

### October 2021

#### Mobile Device Apps - UK

“The wider adoption of apps due to the pandemic will lay a strong foundation for their habitual use in consumers’ lives in the long term. The growth of the apps market is built on the foundations of strong interest in gaming, social and entertainment. As apps become vitally important everyday ...

### September 2021

#### Digital Trends Quarterly - UK

“The pandemic has focused minds on health and wellness, while simultaneously leading to greater reliance on tech than ever before. Technology is increasingly seen as a way to improve both physical and mental health, but consumers are also acutely aware of the negative impact of our ‘always on’ culture. Opportunities ...

#### Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

### August 2021

#### Digital Trends Quarterly - UK

“The growing number of QR code uses that are adding practical value in people’s everyday lives, along with increased usage by necessity throughout COVID, means that for many people seeing a QR code and opening their camera app to scan it is becoming second nature. This provides a platform to ...

#### Online Retailing - UK

“The online channel has been one of the main benefactors of the pandemic, as consumers have naturally lent more on online retail for a broader variety of needs than ever before. While the market will naturally see some rebalancing over the next two years, we expect the extended period of ...