



September 2016

Online and Mobile Shopping - US

"Online sales doubled from 2011-16, with steady growth of 14-16% annually. Enabling this growth through 2015 were rising numbers of households with access to broadband, as well as rapidly rising ownership of smartphones and tablets. Since the gains from these key drivers has already occurred and may have reached a ...

Gaming Consoles - US

"The console hardware market has not seen growth in total unit sales for several years. However, this represents an evolution of the market – one that places great emphasis on software and services sales. Brands are increasingly challenged to raise the long-term value of their customers. "

-Bryant Harland, Senior Analyst ...

Digital Trends Fall - US

"The line between hardware markets and software markets continues to blur as companies from both sides partner up to change the experience of interacting with physical devices. Brands must also be ready for the upcoming flood of data-generating devices as consumer adoption of smart products rises."

August 2016

Televisions - US

"New televisions are pushing the boundaries on screen sizes and resolutions, and these attributes do capture consumer interest. However, many brands have struggled to maintain revenue in light of tight competition and market saturation. The maturation of smart televisions will bring new challenges to the market. Namely, televisions will be ...

Content Consumption: TV and Movies - US

"Understanding how consumers watch movies and TV, how much they spend, what providers they use, and what drives their behavior is critical for companies hoping to reach them – including both producers and distributors of video content as well as advertisers who leverage that content. In this Report, Mintel examines ...

July 2016

Advertising: Mobile, TV and Internet - US

"The advertising landscape is more complex than ever as consumers now relate to ads across television, online, and mobile platforms. Consumers can be influenced by marketing messages, but only if the message is received over the most strategic platform."