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

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