



## April 2022

### 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

### Digital Trends Spring - UK

“Rising inflation is putting increasing pressures on household finances leading some to put off upgrades and focus on reducing cost. However, for young, tech-focussed consumers, the importance of technology makes it almost an essential and they will seek to prioritise spending in this category even if it means cutting back ...

### Digital Lives of Consumers - UK

“The pandemic has accelerated adoption of technologies and increased the use of online services among the less engaged and older demographics. The online space provides opportunities for consumers to find their identity and form communities, which will increase as brands focus on building a presence in metaverses. However, ensuring that ...

### Computers - UK

“COVID-19 has changed where people carry out their work and some are likely to have moved further away from the office due to family or financial reasons. Therefore, tablets can be marketed as the ideal product for the longer commutes, with consumers prioritising these devices for media consumption, with ...

## February 2022

### Broadband and Bundled Communication Services - UK

“COVID-19 has prompted some consumers to upgrade their broadband to faster speeds to cope with the increased demands of working, schooling and spending more leisure time at home. However, there is significant headroom for growth of full fibre and gigabit take up. Providers need to promote the potential benefits to ...