



June 2013

Digital Trends Summer - UK

“Manufacturers of technology products are placing more emphasis on monetising their content platforms, so much so that they are often willing to take a hit on hardware margins. This trend, where content is becoming king, could start to expand into more product sectors as brands may look to subsidise product ...

Researching and Buying Technology Products - UK

“Younger consumers are more likely than older consumers to shop across online and in-store channels. In the years to come, as the 25-34s mature they are likely to keep these shopping habits, making a multichannel approach the standard way to research and buy technology. This evolution of the technology shopper ...

May 2013

Social Networking - UK

“Mobile users will be able to access social networks with a greater frequency, but will likely have a greater fragmentation in their attention span due to conflicting demands on their time whilst out of the house. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions ...

Teens' and Tweens' Technology Usage - UK

“Brands need to ensure that children, who are less likely to have a credit or debit card, are able to access and enjoy the benefits associated with e-commerce. Physical gift cards are the primary vehicle used by children for adding the funds needed to purchase apps or digital content such ...

April 2013

Digital Cameras - UK

“Consumers are likely drawn to the sale of mirrorless devices as they represent a midpoint between functionally defunct compact cameras and what they see as too expensive or unnecessarily advanced DSLR cameras. However, although global mirrorless sales are increasing – with UK sales following the same trend according to trade ...