



## December 2019

### Virtual Reality - UK

“The VR market has shown signs of improvements in 2019 after a disappointing previous year. There has been noticeable growth in daily usage of headsets and Younger Millennials in particular are far more likely to have used a VR headset than in 2018. One key challenge going forward, however, is ...

## November 2019

### Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

### Augmented Reality - UK

“Augmented reality is a technology with the potential to shape how consumers interact between the real and digital worlds, enhancing everyday experiences and interaction with companies and brands. However, friction points to experience AR will need to be eroded for the technology to become mainstream. Companies will need to overcome ...

### Wearable Technology - UK

“The wearables market is experiencing strong growth, particularly with smart earbuds. More manufacturers are offering their earbud variants, which is helping to push this industry. Consumers are also increasingly interested in a variety of use cases for wearables. The Nubia Alpha smartwatch in particular highlights where the industry is potentially ...

### Mobile Gaming - UK

“The mobile games sector is an already established powerhouse, which will continue to see robust growth through to 2024. Technological infrastructure advancements will provide the platform for the development, distribution and consumption of mobile games, growing a diverse audience and capturing the focus of marketers and brands outside of traditional ...

## October 2019

### Mobile Device Apps - UK

“The mobile apps market is continuing to go from strength to strength with consumers spending more on apps each year. Offering an unobtrusive ad experience for free apps is still crucial, however, as app developers risk losing users altogether if ads are not implemented correctly. The solution seems to be ...