

December 2013

Beauty Online - UK

“The money saving appeal and convenience of shopping online has resulted in consumers becoming increasingly comfortable on e-commerce platforms. Engaging with consumers and encouraging online shoppers to browse can help the online experience become more appealing than in-store.”

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

Holiday Planning and Booking Process - UK

“Booking times have been getting increasingly shorter in recent years. This process has been accelerated by the economic downturn, subdued household income and the rising cost of living, as financial uncertainties have forced more consumers to adopt a wait and see approach. However, there is also a deeper trend at ...

October 2013

Online Gaming and Betting - UK

“Sportsbook and smartphone gambling remain the main drivers of the online gaming and betting market, but the rapid pace of growth seen in each segment means the industry is already having to think about where they go in the long term. This may mean questioning the platform neutrality that has ...

Consumers and Technology in Financial Services - UK

“As ownership of smartphones, and tablet computers continues to rise, more consumers will be using these devices, in combination with a PC, to manage their personal finances. It is essential that the services offered via these devices are as closely integrated as possible.”

September 2013

Books and e-books - UK

“The UK consumer market for books and e-books is expected, for the first time in many years, to show an increase in value in 2013, as a result of the boost to sales which has been provided by the growth in sales of e-books. This growth has more than compensated ...

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

Music and Video Purchasing - UK

“Bricks and mortar retailers used to distinguish themselves by the range of CD or DVD content they carried. Given the digitisation of the market however, storage space is now essentially infinite, and the biggest library is no longer the most impressive. Over 2014 Mintel predicts digital content suppliers and providers ...

July 2013

E-Commerce - UK

“Coupled with the power of social media, mobile connectivity is giving consumers access to more information instantly than ever before. Viewed sociologically, m-commerce is changing behaviour.”

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 ...

Web Aggregators in Financial Services - UK

“Price comparison sites still need to convince consumers that they can offer the best possible deal. Many consumers begin the purchasing journey using price comparison sites but end up dropping out before the process is complete. Many of these people choose to drop out in order to check if they ...

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 ...

March 2013

Online Grocery Retailing - UK

“Without a hike in delivery charges or perhaps substantially higher minimum order values, online retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we

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



Retail: E-Commerce - UK

think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

continue to shift towards mobile”.

– **Paul Davies, Senior Technology Analyst**

It appears Christmas ...

February 2013

Buying for the Home Online - UK

“M-commerce is still in its infancy in the shopping for the home online market, but it has huge growth potential as almost three in ten shoppers would consider using their mobiles to buy home products in the future. The use of mobile devices for shopping online is growing rapidly from ...

January 2013

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 ...