

January 2022

Virtual Reality - UK

“Cross-platform gaming will be key in making VR a more social experience by removing the need for friends and family to own headsets in order to play together. Meta is trying to improve the social aspect with mixed reality features while Google Stadia is potentially adding VR to its platform ...

Digital Trends Quarterly - UK

“Privacy has become a key battleground for messaging apps, browsers, app stores and operating systems. All must balance the need to personalise the digital experience and make money, while ensuring consumers don’t feel exploited. Consumers are not averse to their data being used to enhance their experience, but they need ...

December 2021

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

“2021 looks set to be another bumper year for the music industry. Music streaming will be buoyed by the mainstream rollout of high-res audio formats, whereas vinyl will continue to attract fans looking for an authentic music listening experience. The growth in connected devices will also increase listening occasions and ...

November 2021

Online Retailing: Delivery, Collection and Returns - UK

“Following a pandemic-driven record-breaking surge in online shopping, the online channel has penetrated nearly all aspects of retail in the UK. The next couple of years will see retailers and delivery companies working hard to develop new technologies and approaches to meet this demand in ways that are sustainable for ...