



## September 2014

### Digital Trends Autumn - UK

“New chapters continue to be written in the story of cannibalisation within the technology sector. For so long the rising popularity of the tablet computer contributed to the decline of other neighbouring device markets, but now the tables are set to be turned, as it could be the tablet market ...

## August 2014

### Desktop and Laptop Computers - UK

“Chromebooks have the potential to really shake up the laptop market and offer consumers a much cheaper alternative to mobile computing”.

– Ryan Munson, Research Analyst

## July 2014

### PC Gaming - UK

“Of the 18 billion hours played on Steam games, more than half was taken by just six games. Some 37% of games have never been played at all, whilst 17% of all purchased games have been played for less than one hour. This hyper-fragmentation of attention, where consumers are interested ...

### Researching and Buying Technology Products - UK

“Looking ahead, young consumers will find deals in new ways, opting in to receive alerts from the brands they are happy to engage with via their smartphones.”

### Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

### E-Commerce - UK

“We think consumers are likely to become more demanding and that those retailers that innovate relentlessly - such as Amazon – are best-placed to win shoppers’ loyalty.”

- John Mercer, European Retail Analyst