

January 2021

Magazines: Inc Impact of COVID-19 - UK

“While some genres have performed well since the outbreak, such as cooking, gardening and news magazines, most titles are simply trying to weather the storm, while developing their digital platforms. There are, though, more indications that multi-magazine subscriptions could be a viable and successful option for the market going forward ...

Music and Other Audio - CDs, Streaming, Downloads & Podcasts: Inc Impact of COVID-19 - UK

“The music industry has fared well through the pandemic. Streaming platforms have seen an increase in users and dedicated playlists have helped steer consumers through new routines by relieving stress and improving concentration, whilst co-ordinated retail campaigns have helped bolster physical format sales. Longer term, new features on streaming platforms ...

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

November 2020

Books and E-books: Inc Impact of COVID-19 - UK

“Bookstores, especially independent bookstores, have been dealt a harsh blow by the pandemic, which will continue to be very difficult to navigate. A positive story to take from the outbreak so far, however, is that it has further highlighted people’s love of print books and reading, as well as how ...

October 2020

Media Trends Autumn: Inc Impact of COVID-19 - UK

“Parents of young children look to be a particularly important demographic for different media sectors

Digital Advertising: Inc Impact of COVID-19 - UK

“As a result of the COVID-19 outbreak people are spending more time online and making more purchases

throughout the COVID-19 pandemic. In an attempt to keep their children entertained and educated while social distancing restrictions have been in place, parents have increased their use/purchase of different media content, from video subscriptions ...

online, which increases opportunities for digital advertising, particularly direct response adverts. Major social networks have introduced more direct response and shoppable adverts since the start of the pandemic. One of the long-term results ...

September 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

Attitudes towards Video and TV: Inc Impact of COVID-19 - UK

“Whilst COVID-19 has driven spikes in viewing time across all platforms, the wider backdrop of falling live television viewing minutes, declining advertising revenues and competing attentions from other media are making for a challenging backdrop for linear broadcasters. Take-up of paid-for streaming services, which accelerated under lockdown, will likely continue ...

Regional Newspapers: Inc Impact of COVID-19 - UK

“The long-struggling regional newspapers market has been hit hard by the outbreak of COVID-19, which has resulted in significant drops in print circulation and advertising revenue, as well as many job cuts and the closure of titles. The pandemic has, however, also helped shine a light on the importance of ...

August 2020

Social Media: Inc Impact of COVID-19 - UK

“The COVID-19 crisis has seen social media platforms take a stronger content moderation role than ever before, such as overtly promoting trusted sources and banning users that are spreading misinformation. This comes as platforms have already been facing more pressure from consumers, governments and advertisers to tackle the issue of ...

July 2020

The Impact of COVID-19 on Media and In-home Entertainment - UK

National Newspapers: Inc Impact of COVID-19 - UK

“Reflecting the diverse nature of the sector, COVID-19 has had a dramatically different impact on different media markets. High demand for in-home entertainment has seen video subscriptions surge, although the market is now facing the looming issue of an absence of new content. Usage of social media and online news ...

“Interest in news has surged as a result of the COVID-19 outbreak, but newspaper publishers are struggling to reap the benefits. The already declining print national newspaper market has been hit hard as lockdown restrictions have kept people indoors. While readership of online national newspapers has increased significantly, and digital ...

June 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

March 2020

Media Trends Spring - UK

“The most popular length of video on YouTube among Gen Z is 21 minutes or more, reflecting how the platform has developed and the opportunities it now presents in terms of content and advertising. The popularity of longer videos on social media allows for greater incorporation of both pre-roll and ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

January 2020

Influencers - UK

“Brands increasingly have to look beyond surface level metrics, such as follower numbers, when deciding which social media influencers to partner with. Influencer authenticity, trust and engagement levels play a key role in actually impacting purchasing behaviour, often making micro influencers more valuable than those with larger followings.”

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