



January 2019

Digital Trends Quarterly - UK

“People are getting ever more confident in using their smartphones for online shopping. In the earlier days of smartphone evolution, security concerns and the perceived inconvenience held them back. Now, however, with people much more likely to have biometric security on their smartphone than on their computer, their handsets provide ...

December 2018

Virtual Reality - UK

“The VR market, despite its potential and initial excitement, has regressed over the last 12 months. There’s interest from many consumers but a clear gap between this and actual intention to buy a headset. Cost is still a significant barrier for them but standalone headsets are becoming important in addressing ...

November 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

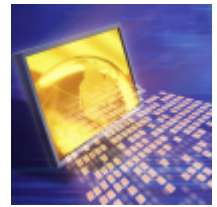
Technology Habits of Families - UK

“Parents are tasked with making sure their family has a healthy relationship with technology. Access to tech can have huge benefits, supporting family communications and other aspects of home life, as well as a child’s education and their own social life. However, these benefits must be balanced against the potential ...

October 2018

Wearable Technology - UK

“Smartwatch sales are beginning to overtake those of fitness bands and sports watches as lines between the devices blur. Consumers are seeing real health benefits in the data collection and analysis such devices can provide, with many motivated to exercise more. While wearable technology brands continue to innovate across the ...



Mobile Gaming - UK

“Although it is possible that the app store model will face disruption from developers choosing to offer their products outside of established stores, revenue from games is expected to show strong growth and remain the dominant app category on mobile. In-game purchasing has remained an effective monetisation method, and has ...

Mobile Device Apps - UK

“The mobile app market is continuing to expand, with the emphasis firmly on free downloads and subscription payments or microtransactions. Gaming dominates app revenues but there are strong opportunities for other sectors, with augmented reality developments in particular driving app innovations in social media and retail. While young people are ...

September 2018

Digital Trends Quarterly- UK - UK

“The fact that nearly one in five smartphone owners use their device’s camera every day highlights the extent to which taking pictures or videos is no longer something people simply do to record particular events or as a hobby, but something that’s woven into the fabric of their daily lives ...

Technology Habits of Generation Z - UK

“Generation Z is characterised by having grown up with near-constant access to technology and a wealth of digital services in their everyday life. They are heavy users of instant messaging services, and these are likely to play an important role in the future of how brands interact with customers. Meanwhile ...

Televisions - UK

“Take-up of Ultra HD 4K televisions has been evident in the last year and a focus on World Cup promotions will have provided a further boost to sales. However, it will not be sufficient to prevent a decline in market value, with the majority of people keeping televisions until they ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

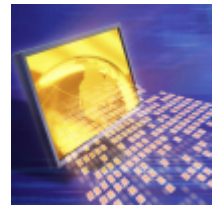
Video Games and Consoles - UK

“Volume sales of video games are consistently declining despite the rising popularity of gaming and increased frequency of play. This reflects the extent of competitive online play, with gamers seeking to improve their performance and focus on fewer titles. Consequently, revenue streams are shifting towards online subscriptions, in-game payments for ...

July 2018

Desktop, Laptop and Tablet Computers - UK

Digital Trends Quarterly: Online Reviews - UK



“Despite continuing declines in the desktop, laptop and tablet market, the laptop segment has fared better because smartphones and tablets remain less suitable for performing productive tasks. It is hoped that cellular devices and two-in-one laptops will appeal to consumer desire for ultra-portability, and these devices offer a decisive upgrade ...

“Despite increasing concerns about misuse of user reviews by companies – for example commissioning fake positive reviews about themselves or negative reviews about their competitors – people still see them as more reliable than professional reviews, as well as more impartial and more useful. However, professional reviews still trump user ...

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

Attitudes towards Online Security - UK

“As people use an increasing number of accounts across a range of connected devices, online security is becoming a more prominent issue. Consumers are willing to trade-off security for convenience to some extent, except when it comes to financial accounts. Smartphone manufacturers have increasingly used biometric technology to unlock phones ...

May 2018

The Connected Home - UK

“The appeal of connected home devices is increasing as second-generation products improve functionality and devices are released that cover broadening price points. Voice-controlled speakers have emerged as the main controller for the connected home, but whilst many products can now receive commands from these digital assistants, consumers still need convincing ...

April 2018

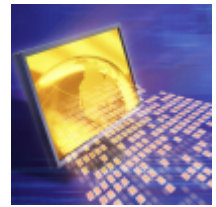
Social and Media Networks - UK

“While there is a trend towards cutting down on social media use, more people than ever are using social networks and the vast majority are sharing content. Platforms more popular with younger demographics must strike a balance between maintaining a cool brand image and continuing to cater for long-term users ...

Digital Trends Quarterly: AI and Automation - UK

“The fact that digital assistants like Alexa or Siri are the most likely of the AI-based or automated products or services that people would use is a reflection of the extent to which voice controlled speakers like Amazon Echo and Google Home have quickly captured the public’s imagination. Smartphone-based digital ...

Mobile Phones - UK



“The trend towards full-screen displays and larger screens has seen prices for flagship smartphones grow considerably, motivating many people to keep their smartphones longer. With extended battery life a priority for consumers, incremental updates and minor innovations are proving insufficient in driving regular upgrades. A large proportion of people are ...

March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

Bundled Communications Services - UK

“Investment in fibre-to-the-premises will dramatically increase broadband speeds for consumers, and lead to increased revenue for operators as they charge more for ultrafast connections. Meanwhile, providers have also been benefitting from increasing uptake of mobile as part of a bundle of services, and effective handling of competition from over-the-top media ...

Attitudes towards Data Sharing - UK

“Rising use of connected devices to access websites and apps has produced a wealth of personal data. The majority of people have some concerns over the extent to which they are sharing their data and how it is being used. After the implementation of GDPR, as people become more familiar ...

February 2018

Electrical Goods Retailing - UK

“Spending on electricals held up well in 2017 despite increased pressure on consumers’ finances. However, it was again the non-specialists that were the driver, particularly those with a strong presence online as spending increasingly moves to online channels. Demand is equally being driven by high levels of promotional activity, which ...

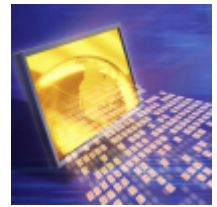
January 2018

Children's Online Spending Habits - UK

Mobile Network Providers - UK



Technology - UK



“Children are particularly responsive to products seen online, so brands must keep a strong social media presence and work with social influencers to promote their product. However, brands must also ensure they are responsibly targeting these consumers to ensure the gatekeepers to a child’s money – the parents – are ...

“Competition from MVNOs has driven down prices, while an increasing tendency to buy smartphones outright has given consumers more flexibility in their contract choice. The importance of data allowances has sustained the market but increased personalisation and the rewarding of long-term customers will be vital as the growth of eSIMs ...