



March 2020

Bundled Communications Services - UK

“The bundled communications market decreased slightly compared to last year, mainly due to the continued reduction in landline usage. Whilst quadplay bundles are currently niche, there is clear room for growth, with four in ten non-quadplay subscribers open to it. The appropriate target market for quadplay is Millennials and mid-contract ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

February 2020

Mobile Network Providers - UK

“The market for mobile network providers has reached a mature point as a static subscriber base continues to gravitate to flexible options offered by competitive SIM-only deals. 5G could help usher in a new dynamic helping operators to move from being a provider of communication to a platform of ...

Digital Platforms and the Customer Journey - UK

“There are many emerging technologies that are developing the buying experience, such as the ability of AR to visualise a product before purchasing. Additionally, smartphone-based buying has significant potential for growth due to its reliance on biometrics ahead of passwords, and its role in both the online and in-store shopping ...

January 2020

Digital Trends Quarterly - UK

“The nascent foldable phone segment remains the most interesting one, but is a device category that is still a long way away from seeing mainstream adoption. The majority of competition is still focused around core features like battery, screen and camera quality, and manufacturers are continuing to invest heavily in ...