



## September 2018

### Digital Trends Quarterly- UK - UK

"The fact that nearly one in five smartphone owners use their device's camera every day highlights the extent to which taking pictures or videos is no longer something people simply do to record particular events or as a hobby, but something that's woven into the fabric of their daily lives ...

### Televisions - UK

"Take-up of Ultra HD 4K televisions has been evident in the last year and a focus on World Cup promotions will have provided a further boost to sales. However, it will not be sufficient to prevent a decline in market value, with the majority of people keeping televisions until they ...

## August 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

"Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

### Technology Habits of Generation Z - UK

"Generation Z is characterised by having grown up with near-constant access to technology and a wealth of digital services in their everyday life. They are heavy users of instant messaging services, and these are likely to play an important role in the future of how brands interact with customers. Meanwhile ...

### Video Games and Consoles - UK

"Volume sales of video games are consistently declining despite the rising popularity of gaming and increased frequency of play. This reflects the extent of competitive online play, with gamers seeking to improve their performance and focus on fewer titles. Consequently, revenue streams are shifting towards online subscriptions, in-game payments for ...

## July 2018

### Desktop, Laptop and Tablet Computers - UK

"Despite continuing declines in the desktop, laptop and tablet market, the laptop segment has fared better because smartphones and tablets remain less suitable for performing productive tasks. It is hoped that cellular devices and two-in-one laptops will appeal to consumer desire for ultra-portability, and these devices offer a decisive upgrade ...

### Digital Trends Quarterly: Online Reviews - UK

"Despite increasing concerns about misuse of user reviews by companies – for example commissioning fake positive reviews about themselves or negative reviews about their competitors – people still see them as more reliable than professional reviews, as well as more impartial and more useful. However, professional reviews still trump user ...