



## February 2021

### Digital Trends Quarterly: Inc Impact of COVID-19 - UK

“Companies need to take advantage of a time when people are shopping more on their smartphones from home to refine their m-commerce offerings to fit their target markets. Younger mobile natives will respond to features that integrate seamlessly with their everyday social activities, such as convenient checkout options and engaging ...

## December 2020

### Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

### Wearable Technology: Inc Impact of COVID-19 - UK

“Smart earbuds remain the fastest-growing wearable technology product. The increasing reliance on voice control puts Amazon in a strong position to gain market share with its Echo Buds, which support Alexa, Siri and Google Assistant. Privacy concerns remain the biggest problem for the Echo Buds and other smart earbuds with ...

## November 2020

### Technology Habits of Over-55s: Inc Impact of COVID-19 - UK

“The impact of COVID has accelerated tech adoption and habits for some of the over-55s, many of whom have tried services such as video calling for the first time. Additionally, social distancing and shielding measures have meant a reliance on online grocery shopping and other online retail products such as ...

### Mobile Gaming: Inc Impact of COVID-19 - UK

“Game streaming is gaining prominence on mobile devices and Android’s support for Google Stadia and Xbox Game Pass could provide a key motivator for people to switch away from the iPhone, with Apple currently refusing to allow the services to operate on iOS as it stands. Similarly, mobile network providers ...

### Mobile Device Apps: Inc Impact of COVID-19 - UK

“The market for mobile apps has enjoyed a significant boost in 2020, as consumers download, use and spend more in apps than ever before. Lockdown has been the catalyst for an uptick in apps from productivity, education, retail to health and leisure, and has the potential to play a part ...



**October 2020**

**Televisions: Inc Impact of COVID-19 - UK**

“Despite a spike in sales of televisions in the initial stages of the pandemic, as consumers bought new sets for the household in lieu of socialising, profit warnings from manufacturers as well as supply chain issues, mean the picture is not all rosy. Heavy discounting of recent models and competition ...

**Digital Trends Quarterly: Inc Impact of COVID-19 - UK**

“Despite supply chain issues, the leading brands have continued to release annual upgrades across technology segments. Foldable and dual-screen offerings are bringing innovation to smartphones, laptops and tablets, although take-up remains low. The economic uncertainty surrounding COVID-19 will see consumers even more focused on price and reliability when it comes ...

**Technology Habits of Generation Z: Inc Impact of COVID-19 - UK**

“Video calling has been a key tool for Generation Z as the COVID-19 lockdown stopped them from in-person social interaction, and many in the age group say they are likely to continue to use it in the future as a result of the pandemic. Video calling platforms must grasp the ...

**September 2020**

**Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK**

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

**Video Games and Consoles: Inc Impact of COVID-19 - UK**

“Streaming services across a range of technology devices have grown in popularity in recent years and increasing use on consoles highlights the potential interest in watching media alongside the gaming experience. There are opportunities for gaming manufacturers to encourage people to buy the next-generation consoles by offering free subscriptions to ...

**August 2020**

**Esports: Inc Impact of COVID-19 - UK**

“The COVID-19 lockdown is expected to have boosted viewership of esports and game streams, as consumers look for ways to stay entertained at home. During lockdown, sports organisations organised esports competitions featuring professional athletes, while esports replaced traditional sport on TV in some cases, which will have increased esports’ mainstream ...

**Desktop, Laptop and Tablet Computers: Inc Impact of COVID-19 - UK**

“The decline in sales will be larger than anticipated following the onset of COVID-19 and subsequent recession. However, while most consumers are happy to retain their devices as long as possible, laptops in particular have become a near-essential item for many,



creating a strong replacement market that will endure in ...

**Social Media: Inc Impact of COVID-19 - UK**

“The COVID-19 crisis has seen social media platforms take a stronger content moderation role than ever before, such as overtly promoting trusted sources and banning users that are spreading misinformation. This comes as platforms have already been facing more pressure from consumers, governments and advertisers to tackle the issue of ...

**July 2020**

**The Impact of COVID-19 on Technology - UK**

“The boom in use of videoconferencing services has been the highest profile example of consumers turning to tech to fulfil a lockdown-driven need, and the sector is likely to see continuing competition between the major services even after lockdown is lifted. Although people will no longer be as reliant on ...

**The Connected Home: Inc Impact of COVID-19 - UK**

“Voice-controlled speakers continue to be the fastest-growing smart home product and consumers had greater incentive to buy smart displays during the early stages of the COVID-19 lockdown. People show high interest in smart security, and focusing on their potential to aid easier deliveries can help demonstrate their value for everyday ...

**June 2020**

**Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK**

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

**Voice Control: Inc Impact of COVID-19 - UK**

“Voice is becoming an increasingly important way for brands to create interactions with consumers across key parts of their lives, from information gathering to smart home control and, increasingly, for purchasing. Although COVID-19 will see people put new technology purchases on hold, people will be spending more time at home ...

**May 2020**

**Mobile Phones: Inc Impact of COVID-19 - UK**

“The mobile phone market stayed stable in 2019 as Samsung and Apple continued to dominate the market,



although the challenger brands will hope that offering affordable 5G handsets will help them to gain share. However, the biggest challenge the industry faces in 2020 is dealing with supply chain issues caused ...

## March 2020

### Bundled Communications Services - UK

“The bundled communications market decreased slightly compared to last year, mainly due to the continued reduction in landline usage. Whilst quadplay bundles are currently niche, there is clear room for growth, with four in ten non-quadplay subscribers open to it. The appropriate target market for quadplay is Millennials and mid-contract ...

### Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

## February 2020

### Mobile Network Providers - UK

“The market for mobile network providers has reached a mature point as a static subscriber base continues to gravitate to flexible options offered by competitive SIM-only deals. 5G could help usher in a new dynamic helping operators to move from being a provider of communication to a platform of ...

### Digital Platforms and the Customer Journey - UK

“There are many emerging technologies that are developing the buying experience, such as the ability of AR to visualise a product before purchasing. Additionally, smartphone-based buying has significant potential for growth due to its reliance on biometrics ahead of passwords, and its role in both the online and in-store shopping ...

## January 2020

### Digital Trends Quarterly - UK

“The nascent foldable phone segment remains the most interesting one, but is a device category that is still a long way away from seeing mainstream adoption. The majority of competition is still focused around core features like battery, screen and camera quality, and manufacturers are continuing to invest heavily in ...