



## 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 ...