



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 ...

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 ...

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

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 ...

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 ...

Technology Habits of Generation Z - UK

“Growing up with constant connectivity and universal smartphone use has seen Generation Z integrate digital communication and technology into every aspect of life. Social media platforms and messaging apps dominate smartphone use, while gaming is extremely popular across all devices. With creativity and expressing identity priorities for Gen Zers, brands ...



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 ...

August 2019

Video Games and Consoles - UK

“The video games and console market is estimated to continue its decline in 2019 and much of 2020. However, the launches of the next Xbox and possibly PlayStation towards the end of next year are set to significantly boost the market from that point on. Another growing trend in the ...

Televisions - UK

“Through declining prices and the build-up to major sporting events, take-up of 4K Ultra HD TVs has grown in the last year. This is set to continue as people show desire to upgrade to higher resolution pictures and larger screens. As picture resolution improves, it is vital brands offer equally ...

July 2019

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 ...

Desktop, Laptop and Tablet Computers - UK

“The desktop, laptop and tablet market continues to decline, with desktops in particular still set for a difficult future, although manufacturers will hope the rapidly growing competitive gaming sector can help. Meanwhile, laptop sales continue to decline but Chromebooks are gaining in popularity. Consumers are also increasingly finding value in ...

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

June 2019

Esports - UK

The Connected Home - UK



“The rapid growth of the esports industry is set to continue as gaming devices get more powerful and major celebrities get more involved. Companies have also been working with esports stars for promotional campaigns to help align the image of esports more closely with that of traditional sports. Changing perceptions ...

“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 ...

April 2019

Mobile Phones - UK

“Consumers think the latest top smartphones are out of their price range and are less likely to upgrade their devices because of it. Manufacturers are aiming to offer better innovation and value for money through punch-hole displays and improved cameras. They will also be hoping 5G can help to boost ...

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

Consumers and the Economic Outlook - 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 ...

“Concern over the impact of Brexit is more severe than at any other time since Mintel stated 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 ...