



September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

August 2016

Desktop, Laptop and Tablet Computers - UK

“The main challenge facing the market is that older devices can run common day-to-day apps and productivity software, and they can run them well. You do not need a new, more powerful device to browse the internet, access social media, use Microsoft Office or watch Netflix.”

Digital Trends Summer - UK

“Despite many people viewing email as a somewhat outdated means of communication, it is not only the most common means of online communication but also the most likely to be used multiple times per day. It cannot be disputed, though, that other channels such as instant messaging can provide more ...

Fashion: Technology and Innovation - UK

“In an increasingly challenging clothing market, retailers are having to do all they can to stand out from the competition and we are seeing more companies actively searching for the latest technology innovations. While many of the latest innovations such as magic mirrors, in-aisle payments and online sizing tools can ...

Televisions - UK

“The growth of digital content and online viewing has led internet-connected TVs to become increasingly popular and further their market penetration, while 3D technology continues to struggle to appeal to consumers, who are now more likely to own a 4K TV than a 3D screen.”

– Sara Ballaben, Senior ...

Teens' and Tweens' Technology Usage - UK

“The rapid success of Snapchat with teens/tweens highlights that for young people it is the ability to create and communicate in innovative, fun new ways that is at the heart of their interest in social media. New social media features, from livestreaming to creating short music videos, are being ...