



March 2019

Digital Trends Quarterly - UK

“The foldable phone space is more than just an extension of the smartphone category: it is essentially an entirely new hybrid category that is ripe for a land grab by those who are quickest to market with the best devices. The likes of Samsung won't dominate it by default ...

Bundled Communications Services - UK

“Consumers are moving towards streaming services to access content, which will concern pay TV providers as it is impacting their revenue. Also, with 4K content accounting for a larger part of people's viewing, they are requiring faster internet connections; 5G and the next generation of fibre broadband are likely to ...

February 2019

Technology Habits of Generation X - UK

“Generation X grew up without access to many of the devices commonly found today, but they did live through a revolution of technology that included home console gaming, the mobile phone, and the internet. They represent a group that is technologically engaged, owning smartphones and laptops and regularly accessing social ...

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel started tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May's withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

Mobile Network Providers - UK

“People are increasingly favouring cheaper, more flexible SIM-only plans and are becoming more data-reliant. Therefore 5G could have a significant impact on mobile viewing habits as consumers get access to instant video streaming and downloading. Network providers will need to cater to bigger data allowances, although 5G is also likely ...

January 2019

Digital Engagement Platforms: PC, Mobile and Voice - UK

“The trend towards smartphone-first consumers is continuing. More people than ever say the smartphone is the most important device to them, but despite this there are many who stick to computers to manage money and shop online. Meanwhile, voice control has emerged as an exciting new platform for digital engagement ...