



## January 2022

### Virtual Reality - UK

“Cross-platform gaming will be key in making VR a more social experience by removing the need for friends and family to own headsets in order to play together. Meta is trying to improve the social aspect with mixed reality features while Google Stadia is potentially adding VR to its platform ...

### Digital Trends Quarterly - UK

“Privacy has become a key battleground for messaging apps, browsers, app stores and operating systems. All must balance the need to personalise the digital experience and make money, while ensuring consumers don’t feel exploited. Consumers are not averse to their data being used to enhance their experience, but they need ...

## December 2021

### Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

### Wearable Technology - UK

“Older Millennials’ intent to buy smart jewellery is very close to fitness trackers despite the latter’s dominance of the wearables market in recent years. This generation are among the most likely to prefer using wearables for payments than a phone and have an interest in customising their jewellery – indicating ...

## November 2021

### Esports - UK

“The interest in watching gameplay among Older Millennials has increased significantly across the last year to the point where they are the most likely to live stream themselves playing video games. With the vast majority of esports viewers in the generation also buying gaming equipment from esports events, this highlights ...

### Mobile Gaming - UK

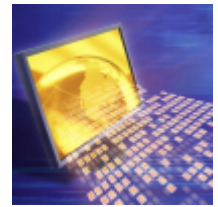
“Mobile gaming looks set to enjoy another stellar year in 2021, building on the success the sector saw during the peak of the pandemic. Longer term, the impact of faster networks, phones with gaming-centric specs and the growth of cross platform cloud gaming services will build on this momentum and ...

### Headphones - UK

“Truly wireless earbuds are expected to become the most widely-owned type of personal audio device in the upcoming years, however customers must choose from the wide array of options. Online retailers that offer search results which are tailored to an individual’s preferences could significantly help with their purchase journey.” ...

## October 2021

### Mobile Device Apps - UK



“The wider adoption of apps due to the pandemic will lay a strong foundation for their habitual use in consumers’ lives in the long term. The growth of the apps market is built on the foundations of strong interest in gaming, social and entertainment. As apps become vitally important everyday ...

## September 2021

### Digital Trends Quarterly - UK

“The pandemic has focused minds on health and wellness, while simultaneously leading to greater reliance on tech than ever before. Technology is increasingly seen as a way to improve both physical and mental health, but consumers are also acutely aware of the negative impact of our ‘always on’ culture. Opportunities ...

### Video Games and Consoles - UK

“The success of the gaming industry has remained strong in 2021 and in fact many consumers are playing games more or the same amount in May 2021 compared to the height of the first UK lockdown in May 2020. Additionally, with four in 10 gamers not expecting to reduce their ...

### Researching and Buying Technology Products - UK

“COVID-19 showcased the need for brands and retailers to have a robust digital presence as consumers relied on online platforms for researching and buying technology products. Consumers’ increased confidence to buy big-ticket technology purchases online will mean omnichannel sales approaches will be of paramount importance post-COVID-19. Retailers will need to ...

## August 2021

### Digital Trends Quarterly - UK

“The growing number of QR code uses that are adding practical value in people’s everyday lives, along with increased usage by necessity throughout COVID, means

### Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

### Technology for Working at Home - UK

“With long-term hybrid working patterns set to be embedded, the market for technology for working from home looks buoyant. Smart home technology, curved monitors and wireless technologies can all benefit, as consumers focus on refining their homeworking experience. Meanwhile hardware such as portable hybrid laptops can cater to those adopting ...

### Smart Security - UK

“Despite Ring having clear dominance in the market, many of its customers are open to using other brands. Outdoor security cameras that can offer a higher



that for many people seeing a QR code and opening their camera app to scan it is becoming second nature. This provides a platform to ...

resolution than Ring's Stick Up Cam at a cheaper price are likely to appeal to current Ring doorbell owners. An example is the Reolink ...

## June 2021

### The Connected Home - UK

"The Matter protocol will bring seamless connectivity between connected home products, regardless of brand or voice assistant, making buying and using these devices much easier. With consumers keen to use connected home devices to live sustainably, it could be appealing to get notifications on high energy usage from smart thermostats ...

### COVID-19 and Technology: A Year On - UK

"The pandemic has demonstrated the convenience and efficiency digital technologies can provide across consumers' work, entertainment and shopping routines, and 2021 can cement their place as digital habits are maintained. Demand for technology hardware such as smartphones, computers and gaming consoles has been high, despite chip shortages affecting supply; a ...

### Consumers and the Economic Outlook - UK

"Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

### Social Media - UK

"Social media has enjoyed a surge in use with people seeking entertainment and connection throughout the COVID-19 lockdowns, although time online looks set to fall as restrictions are eased. The pandemic and widespread banning of US President Donald Trump has brought misinformation and social media guidelines to the fore. The majority ...

## May 2021

### Voice Control - UK

"With a section of consumers expected to work from home permanently post-COVID-19, there is the opportunity to market smart displays as the ideal addition to a home office space. Voice-controlled speaker owners have already shown an interest in using these devices for working or studying and the ability to get ...

### Digital Trends Quarterly - UK

"Taking into account the increase in savings over the last year, the conditions look promising for products at the premium end of the spectrum to gain traction. Whereas people buying devices over the last year may have erred on the side of caution in light of the economic uncertainty, affluent ...

## April 2021

### Mobile Phones - UK

"Our consumer research has highlighted how important a smartphone's battery life and pricing are to Generation X and Baby Boomers in particular. These age groups are



also more likely to have switched smartphone brands with their current device, meaning there is an opportunity for companies to convince them to switch ...

## March 2021

### Broadband and Bundled Communications Services - UK

“Broadband connections have provided a vital service to consumers throughout the pandemic, underpinning both work and entertainment activities. As a result, COVID-19 is likely to be a catalyst driving engagement with their broadband service and some will look to future-proof their connections by upgrading to contracts with faster speeds. Despite ...

### Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

### Mobile Network Providers - UK

“COVID-19 has caused numerous changes to the mobile network providers market, likely accelerating the movement to SIM-only plans but also causing a temporary slowdown in growth in mobile data usage. It is possible that some consumers will not upgrade their mobile data allowances long term if they work from home ...

## February 2021

### Virtual Reality: Inc Impact of COVID-19 - UK

“Converting interest into purchases remains a key challenge for the virtual reality market. A potential audience to look at to resolve this is Older Millennials as they have shown greater interest than others in buying headsets since COVID-19. With this age group also being engaged by artistic performances in VR ...