



## February 2023

### Digital Trends Winter - UK

“Accessibility isn’t just a ‘nice to have’, rather, it can significantly increase the potential market of a brand while enhancing its reputation as inclusive and caring. This has particular resonance among Gen Z who are seeking to align with brands that share their values and will avoid those that don’t ...

## December 2022

### Video Games and Consoles - UK

“There is an opportunity for brands to target the growing number of people gaming more often at home with friends and family as a way of saving money during the cost-of-living crisis. With Sony and Microsoft expected to add adverts to free-to-play games, companies such as food delivery services can ...

## November 2022

### Esports - UK

“Esports continues to be a male-dominated industry, but scaling back the ‘win at all costs’ mentality could prove an effective way of making the industry more inclusive and getting more women involved in watching gaming content. Women-only tournaments with exhibition matches can provide a better sense of community for women ...

### Mobile Gaming - UK

“Major gaming brands are targeting the mobile format for prestige releases and technology manufacturers are pushing new hardware solutions for an optimised mobile gaming experience. Despite a slight slowdown in revenues in the past year, mobile gaming is still an entertainment powerhouse that brands need to prioritise to connect with ...

### Social Media: News - UK

“People expect social media platforms to take action to tackle misinformation. Most social media users think it is the responsibility of social media platforms to remove misinformation and to ban those who repeatedly post fake news. Successfully identifying or removing misinformation is easier said than done though, and more platforms ...

## October 2022

### Smartwatches and Wearable Technology - UK

### Mobile Device Apps - UK



“A quarter of consumers are interested in using smartglasses to access an interactive virtual world. With ownership of smartglasses still low, AR use cases could provide motivation for consumers to buy in the upcoming years as it can give audiences an early idea of what the metaverse experience could be ...

“The market for mobile device apps has seen a slight drop-off from the highs of the pandemic and with the cost of living crisis, premium content and in-app extras are likely to suffer as consumers prioritise essential spending. Nevertheless, the market is poised to see even more traction with apps ...

## September 2022

### Digital Trends Autumn - UK

“Household finances are increasingly squeezed and consumer confidence has fallen to its lowest level in a decade. In turn, recent and planned purchases of all tech products has fallen. Consumers are increasingly focused on value, but this will manifest itself differently depending on the product, with brand name a priority ...

## August 2022

### Digital Subscriptions - UK

“Many digital subscribers see their subscriptions as a key part of their life and will be prioritising them over other leisure expenses during the next year. Brands can encourage retention by marketing discounted yearly subscriptions as ‘short-term pain, long-term gain’, enabling people to save money in the long run, while ...

### Children and Technology - UK

"Parents' concerns over children's screen time and digital stimulus as well as anxieties over the affordability of technology purchases, are mitigated by their understanding of the importance of children being equipped with the digital skills to navigate modern life. In fact, parents are willing to make sacrifices to pay for ...

## July 2022

### Social Media: Sharing and Socialising - UK

“While there are still many doubts about the metaverse concept, Mintel's research shows significant interest in using VR on social media for a variety of purposes, especially socialising with friends. This interest highlights the worth of investing in VR and the metaverse for the major tech companies, but caution should ...

### The Connected Home - UK

“With Matter bringing interactivity across a wide array of smart home products, there is the opportunity to build a platform which shows energy consumption across all the smart home devices in the household. This would enable consumers to get a holistic view of their energy usage and enable them to ...

## June 2022

### Sustainability in Technology - UK

### Digital Trends Summer - UK



“Concern over quality is the primary reason consumers have not bought refurbished technology before. Therefore, it is key that retailers give clear visual examples of what a refurbished or second-hand device looks like in ‘fair’ condition or ‘good’ condition, particularly for the more expensive products.”

– **Zach Emmanuel, Consumer ...**

“The metaverse has become a well-worn buzzword since Mark Zuckerberg rebranded Facebook to Meta in October 2021. But even as new metaverses continually come into existence and businesses fall over themselves to be ‘seen’ in the metaverse, consumers remain largely unaware, with just a third claiming to know much about ...

## Televisions - UK

"After a couple of strong years on the back of COVID-19, the TV market faces a challenging 2022, as the cost of production rises and household budgets are squeezed. The emergence of hardware and software bundled together in TV sets, is one area that can see TVs evolve and drive ...

## May 2022

### Smartphones - UK

"While interest in getting a 5G phone has increased over the past two years, it has not increased as much as it might have. With the early adopters now owning 5G devices, manufacturers will need to persuade everyone else by demonstrating the practical benefits of 5G over 4G in a ...

### Social Media: Engaging with Brands - UK

“Elon Musk’s expected purchase of Twitter is set to shake-up the social media landscape. Musk’s goals are to limit Twitter’s reliance on advertising and reduce content moderation, which has significant implications for how brands will be able to utilise the platform. The direction Musk appears to want to take Twitter ...

### Technology in Leisure and Foodservice - UK

“Integrating a range of digital tools can help leisure venues enhance their overall appeal by creating more interactive, engaging and frictionless experiences. The use of technologies such as geotagging along with AR can broaden leisure activities, whereas virtual guides and concierge services can aid discovery of new towns. Longer term ...

## April 2022

### Mobile Network Providers - UK

“There is a significant section of consumers that consider the environmental initiatives run by mobile network providers when deciding which operator to pick. Providers should create advertising campaigns

### Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to



specifically based around these projects, instead of the customers having to proactively find that information.”

endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

## March 2022

### Digital Trends Spring - UK

“Rising inflation is putting increasing pressures on household finances leading some to put off upgrades and focus on reducing cost. However, for young, tech-focussed consumers, the importance of technology makes it almost an essential and they will seek to prioritise spending in this category even if it means cutting back ...

### Digital Lives of Consumers - UK

“The pandemic has accelerated adoption of technologies and increased the use of online services among the less engaged and older demographics. The online space provides opportunities for consumers to find their identity and form communities, which will increase as brands focus on building a presence in metaverses. However, ensuring that ...

### Computers - UK

“COVID-19 has changed where people carry out their work and a some are likely to have moved further away from the office due to family or financial reasons. Therefore, tablets can be marketed as the ideal product for the longer commutes, with consumers prioritising these devices for media consumption, with ...

## February 2022

### Broadband and Bundled Communication Services - UK

“COVID-19 has prompted some consumers to upgrade their broadband to faster speeds to cope with the increased demands of working, schooling and spending more leisure time at home. However, there is significant headroom for growth of full fibre and gigabit take up. Providers need to promote the potential benefits to ...