

January 2017

Digital Trends Winter - UK

“The launch of Google’s premium Pixel and Pixel XL handsets in September will not have made things any easier for Apple and Samsung at the upper end of the smartphone market, while challenger brands like Huawei and OnePlus are releasing ever-more competitive handsets in terms of performance at more affordable ...

December 2016

Supermarkets - UK

“Supermarkets remain the dominant sector within the wider grocery market but continue to lose market share. This is as much to do with increased choice in the market and demographic shifts as it is the fault of supermarket operators. However, there is a need to redefine what a supermarket can ...

November 2016

Online Gaming and Betting - UK

“Smartphones and tablets are changing online gaming and betting habits within the home rather than expanding activity outside it as consumers embrace the ‘anytime’ nature of these technologies ahead of their ‘anywhere’ potential.”

– David Walmsley, Senior Leisure Analyst

October 2016

Digital Trends Autumn - UK

“Parents are not necessarily the first consumer group that comes to mind when thinking about targets for new technology, but they actually emerge throughout our consumer research as key targets for a number of sectors, both in terms of intention to purchase or upgrade products and interest in the latest ...