

December 2011

Digital Trends Winter - UK

“Ultrabook, a new line of thin and lightweight laptop computers running the Microsoft Windows operating system, is a strong contender to regain the traditional computer’s eroded market share from tablet computers.”

November 2011

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

Teens' and Tweens' Technology Usage - UK

“Dual screening is becoming second nature for today’s youths, whether it is using the computer or the mobile phone at the same time that they are watching television programmes. To maximise the effectiveness of advertising campaigns targeted at the younger audience, marketers need to ensure multi-channel advertising is well-executed, from ...

Multi-channel Retailing - UK

“No sooner have retailers implemented strategies to integrate online into their store-based businesses than new technology has shifted the goalposts as mobile digital devices are now creating new opportunities for ‘fast shopping’ – shopping on the move and social media generated shopping – which requires retailers to devise and create ...

October 2011

Online Gaming and Betting - UK

“The growth of online leisure, the move into the mainstream of gambling in general and the increasing role web-based technology plays in our everyday lives have enabled internet gaming and betting to grow at a rapid pace over the last five years.

September 2011

Online Grocery Retailing - UK

Digital Trends Autumn - UK

Retail: E-Commerce - UK

“Some 13% of adults have never shopped online, but would like to, making for a sizeable pool of opportunity in the short term. There is also marked potential to grow sales among established users, with nearly one in three online shoppers spending less than 10% of their total grocery budget ...

“In effect the era of the PC as the dominant method of accessing the internet is coming to an end, with mobile devices where the accent is on content consumption in the ascendancy. Content creation will still be done on a PC, in the short term at least, but this ...

August 2011

Music and Video Purchasing - UK

For the first time for digital video, content producers, retailers, manufacturers and consumers are starting to move in the same direction – albeit slowly. Music by contrast, already well established as a digital product, now needs to focus on improving the delivery experience and working out a pricing model that ...

Financial Services: Consumers and New Technology - UK

“The sophistication of mobile banking software now rivals that of online banking via a PC. In addition to checking balances certain providers have developed apps, and mobile websites, which allow transactions between accounts. Despite this, Mintel research suggests that most consumers will primarily use mobile banking to carry out basic ...

July 2011

Web Aggregators in Financial Services - UK

“The price-comparison market struggles when it comes to differentiation. Although each site has its strengths, most are offering a similar range of products, targeting similar customers. Mintel’s research shows that there is scope for a site to carve out a niche for itself by building a more distinctive image.”

Digital Trends Summer - UK

Although the market for fixed-line broadband penetration stands at nearly 70% of UK households, this figure hides some considerable variations by demographics. Most notably those aged 35-44 are two and a half times more likely to be broadband users than the over-65s. Furthermore those in rural and other remote areas ...

Holidays on the Internet - UK

“Online security and putting together holidays easily are key issues for consumers, while how best to address UGC (User Generated Content) reviews and the potential impact of Google Travel are particular concerns for operators. Meanwhile, improved infrastructure in the UK and the rise of mobile facilities should ensure that holidays ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

May 2011

Use of the Internet in Car Buying - UK

Social Media and Networking - UK

This report considers the world of social media, giving an overview of the various online services that facilitate

Buying a motor vehicle through the internet or even over the telephone is a relatively new concept for the consumer. This report investigates the purchasing of cars other than through the traditional visit to a dealer or private seller. It includes the use of the internet to complete a sales ...

social experiences. In particular, this report investigates how members, as well as companies and advertisers, are using and responding to social networks.

April 2011

Digital Trends Spring - UK

The report goes on to look at the commercial impact that the extreme weather conditions throughout December had on the all important Christmas trading period, and also suggests ways in which sites can become more competitive.

Buying for the Home Online - UK

Online browsing for information or prices has become an integral part of most shopping trips for major purchases including domestic appliances and furniture. And price comparison is not just something for the few, but is a process which many consumers have integrated into their shopping process. Retailers are using more ...

March 2011

Fashion Online - UK

The growth rate of broadband penetration has slowed over the last few years after having nearly doubled between 2005 and 2010. Nearly seven in ten adults currently surf the web via a high-speed connection. While this will have an inevitable impact on the future growth of the online fashion market ...

February 2011

Online Spending Habits - UK

This report provides an overview of online spending habits in 2010, assessing the value, growth and potential that the market has, in addition to the typical patterns of behaviour and adoption that consumers display when shopping online.

January 2011

Online Booking and Ticket Purchasing - UK

All sides of the commercial terrain are fast evolving and today's consumer faces an increasingly challenging market due to the level of vertical integration in the value chain – from the artist through promoter, venue,



Retail: E-Commerce - UK

primary and even secondary ticket markets. This report explores all these issues, by examining the ...