



December 2010

Digital Trends Winter - UK

Many of the characteristics of the most recent recession echoed to the 1990 downturn. However, it could be argued that this time around, consumers suffering from the aftershocks of rising unemployment and weakened job security were more empowered than they had been in the past, thanks to greater access to ...

November 2010

Computer Software - UK

The reliance of consumers nowadays on all things digital means that new technology is increasingly more sophisticated. This evolution continues to create opportunities for software developers, from tools that enable users to edit photos to software that allows easy management of their digital lives and beyond.

October 2010

Youth Technology - UK

The report examines how 16-25-year-olds perceive, use and purchase new technology products. It explores strategies for effectively targeting this group and methods for circumventing some of the aforementioned inhibiting factors.

September 2010

Video Game Accessories - UK

In-car Entertainment - UK

The in-car entertainment (ICE) market has experienced negative growth since 2007, with car owners generally cutting out non-essential purchases. In-car CD-audio sales, already slowing due to the decline of the hard copy music market, have taken a double hit as the recession led to a reduction in consumers willing to ...

Portable Media Players - UK

This report examines strategies and methods for PMPs to stay relevant in the coming smartphone era. It explores how companies can broaden the appeal of PMPs to reach audiences outside the core market of 16-25s. It examines the impact of Apple's iPod product range on the overall market, and assesses ...

Video Games and Consoles - UK

The video game industry has found it hard to replicate the extremely strong performance seen in 2008. The recession saw consumers tightening their belts and cutting back on discretionary spend, while the current generation of consoles are reaching maturity, making it harder to draw new gamers into the market.

Digital Trends Autumn - UK

Key issues examined in the Digital Trends Autumn report include innovations in online retailing, how social networking usage can be encouraged to grow, mobile versus fixed line broadband, and connectivity in the home. The report also includes infographic presentations focusing on the growth of the mobile web and factors affecting ...

July 2010



Changing Face of the Web - A Ten Year Review - UK

This report will look at the changing nature of the web and device ownership in general. However, it does include specific market sizes for a number of sectors, including the music and video industries as well as detailing the number of e-shoppers and the amount spent online between 1998 and ...

June 2010

Bundled Communication Services - UK

This report examines the UK market for bundled TV, broadband and fixed-line telephone packages. 'Bundled' packages are those where TV, broadband and/or telephone services are supplied by a single provider and charged via a single monthly bill.

May 2010

Old vs Young on the Net - UK

- Over the past five years, internet penetration among over-65 year-olds has doubled to two in five in this age group. Take-up among those aged 55-64 is higher still, and both continue to grow.
- Over-55 year-olds demonstrate having a below-average number of technology-related devices in the home. However those aged 45-54 ...

April 2010

Social Networking - UK

Social networks have managed to avoid the impact of saturation in their core, younger audience by successfully appealing to a wider audience base of older users. More than four million unique internet users aged over 55 visited Facebook in February 2010.

March 2010

DVD Players - UK

Digital Trends Summer - UK

As the UK moves back towards economic recovery after the downturn, Mintel looks at how the online marketplace is changing, analysing the sites UK internet users browse and use to shop. In many ways, this is likely to be invigorated by the new 'must have' gadgets that have recently launched ...

Electrical Retailing - UK

- Despite the weak economy, price was not as important a consideration as perhaps expected, with nearly a third of consumers prepared to pay more for quality goods.
- A quarter of respondents were also still prepared to buy in stores, despite researching price and features online - suggesting that service is still ...

Digital Trends Spring - UK

According to market regulator Ofcom in December 2009, the average cost of broadband has reduced by £9.69 a month compared to the end of 2005. This report's special focus looks in more detail at why prices have come down and whether the trend for lower prices has encouraged more ...



- Manufacturers' price cuts and greater education of consumers will be required to increase Blu-ray drive adoption in 2010. Standard DVD players remain by far the most widely used technology (78% of respondents), whereas newer formats such as Blu-ray remain underused (just 11%).
- DVD players have been relegated in importance compared ...

February 2010

Batteries - UK

- The majority of high-end portable gadgets now come with batteries built in (or device-specific power cells). Is there room in the market for removable batteries? If so, what can battery manufacturers do to gain greater recognition from today's iPhone generation?
- Battery purchasing is governed by immediate need (irrespective of shop ...

E-Commerce - UK

- Internet penetration has reached a plateau at around 70% of the population. Shopping is a key activity for anyone with online access – 90% of those with Internet connections say they have bought something in the last year.
- And the popularity of buying online has increased in spite of the ...

January 2010

Mobile Phones and Networks - Reigniting The Replacement Cycle - UK

- Mintel's research shows that contracts are still the main way people are getting a new mobile handset. But will the rising popularity of SIM only deals mean this will always be the case?
- Older respondents are most likely to opt for basic, pay as you go handsets (68% of over ...