

June 2015

Bicycle Accessories - UK

“There is potential to take wearable technology to the next level, with the development of smartwear. In some sectors this is already a reality – a good example being eyewear. However, there is also scope to develop smart clothing and smart helmets.”

– **Michael Oliver, Senior Leisure & Media ...**

Gambling Review - UK

“Integrating mobile devices into the venue experience can create a more social environment and attract a new generation of gamblers.”

– **David Walmsley, Senior Leisure Analyst**

May 2015

Social Networking - UK

“Privacy has become one of central debates surrounding social/media networks as users increasingly question the ways in which their data is being obtained and used. There is a need for the major networks to increase their transparency regarding their use of data, and ensure that opt-out options are clear ...

Pub Visiting - UK

“More one-off promotions, for example, linking into seasonal produce, and enabling consumers to redeem the offer on smartphones rather than with paper vouchers could help to boost usage of promotions.”

– **Chris Wisson, Senior Drinks Analyst**

Consumers and the Economic Outlook: Quarterly Update - UK

“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

Betting Shops - UK

“Betting shops need to address some significant gaps in their customers’ sporting knowledge as a pre-requisite for the revival of horseracing.”

– **David Walmsley, Senior Leisure Analyst**