

November 2021

Books and E-books - UK

“While growth will slow moving forwards, the pandemic created an increased appetite for reading, with the digital market gaining many new customers. The reopening of stores and reduced restrictions will boost the print market, although there remains disruption in the supply chain due to both COVID-19 and Brexit. Independent bookstores ...

October 2021

Media Trends Autumn - UK

“The increased popularity of live streaming for a variety of purposes looks set to be one of the media legacies of the pandemic. Many consumers are interested in audio-only live streams and the feature is being incorporated into more social media platforms, creating another fruitful format for creators and brands ...

September 2021

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

Podcasts - UK

“Podcasts are poised to become more interactive, with features such as polls and responsive advertising. The increased time people are spending at home due to the pandemic has also further opened the door for this interaction to take place through voice commands, potentially making listening to some podcasts a more ...