



April 2021

Mobile Phones - UK

“Our consumer research has highlighted how important a smartphone’s battery life and pricing are to Generation X and Baby Boomers in particular. These age groups are also more likely to have switched smartphone brands with their current device, meaning there is an opportunity for companies to convince them to switch ...

March 2021

Broadband and Bundled Communications Services - UK

“Broadband connections have provided a vital service to consumers throughout the pandemic, underpinning both work and entertainment activities. As a result, COVID-19 is likely to be a catalyst driving engagement with their broadband service and some will look to future-proof their connections by upgrading to contracts with faster speeds. Despite ...

Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

Mobile Network Providers - UK

“COVID-19 has caused numerous changes to the mobile network providers market, likely accelerating the movement to SIM-only plans but also causing a temporary slowdown in growth in mobile data usage. It is possible that some consumers will not upgrade their mobile data allowances long term if they work from home ...

February 2021

Virtual Reality: Inc Impact of COVID-19 - UK

“Converting interest into purchases remains a key challenge for the virtual reality market. A potential audience to look at to resolve this is Older Millennials as they have shown greater interest than others in buying headsets since COVID-19. With this age group also being engaged by artistic performances in VR ...