



December 2017

Wearable Technology - UK

“Smartwatches and fitness trackers in particular are becoming increasingly advanced, and the value of these devices is becoming clearer to consumers. Technology for managing health and wellbeing will continue to appeal, whilst functionality such as cellular connectivity will promote these devices as potential stand-alone devices for adults and children alike ...

Digital Trends Quarterly: STBs and Streaming Devices - UK

“Another avenue of development that may increase the growth potential for the smartwatch market is the introduction of more models in the designer/luxury segment. The watch market has a well-established luxury segment in which people are willing to pay a significant premium for prestige, so high price points won't ...

Virtual Reality - UK

“The market for VR headsets is growing rapidly but limited advertising has left awareness relatively low. New product launches, simpler set-up processes and falling prices will continue to boost take up, while innovative out of the home VR experiences are expanding. The key long-term will be creating engaging content that ...

November 2017

Mobile Device Apps - UK

“Software and hardware innovation is creating new ways the consumer can engage with mobile apps. In particular, apps are increasingly able to link virtual behaviour with the physical environment. This will lead to new opportunities for people to interact with services and brands, and opportunities for market players to monetise ...

Headphones - UK

“Strong growth in headphone sales has been underpinned by Bluetooth growth in 2017 and the leading manufacturers have all made moves to launch premium in-ear wireless headphones to rival Apple's AirPods. While sound quality remains the key upgrade feature, an innovative sector is opening up new opportunities to turn headphones ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Digital Trends Quarterly: Online Security and Privacy - UK



“Although financial data being stolen is people’s biggest single online security and privacy concern, nearly one in 10 people rank personal information being used by brands for advertising as their top concern, and a similar proportion cite government tracking of their activity. The fact that some people are choosing these ...