retailing: Delivery, Collection and Returns - UK

"Following a pandemic-driven record-breaking surge in online shopping, the online channel has penetrated nearly all aspects of retail in the UK. The next couple of years will see retailers and delivery companies working hard to develop new technologies and approaches to meet this demand in ways that are sustainable for ...

October 2021

Mobile Device Apps - UK

"The wider adoption of apps due to the pandemic will lay a strong foundation for their habitual use in consumers' lives in the long term. The growth of the apps market is built on the foundations of strong interest in gaming, social and entertainment. As apps become vitally important everyday ...

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September 2021

Digital Trends Quarterly - UK

"The pandemic has focused minds on health and wellness, while simultaneously leading to greater reliance on tech than ever before. Technology is increasingly seen as a way to improve both physical and mental health, but consumers are also acutely aware of the negative impact of our 'always on' culture. Opportunities ...

Consumers and the Economic Outlook - UK

"The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel's current financial wellbeing and financial confidence trackers reaching new record-highs in ...

August 2021

Digital Trends Quarterly - UK

"The growing number of QR code uses that are adding practical value in people's everyday lives, along with increased usage by necessity throughout COVID, means that for many people seeing a QR code and opening their camera app to scan it is becoming second nature. This provides a platform to ...

Online Retailing - UK

"The online channel has been one of the main benefactors of the pandemic, as consumers have naturally lent more on online retail for a broader variety of needs than ever before. While the market will naturally see some rebalancing over the next two years, we expect the extended period of ...

June 2021

Consumers and the Economic Outlook - UK

"Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

May 2021

Digital Trends Quarterly - UK

"Taking into account the increase in savings over the last year, the conditions look promising for products at the premium end of the spectrum to gain traction. Whereas people buying devices over the last year may have erred on the side of caution in light of the economic uncertainty, affluent ...

COVID-19 - Retail and E-commerce: A Year On - UK

"The COVID-19 pandemic has been a seismic event in the history of modern UK retail. Overnight, consumer behaviour shifted and retailers of all sizes were forced to react to the new environment the pandemic had brought. Some excelled in this new environment, while for some it meant the end of ...

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April 2021

Online Grocery Retailing - UK

"Online grocery was not just the leading growth area in the grocery sector in 2020, but across all of UK retail. A combination of consumer concern and greater in-home food and drink demand served to not only see the channel record growth during the periods of lockdown but throughout the ...

March 2021

Broadband and Bundled Communications Services - UK

"Broadband connections have provided a vital service to consumers throughout the pandemic, underpinning both work and entertainment activities. As a result, COVID-19 is likely to be a catalyst driving engagement with their broadband service and some will look to future-proof their connections by upgrading to contracts with faster speeds. Despite ...

February 2021

Amazon: Influence and Ambition in the Grocery Sector - UK

"As the online retail market leader, Amazon was in a better position than most to capitalise on the heightened online demand that COVID-19 has brought. It has certainly done so, growing at its fastest pace since 2013, and being viewed as an essential service during the pandemic by a majority ...

Virtual Reality: Inc Impact of COVID-19 - UK

"Converting interest into purchases remains a key challenge for the virtual reality market. A potential audience to look at to resolve this is Older Millennials as they have shown greater interest than others in buying headsets since COVID-19. With this age group also being engaged by artistic performances in VR ...

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