



September 2017

Televisions - UK

"With consumers prioritising improved picture quality over fundamental changes to the viewing experience, 4K TVs will prove more popular than 3D technology in the long-term. With growth slowing due to economic uncertainty and rising import costs, educating consumers on the benefits of the technology and effectively showcasing an expanding content ...

Video Games and Consoles - UK

"The launch of the Nintendo Switch is reinvigorating a video game market that is declining as it enters the fourth year of the current console generation. Developers are adopting post-purchase micro-transactions as a revenue stream, making player retention a more important focus for console games than it has been in ...

August 2017

Fashion Technology & Innovation - UK

"The most successful fashion retailers will be those that use the latest technology cleverly to enhance the shopping experience and to tap into changing shopping behaviour. By balancing the increasing automation of retail, with consumers showing a high level of interest in self-service tills and digital screens in-store and chatbots ...

Consumers and the Economic Outlook: Quarterly Update - UK

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

July 2017

Desktop, Laptop and Tablet Computers - UK

"The UK computer market is set to continue its decline, but hybrid devices represent a key area of growth in the near future. Windows tablets appear to be benefiting from a turn towards hybrid devices the most, as Windows tablets can run the same software as laptops as well as ...

Digital Trends Summer - UK

"The majority of voice command use so far is likely to be through smartphones, given the infancy of the connected speaker market, but home-based devices like Amazon Echo and Google Home will become much more central to the voice control market as it evolves. As these devices become more widely ...

Researching and Buying Technology Products - UK

"Including professional reviews along with user reviews on product webpages has the potential to facilitate the purchasing decision and shorten the consumer journey to purchase, therefore boosting conversion rates and reducing the risk of dropouts. Professional reviews, expert opinions, professional video tutorials and similar initiatives could prove particularly successful to ...