



December 2016

Wearable Technology - US

"Sales continue to grow for wearable tech. However, sales for specific brands have already seen some reversals of fortune, including wearable cameras from GoPro and Apple smartwatches. Against this backdrop, Mintel explores the market for fitness-related tech using qualitative and quantitative surveys. Subjects include intent to purchase, gifting, participation in ...

November 2016

Tablets and Hybrid Products - US

"The once high-flying tablet market has taken a tumble. Sales growth, which stood at 52% in 2012, fell to less than 10% in 2013 and 2014, and then the market contracted in 2015 and 2016. This Report provides guidance for marketers facing significant headwinds as consumers shift to larger and ...

October 2016

Internet Radio - US

"The use of internet-based music services is closing in on traditional means of listening to music, including terrestrial radio and personal libraries. The finding, alongside clear distinctions in how younger listeners use streaming services suggests that over the next decade streaming services will become the dominant means of listening to ...

Mobile Apps - US

"Mobile app use is ever-present, with most consumers using apps daily or often several times day. Apps allow brands from all industries to provide consumers with tools to make their lives more convenient or simply as a way to stay informed and entertained. Advertisers have a challenge influencing mobile app ...