

January 2019

Digital Trends Quarterly - UK

“People are getting ever more confident in using their smartphones for online shopping. In the earlier days of smartphone evolution, security concerns and the perceived inconvenience held them back. Now, however, with people much more likely to have biometric security on their smartphone than on their computer, their handsets provide ...

December 2018

Buying for the Home Online - UK

“Online retailing accounts for 12.4% of sales through household goods stores and 18.5% of all consumer spending on the home. Online sales of goods for the home have grown at a rapid rate, growing share of consumer spending, while sales through stores have been relatively stable over the ...

Virtual Reality - UK

“The VR market, despite its potential and initial excitement, has regressed over the last 12 months. There’s interest from many consumers but a clear gap between this and actual intention to buy a headset. Cost is still a significant barrier for them but standalone headsets are becoming important in addressing ...

November 2018

Supermarkets - UK

“The supermarket sector is growing once more, but this growth has not been enough to stem the tide of spending moving away from large-format stores. This decade has seen unprecedented change in both how grocery shoppers behave and how the sector is structured. Consolidation, on both the retail and supply ...

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

October 2018

Mobile Device Apps - UK

“The mobile app market is continuing to expand, with the emphasis firmly on free downloads and subscription payments or microtransactions. Gaming dominates app revenues but there are strong opportunities for other sectors, with augmented reality developments in particular driving app innovations in social media and retail. While young people are ...

September 2018

Digital Trends Quarterly- UK - UK

"The fact that nearly one in five smartphone owners use their device's camera every day highlights the extent to which taking pictures or videos is no longer something people simply do to record particular events or as a hobby, but something that's woven into the fabric of their daily lives ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

"Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

July 2018

Online Retailing - UK

"The growth in online retailing, at present, continues unabated. It is still a relatively young channel, accounting for a sixth of all retail sales in the UK, with much room to grow particularly in some categories, notable grocery. Awareness of its growth and the impact this is having on the ...

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

"The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn't a one-off. Our confidence data has been running for almost a decade now, and people's assessments, both of their current financial situation and how they expect their finances to shape ...

May 2018

The Connected Home - UK

“The appeal of connected home devices is increasing as second-generation products improve functionality and devices are released that cover broadening price points. Voice-controlled speakers have emerged as the main controller for the connected home, but whilst many products can now receive commands from these digital assistants, consumers still need convincing ...

April 2018

Social and Media Networks - UK

“While there is a trend towards cutting down on social media use, more people than ever are using social networks and the vast majority are sharing content. Platforms more popular with younger demographics must strike a balance between maintaining a cool brand image and continuing to cater for long-term users ...

Digital Trends Quarterly: AI and Automation - UK

“The fact that digital assistants like Alexa or Siri are the most likely of the AI-based or automated products or services that people would use is a reflection of the extent to which voice controlled speakers like Amazon Echo and Google Home have quickly captured the public’s imagination. Smartphone-based digital ...

March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

Online Grocery Retailing - UK

“The smallest and quickest-growing aspect of the grocery market, online grocery is a sector that has seen a vast number of innovations in the past year as it strives to evolve to cater not just for big-basket supermarket-style shops but also for smaller top-up-based shops.”

Bundled Communications Services - UK

“Investment in fibre-to-the-premises will dramatically increase broadband speeds for consumers, and lead to increased revenue for operators as they charge more for ultrafast connections. Meanwhile, providers have also been benefitting from increasing uptake of mobile as part of a bundle of services, and effective handling of competition from over-the-top media ...

January 2018

Children's Online Spending Habits - UK



Retail: E-Commerce - UK

“Children are particularly responsive to products seen online, so brands must keep a strong social media presence and work with social influencers to promote their product. However, brands must also ensure they are responsibly targeting these consumers to ensure the gatekeepers to a child’s money – the parents – are ...