

## January 2023

### Cinemas - UK

“Recovery for the cinema market has so far been slow, with a weak slate of films in 2022 and the cost-of-living crisis making it more challenging to get people back through the door. In the longer term, further differentiation of the cinema experience, such as the introduction of more social ...

## December 2022

### Music and Other Audio - UK

“Whilst no market is immune to the pressures consumers are facing financially, music is relatively resilient given its importance in consumers’ lives for enjoyment and escapism. The exceptional value provided by streaming services, for access to vast libraries of music, will be boosted by growing and diverse content such as ...

### Magazines - UK

“The cost-of-living crisis presents a new challenge for magazine publishers as people look to limit non-essential spending. With magazines considered by many to be a ‘nice to have’ item, effectively tailored and targeted discounts will be crucial to retain and attract budget-conscious subscribers”.

– Rebecca McGrath, Associate Director for Media ...

## November 2022

### Social Media: News - UK

“People expect social media platforms to take action to tackle misinformation. Most social media users think it is the responsibility of social media platforms to remove misinformation and to ban those who repeatedly post fake news. Successfully identifying or removing misinformation is easier said than done though, and more platforms ...

## October 2022

### Books and E-books - UK

“While the pandemic instilled or revived a lasting love of reading for some, others have abandoned their pandemic reading habits. Social media has proven it can drive the physical books market, rather than competing with it, and this is likely to continue with the experiential and immersive nature of the ...

## September 2022

## Media Trends Autumn - UK

"The UK TV news landscape is changing, with the launch of new channels GB News and TalkTV and the plans to merge BBC World News and BBC News into one channel. Despite the many options people now have for following the news, TV news remains by far the preferred way ...

## July 2022

### Social Media: Sharing and Socialising - UK

"While there are still many doubts about the metaverse concept, Mintel's research shows significant interest in using VR on social media for a variety of purposes, especially socialising with friends. This interest highlights the worth of investing in VR and the metaverse for the major tech companies, but caution should ...

### Attitudes towards Video and TV - UK

"The TV and video market is highly fragmented, with consumers taking multiple sources and watching across a range of devices. As a result, TV interfaces to collate and organise content will deliver an increasingly personalised viewing schedule for consumers. More broadly, the cost of living crisis will mean many reviewing ...

## May 2022

### Social Media: Engaging with Brands - UK

"Elon Musk's expected purchase of Twitter is set to shake-up the social media landscape. Musk's goals are to limit Twitter's reliance on advertising and reduce content moderation, which has significant implications for how brands will be able to utilise the platform. The direction Musk appears to want to take Twitter ...

## April 2022

### National Newspapers - UK

"Although Mintel research indicates that there will be a core group of loyal print national newspaper readers for many more years to come, the trend toward digital could accelerate further over the next several years. The expansion of the proportion of people comfortable with consuming news online, the rising cost ...

### Consumers and the Economic Outlook Q1 - UK

"Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

## March 2022

### Media Trends Spring - UK

“While there was a lot of pushback regarding the Instagram for Kids concept, the high use of social media among children, including young children, is requiring more action from platforms to ensure a safe environment for their youngest users. Parents will increasingly demand the introduction of more tools and features ...

### February 2022

#### Social Media: Influencers - UK

“This is an exciting time for social media influencers. As competition in the market continues to ramp up, social media platforms are investing heavily in creator content. This includes introducing new ecommerce features, such as shoppable live video, that will further increase the value of influencer partnerships to brands. New ...