

March 2016

Online Grocery Retailing - UK

“The online grocery market continues to grow in double digits but remains a niche market in terms of the wider grocery market. However, the shift away from superstores to more convenient shopping channels is certainly benefiting the market.”

– Nick Carroll, Retail Analyst

Digital Trends Spring - UK

“Digital wallets still struggle to attract mainstream interest, but almost three quarters of those who use the technology do so almost every time they have the opportunity. This suggests that the service can actually offer compelling benefits to users, and that continued usage should naturally pick up if consumers are ...

Bundled Communications Services - UK

“By the end of 2016 each of the big four providers are expected to offer some form of quad-play bundle. The success of quad-play lies in convincing customers that having all of their services under one roof will be beneficial. Using customer data to create personalised deals and bundles could ...

Digital Advertising - UK

“The digital channel provides advertisers with a unique benefit that is difficult to replicate using other media formats – the ability to target a specific individual, with a specific message, at a specific time.

In order for the industry to maintain that advantage it is crucial that brands manage the ...