

December 2019

Online Gaming and Betting - UK

“After a period of impressive growth, the UK online gambling market has started to face some headwinds, which will hinder near-term growth prospects. Smartphone penetration appears to have levelled off, while increased regulatory scrutiny on the gambling industry has resulted in a more difficult operating environment. Despite these challenges, well-capitalised ...

November 2019

Beauty Online - UK

“The online beauty market has benefitted from a desire amongst consumers to experiment with new brands and products. However, competition is intense and the prolific discounting is expected to subdue market growth in future as consumers now expect to buy beauty and grooming products at a discounted rate when shopping ...

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 ...

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 ...

September 2019

Digital Trends Quarterly - UK

“Despite the fact that simple, quick interactions will be key to maximising the potential of voice out of home, brands can also encourage people to request more information about their products for later review. People are never going to buy a pension or book a holiday through their digital assistant ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

July 2019

Online Retailing - UK

“The online market continues to grow strongly and gain its share of the wider retail market in the UK. Its rise is not necessarily the ‘high-street killer’ it is portrayed to be, but its growth is changing retail both on and off line. Particularly key is the continued growth in ...

Digital Trends Quarterly - UK

“Although many actors and actresses, sports stars and musicians have huge social media presences, it is YouTubers or vloggers whose social media activity is most likely to be influencing people’s purchase choices. These are people whose living, in many cases, is dependent on amassing enough views, likes and followers to ...

June 2019

The Connected Home - UK

“Growth in the connected home market is primarily being driven by voice-controlled smart speakers, with Amazon continuing to dominate the sector with its expanding Echo range. Competition in the smart speaker market and improving sound quality will support further growth over the next year. In the wider connected home market ...

May 2019

Social and Media Networks - UK

“Consumer usage of social networks remains high despite recent issues regarding the exposure of user data. Whilst data protection is of importance to them, people are more concerned about addiction to social platforms and what impact these services can have on their mental health.”

– Zach Emmanuel, Consumer Technology ...

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 ...

Online Grocery Retailing - UK

“Online grocery is still one of the fastest-growing channels of the grocery retail sector, but growth slowed for the third consecutive year in 2018. The number of users is plateauing as retailers struggle to engage new customers onto services that are still predominantly targeting big-basket shops in a period where ...

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 ...

January 2019

Amazon: A Shopper's Perspective - UK

“Amazon is the arch disruptor in a period of evolution for UK retail. The size of the business and its relentless focus on customer-facing innovation has meant it has invested in and led on many trends that have come to define 21st century retail. However, at present, it is not ...