



June 2022

Sustainability in technology - UK

“Concern over quality is the primary reason consumers have not bought refurbished technology before. Therefore, it is key that retailers give clear visual examples of what a refurbished or second-hand device looks like in ‘fair’ condition or ‘good’ condition, particularly for the more expensive products.”

– **Zach Emmanuel, Consumer ...**

Televisions - UK

"After a couple of strong years on the back of COVID-19, the TV market faces a challenging 2022, as the cost of production rises and household budgets are squeezed. The emergence of hardware and software bundled together in TV sets, is one area that can see TVs evolve and drive ...

Digital Trends Summer - UK

“The metaverse has become a well-worn buzzword since Mark Zuckerberg rebranded Facebook to Meta in October 2021. But even as new metaverses continually come into existence and businesses fall over themselves to be ‘seen’ in the metaverse, consumers remain largely unaware, with just a third claiming to know much about ...

May 2022

Smartphones - UK

"While interest in getting a 5G phone has increased over the past two years, it has not increased as much as it might have. With the early adopters now owning 5G devices, manufacturers will need to persuade everyone else by demonstrating the practical benefits of 5G over 4G in a ...

Social Media: Engaging with Brands - UK

“Elon Musk’s expected purchase of Twitter is set to shake-up the social media landscape. Musk’s goals are to limit Twitter’s reliance on advertising and reduce content moderation, which has significant implications for how brands will be able to utilise the platform. The direction Musk appears to want to take Twitter ...

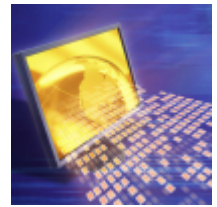
Technology in Leisure and foodservice - UK

“Integrating a range of digital tools can help leisure venues enhance their overall appeal by creating more interactive, engaging and frictionless experiences. The use of technologies such as geotagging along with AR can broaden leisure activities, whereas virtual guides and concierge services can aid discovery of new towns. Longer term ...

April 2022

Mobile Network Providers - UK

Consumers and the Economic Outlook Q1 - UK



“There is a significant section of consumers that consider the environmental initiatives run by mobile network providers when deciding which operator to pick. Providers should create advertising campaigns specifically based around these projects, instead of the customers having to proactively find that information.”

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Digital Trends Spring - UK

“Rising inflation is putting increasing pressures on household finances leading some to put off upgrades and focus on reducing cost. However, for young, tech-focused consumers, the importance of technology makes it almost an essential and they will seek to prioritise spending in this category even if it means cutting back ...

Digital Lives of Consumers - UK

“The pandemic has accelerated adoption of technologies and increased the use of online services among the less engaged and older demographics. The online space provides opportunities for consumers to find their identity and form communities, which will increase as brands focus on building a presence in metaverses. However, ensuring that ...

Computers - UK

“COVID-19 has changed where people carry out their work and a some are likely to have moved further away from the office due to family or financial reasons. Therefore, tablets can be marketed as the ideal product for the longer commutes, with consumers prioritising these devices for media consumption, with ...

February 2022

Broadband and Bundled Communication Services - UK

“COVID-19 has prompted some consumers to upgrade their broadband to faster speeds to cope with the increased demands of working, schooling and spending more leisure time at home. However, there is significant headroom for growth of full fibre and gigabit take up. Providers need to promote the potential benefits to ...

Upcoming Reports

Digital Trends Winter - UK - 2022

Esports - UK - 2022

Social Media: News - UK - 2022

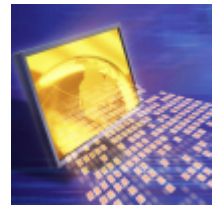
Video Games and Consoles - UK - 2022

Mobile Gaming - UK - 2022

Digital Trends Autumn - UK - 2022



Technology - UK



Mobile Device Apps - UK - 2022

Children and Technology - UK - 2022

Smart Security - UK - 2022

The Connected Home - UK - 2022

Smartwatches and Wearable Technology - UK - 2022

Digital Subscriptions - UK - 2022

Social Media: Sharing and socialising - UK - 2022