



September 2015

Digital Trends Autumn - UK

"The impact of the newfound popularity of 'phablets' (5" + smartphones) cannot be understated. Phablets have not just put a dent into sales in the neighbouring tablet market but also look set to radically change mobile behaviour. There are already signs that the increased uptake of larger screens has broken down ...

August 2015

Desktop and Laptop PCs - UK

"While volumes are forecast to continue to decline, constant innovation and improved mobile concepts will help to revive the market and contain short-term decrease rates, particularly with the launch of Windows 10 in July 2015, which is anticipated to boost consumer demand."

Baby Boomers and Technology - UK

"Baby Boomers are a service-driven generation. While they are generally slightly less likely to own the latest technology products, manufacturers and retailers that offer face-to-face consultations and high quality customer service throughout the purchasing journey stand the best chance of reaching this group."

July 2015

Teens' and Tweens' Technology Usage - UK

"Parents' fears regarding their child's use of technology are numerous, with stranger danger, access to inappropriate content and cyberbullying at the top of the list. Technology brands are attempting to respond to these fears, giving parents greater control and creating child-friendly versions, as well as emphasising the positive role technology ...

Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

Headphones - UK

"With over half of current owners willing to spend more on a product that they can try out before purchase and about a third of them looking to match their headphones with their personal style, in-store interactive product displays and individual product personalisation are likely to be the greatest drivers ...