

April 2017

Bundled Communications Services - UK

“With the launch of Sky Mobile in January 2017, the big four bundle providers now all offer quad-play options. Data flexibility will be an important promotional feature as providers look to attract increasingly data-hungry consumers. Providers can also utilise their exclusive TV content to help prompt mobile take-up”.

– Rebecca ...

March 2017

Video - UK

“The growth of the streaming segment has balanced out declining physical video sales, maintaining equilibrium in the UK video market. The rapid growth of the streaming segment has put pressure on broadcast TV providers to ‘Netflixify’ their offering and provide on-demand content across a range of devices. Growth in streaming ...

Digital Advertising - UK

“Ad personalisation through user input is key to boosting engagement; particularly as many consumers are showing interest in ad-blocking. But there isn’t necessarily a one-size-fits-all solution to balance personalisation and intrusiveness, as individual users have different attitudes towards their personal information and the extent to which they are happy to ...

Online Grocery Retailing - UK

“Online grocery is the quickest growing grocery channel, but equally the smallest. Once seen as simply a service to replicate the needs of a supermarket shop online, a number of new services came to market in 2016 that have the potential for online grocery to transcend this barrier and adequately ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

January 2017

Children's Online Spending Habits - UK

“Some 61% of children spend more money online on digital goods than anything else, driven largely by boys’ gaming purchases. That said, children still demonstrate a general preference for physical stores compared to making online purchases for physical items.”

– Mark Flowers, Research Analyst - Consumer Technology