



July 2023

Sustainability in Technology - UK

“In the broader context of consumers’ life priorities, sustainability often takes a back seat to other areas such as health and finances. When it comes to technology, people are conflicted over acting sustainably and saving money on new devices, and want the government and brands to lead the way on ...

June 2023

Technology Trends: Summer - UK

“As fewer young males view the latest technology as a sign of success, the technology sector finds itself at a crossroads. There is huge interest in potentially game-changing breakout technologies, such the Apple Vision Pro headset. But there are significant hurdles to overcome in persuading consumers that the future of ...

Future of Technology - UK

“While generative AI is currently likely to be associated with the new Bing and Google Bard search engines, the technology has the potential to affect several key technology categories. It could significantly enhance the control of smart home devices, individualise gaming experiences, improve product discovery on retail platforms and enable ...

May 2023

Technology and Sport - UK

“Professional-grade data analysis tools used in top level sports will filter through to consumers keen to adopt a more granular approach to tracking and analysing performance. Additionally, technology will continue to boost the spectator experience, creating a hybrid way to watch by providing people with more data and interactive, personalised ...

Smartphones - UK

“With smartphone brands potentially needing to make repairability a greater focus of their products, it is likely to mean that consumers keep hold of their devices for even longer. However, it could give buyers more confidence to spend higher amounts, knowing that they will not need to buy another phone ...

April 2023

Consumers and the Metaverse - UK

“The hype surrounding the metaverse has seemingly peaked, with technological limitations and cost pressures dampening excitement. Consumer awareness of metaverses remains low, with minimal numbers accessing metaverse platforms. For brands, the challenge is how to ignite experiences within metaverses that go beyond consumers’ habitual use of other digital channels, such ...

Researching and Buying Technology Products - UK

“Renting technology products can have an important role to play as consumers look to reduce their spending during the cost of living crisis, but it also has environmental benefits. Brands which promote the sustainability angle can engage higher earners in particular as they are significantly more likely to consider the ...