



April 2017

Bundled Communications Services - UK

“With the launch of Sky Mobile in January 2017, the big four bundle providers now all offer quad-play options. Data flexibility will be an important promotional feature as providers look to attract increasingly data-hungry consumers. Providers can also utilise their exclusive TV content to help prompt mobile take-up”.

– Rebecca ...

March 2017

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

Electrical Goods Retailing - UK

“Rather than the usual deflation seen in the price of electrical goods, retailers are going to have to decide how to tackle rising prices in 2017 due to the devaluation of Sterling. Whilst this is clearly a challenge the bigger issue will be if wider consumer demand slows due to ...

February 2017

Mobile Gaming - UK

“Although growth in mobile gaming revenue is expected to continue in 2017, opportunities for developers to enter the market are limited without a significant marketing spend, or the perfect storm of novel but accessible gameplay and familiar IP that Pokémon Go had.”

– Mark Flowers, Consumer Technology Analyst

January 2017

Mobile Network Providers - UK

“Competition on prices has intensified, post-pay revenues are falling. At the same time, there are signs that customer retention is being eroded, and it has become more difficult to put a premium on greater data allowances. Operators are reacting by trying to foster retention through mobile data flexibility and, in ...

Children's Online Spending Habits - UK

“Some 61% of children spend more money online on digital goods than anything else, driven largely by boys’ gaming purchases. That said, children still demonstrate a general preference for physical stores compared to making online purchases for physical items.”



Technology - UK



– Mark Flowers, Research Analyst - Consumer Technology