August 2023

Connected Living and Device Ecosystems - UK

"The connected living experience can be enhanced by focusing on the cost saving and sustainable upside of smart devices. Longer term, technologies such as wireless protocols and personalised AI can deliver on the vision of the of truly automated and proactive smart home that that can support consumers' individual lifestyles ...

July 2023

Sustainability in Technology - UK

"In the broader context of consumers' life priorities, sustainability often takes a back seat to other areas such as health and finances. When it comes to technology, people are conflicted over acting sustainably and saving money on new devices, and want the government and brands to lead the way on ...

June 2023

Technology Trends: Summer - UK

"As fewer young males view the latest technology as a sign of success, the technology sector finds itself at a crossroads. There is huge interest in potentially game-changing breakout technologies, such the Apple Vision Pro headset. But there are significant hurdles to overcome in persuading consumers that the future of ...

Future of Technology - UK

"While generative AI is currently likely to be associated with the new Bing and Google Bard search engines, the technology has the potential to affect several key technology categories. It could significantly enhance the control of smart home devices, individualise gaming experiences, improve product discovery on retail platforms and enable ...

May 2023

Technology and Sport - UK

"Professional-grade data analysis tools used in top level sports will filter through to consumers keen to adopt a more granular approach to tracking and analysing performance. Additionally, technology will continue to boost the spectator experience, creating a hybrid way to watch by providing people with more data and interactive, personalised ...

Smartphones - UK

"With smartphone brands potentially needing to make repairability a greater focus of their products, it is likely to mean that consumers keep hold of their devices for even longer. However, it could give buyers more confidence to spend higher amounts, knowing that they will not need to buy another phone ...

April 2023
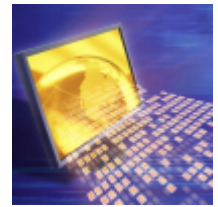
Consumers and the Metaverse - UK

"The hype surrounding the metaverse has seemingly peaked, with technological limitations and cost pressures dampening excitement. Consumer awareness of metaverses remains low, with minimal numbers accessing metaverse platforms. For brands, the challenge is how to ignite experiences within metaverses that go beyond consumers' habitual use of other digital channels, such ...

Technology Trends: Spring - UK

"The way we search for information online is changing. Search engines continue to dominate, but Generation Z in particular is turning straight to social media sites such as TikTok instead. However, the integration of conversational AI into search engines will transform the way consumers look for information and discover brands ...

Researching and Buying Technology Products - UK

"Renting technology products can have an important role to play as consumers look to reduce their spending during the cost of living crisis, but it also has environmental benefits. Brands which promote the sustainability angle can engage higher earners in particular as they are significantly more likely to consider the ...

March 2023

Broadband, Mobile and TV Services - UK

"Consumers were already starting to feel the pinch of the cost of payments for telecoms services towards the back end of 2022, and with significant price rises coming in 2023, many will be considering downgrading telecoms services or cancelling pay-TV. For brands, now is the time to double down on ...

February 2023

Computers and Laptops - UK

"Despite the cost of living crisis, lower income households are showing willingness to buy a computer or tablet over the next 12 months. It is critical that brands offering entry level laptops and tablets focus their marketing around battery life, with this being the most important consideration for lower earners."

Upcoming Reports

Future of Gaming - UK - 2023

Technology Trends: Winter - UK - 2023
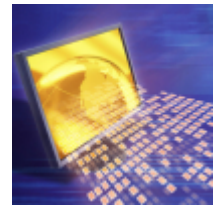
Esports - UK - 2023

Technology Trends: Autumn - UK - 2023

Smartwatches and Wearable Technology - UK - 2023

Mobile Gaming - UK - 2023

Headphones and Speakers - UK - 2023