September 2014

Books and e-books - UK

"In order to solve the problem of men's lower reading rates a cultural shift is necessary, with books specifically highlighted as a worthy pastime for young boys starting from primary school and continuing onwards into secondary education. This would need to be accomplished through idolised cultural icons or sporting heroes ...

Digital Trends Autumn - UK

"New chapters continue to be written in the story of cannibalisation within the technology sector. For so long the rising popularity of the tablet computer contributed to the decline of other neighbouring device markets, but now the tables are set to be turned, as it could be the tablet market ...

August 2014

Music and Video Purchasing - UK

"Blu-ray discs have no niche to fill. Had digital streaming or transmission services not evolved so quickly, Blu-ray would have been the natural successor to DVD; high quality physical content, slowly becoming the de facto industry standard. However, the next quality barrier has already reached the market – 4K – ...

July 2014

Consumers and The Economic Outlook - Quarterly Update - UK

"Although people are still more confident than they were in 2013, Mintel's data suggests that they're not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Researching and Buying Technology Products - UK

"Looking ahead, young consumers will find deals in new ways, opting in to receive alerts from the brands they are happy to engage with via their smartphones."

E-Commerce - UK

"We think consumers are likely to become more demanding and that those retailers that innovate relentlessly - such as Amazon – are best-placed to win shoppers' loyalty."

- John Mercer, European Retail Analyst