MINTEL

December 2013

Digital Trends Winter - UK

This report examines the trends in consumer technology and digital media in the UK, looking at changes in device ownership over the past three months, consumers' purchasing intentions and changes in online activity, and analyses what industry developments are driving these changes.

November 2013

Tablet Computers - UK

"Microsoft's device strategy differs from competitors Apple and Google. The latter two group together smartphones and tablets as 'mobile devices', distinct from computers. Microsoft by contrast keeps smartphones separate, instead grouping together tablets and computers, with one operating system – Windows 8 – spanning both categories. However, Microsoft is trying ...

Televisions - UK

"Aesthetically motivated consumers have cost the TV industry in recent years. People have prioritised visual aspects, such as screen size, design and picture quality, ahead of 'internal' features, such as smart and 3D capability.Whilst consumers haven't had to pay a significant premium for these aesthetic aspects in recent years ...

October 2013

Mobile Phone Apps - UK

"Apps starting out and struggling to reach the visibility and critical mass of users that would allow them to exist on a freemium model may wish to begin as premium, shifting to freemium at a later stage in their development, when they have achieved a large enough base of free ...

Video Games and Consoles - UK

"The Wii's sales popularity has declined to a record low, with the poorly performing Wii U failing to provide a balancing revenue boost for Nintendo. Sony and Microsoft will be hoping that their next-generation consoles do better on release in December 2013, and strong pre-order numbers do seem to paint ...

September 2013

Digital Trends Autumn - UK

This report examines the trends in consumer technology and digital media in the UK, looking at changes in device ownership over the past three months – consumers' purchasing intentions; changes in online activity – and analyses what industry developments are driving these changes.

August 2013
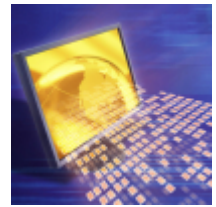
Desktop and Laptop Computers - UK

"Hybrid tablets are perhaps the biggest threat to the fragile PC sector, however, convertible laptops could be the market's strongest defence weapon, as brands respond to consumers' desire for more portable computers.Desktops are also heading into a more portable direction with all-in-ones taking focus, but PC manufacturers must convince ..."

July 2013

The Importance of Brand in Technology Purchasing - UK

"The difference between operating systems (eg iOS, Android, Windows) gives consumers a strong reason to pick one manufacturer over another, and as result consumers are more likely to decide on which manufacturer they want before assessing other factors in these markets. In the TV and PC markets, consumers are less ..."

June 2013

Digital Trends Summer - UK

"Manufacturers of technology products are placing more emphasis on monetising their content platforms, so much so that they are often willing to take a hit on hardware margins. This trend, where content is becoming king, could start to expand into more product sectors as brands may look to subsidise product ..."

Researching and Buying Technology Products - UK

"Younger consumers are more likely than older consumers to shop across online and in-store channels. In the years to come, as the 25-34s mature they are likely to keep these shopping habits, making a multichannel approach the standard way to research and buy technology. This evolution of the technology shopper ..."

May 2013

Social Networking - UK

"Mobile users will be able to access social networks with a greater frequency, but will likely have a greater fragmentation in their attention span due to conflicting demands on their time whilst out of the house. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions ..."

Teens' and Tweens' Technology Usage - UK

"Brands need to ensure that children, who are less likely to have a credit or debit card, are able to access and enjoy the benefits associated with e-commerce. Physical gift cards are the primary vehicle used by children for adding the funds needed to purchase apps or digital content such ..."

April 2013

Digital Cameras - UK

"Consumers are likely drawn to the sale of mirrorless devices as they represent a midpoint between functionally defunct compact cameras and what they see as too expensive or unnecessarily advanced DSLR cameras. However, although global mirrorless sales are increasing – with UK sales following the same trend according to trade ..."

March 2013

Mobile Network Providers - UK

"Breaking down customer contracts into a modular structure will allow consumers to build their own packages, optimised for their own particular needs. This will also allow operators to add a wider variety of add-ons, such as video streaming bandwidth, chatting services, large file messaging or application download allowances. Operators that ..."

Digital Trends Spring - UK

"More than half of consumers now use a smartphone to access the internet, whilst a third have a tablet in their home. Already this is having a significant impact on behaviour, as entertainment and commerce activities continue to shift towards mobile".

– Paul Davies, Senior Technology Analyst

It appears Christmas ...

February 2013

Mobile Phones - UK

"Mobile wallets are of importance to smartphone take-up not because they ignite consumers' imaginations, but rather because they present arguably the first truly relatable service that older consumers and those otherwise uninterested in smartphones and smartphone applications have a genuine incentive to engage with."

– Samuel Gee, Technology Analyst ...

January 2013

Bundled Communications Services - UK

"There are motivations for consumers to take up bundled communications packages that also include some kind of mobile service, beyond the bundle-related price savings they typically offer. The increasing number of video-ondemand services and cloud-based storage

Technology and the Over-55s - UK

'It is clear that as an age group, the priorities and requirements of the over-55s are different to that of younger consumers, with service and usability trumping more aesthetic concerns. Brands may not see seniors as their most profitable group, but products and messages tailored towards this sector could be ...
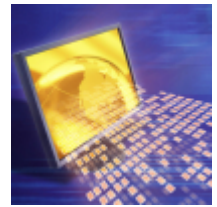
solutions mean that over 2013 and into 2014, consumer
access to cloudbased content is ...

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