

## December 2015

### Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

### Digital Trends Winter - UK

"Technology brands are eager to demonstrate that new smartphones, tablets and hybrid laptops are more practical and more powerful than ever before, as consumers become more inclined to mirror their online behaviour across all three device formats."

## November 2015

### Children's Online Spending Habits - UK

"The concept of pocket money has changed significantly over the last ten years as children in a digital world wish to spend their money online, whether by purchasing clothes or playing online games. Among children who spend money themselves online, two out of five are now spending the majority of ...

## October 2015

### Mobile Phone and Tablet Apps - UK

"The lion's share of app revenue in the UK market comes from free apps with either in-app purchases or in-app advertising. The abundance of free apps in these different forms means that paid apps account for a relatively small proportion of the market value-wise and many will look for ...

## September 2015

### Digital Trends Autumn - UK

### Wearable Technology - UK

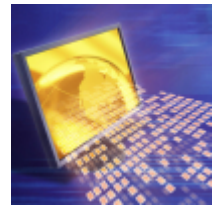
"Appearance and design is the third most important purchase driver for wearables, ahead of more technological features such as measurement reliability, cross-device compatibility and touch screens. This suggests that 'wearability' and fit to personal style tend to prevail over the technological aspect in consumers' minds, as people perceive these devices ...

### Tablet Computers and Accessories - UK

"As overall tablet penetration stalls, the gap between household and personal ownership is shrinking, thus suggesting that multi-tablet households are on the rise. As tablet manufacturers look to offset slowing adoption, the launch of use case-specific tablets, from hardcore gaming, to family activities or media consumption, can broaden the potential ...

### Video Game Consoles (Hardware and Software) - UK

"After booming in 2014 as a result of sustained hardware sales, the video game and console market is expected to continue to experience strong growth in 2015 and beyond thanks to the recent and upcoming launch of leading AAA titles in the run-up to the holiday season, which is expected ...



"The impact of the newfound popularity of 'phablets' (5"+ smartphones) cannot be understated. Phablets have not just put a dent into sales in the neighbouring tablet market but also look set to radically change mobile behaviour. There are already signs that the increased uptake of larger screens has broken down ...

## August 2015

### Desktop and Laptop PCs - UK

"While volumes are forecast to continue to decline, constant innovation and improved mobile concepts will help to revive the market and contain short-term decrease rates, particularly with the launch of Windows 10 in July 2015, which is anticipated to boost consumer demand."

### Baby Boomers and Technology - UK

"Baby Boomers are a service-driven generation. While they are generally slightly less likely to own the latest technology products, manufacturers and retailers that offer face-to-face consultations and high quality customer service throughout the purchasing journey stand the best chance of reaching this group."

## July 2015

### Teens' and Tweens' Technology Usage - UK

"Parents' fears regarding their child's use of technology are numerous, with stranger danger, access to inappropriate content and cyberbullying at the top of the list. Technology brands are attempting to respond to these fears, giving parents greater control and creating child-friendly versions, as well as emphasising the positive role technology ...

## June 2015

### Digital Trends Summer - UK

"As the UK economy improves, unemployment falls, and more young people find jobs, the outlook for the

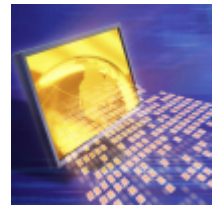
### Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

### Headphones - UK

"With over half of current owners willing to spend more on a product that they can try out before purchase and about a third of them looking to match their headphones with their personal style, in-store interactive product displays and individual product personalisation are likely to be the greatest drivers ...

### Researching and Buying Technology Products - UK



consumer technology market is promising. Millennials (16-35) remain key adopters of new technology."

"Allowing customers to collect points that can be redeemed for discounts on a future purchase is likely to boost the number of repeat visitors. Meanwhile, retailers that offer sought-after benefits to members, such as complementary extended warranties, exclusive special offers and free or discounted after-sales services can effectively encourage consumers ...

**May 2015**

**Device Integration and the Connected Home - UK**

"Brands that best deliver on the four C's – convenience, cost, control and confidentiality – should help consumers to realise the benefits of the connected home, and overcome scepticism from those who are less interested in smart home devices."

**- Paul Davies, Senior Leisure & Technology Analyst**

**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 ...

**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 ...

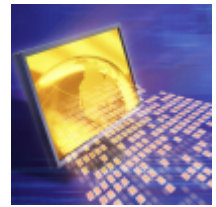
**April 2015**

**Mobile Phones - UK**

"The factors determining consumers' choice of mobile phone will become increasingly centred around the capabilities of the operating system used, as more people consider compatibility with their favourite services, software programmes, and integration with their 'Internet of Things'."

**March 2015**

**Digital Trends Spring - UK**



“Consumers are becoming more sensitive about their online identity, with high-profile security lapses causing them to question companies’ ability to keep their data safe.

## February 2015

### Mobile Network Providers - UK

“When it comes to selling triple-play packages, the mobile industry still has a large proportion of pay-as-you-go and rolling month-by-month contract customers to market to, free of restrictions on when they can enter into new agreements.”

### Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

## January 2015

### Bundled Communications Services - UK

“Including a free tablet with a data connection would induce the customer into a quad-play contract, with a mobile SIM attached to their name. It would increase the number of connected devices in the consumer’s home, leading to a greater likelihood of the user upgrading to a superfast connection down ...

### Electrical Goods Retailing - UK

“Perhaps it is time for some specialists to move closer to EDLP (everyday low pricing) and away from the questionable deep discounting that has traditionally been a feature of the sector.”

– **Richard Perks, Director of Retail Research**