

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 ...

Online Gaming and Betting - UK

"Technology trends and the evolution of player preferences towards instant-outcome opportunities point to a future in which online gaming and betting becomes a faster-paced, product-focused and much more personal experience."

– David Walmsley, Senior Leisure Analyst

September 2015

Digital Trends Autumn - UK

"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

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 ...

July 2015

Online Retailing - UK

Growth in total online sales slowed to 13.2% in 2014 following surprisingly strong growth of 15.3% in 2013. This represents a return to a longer term trend of decelerating growth as the market matures and we expect this to continue over the next five years.

June 2015

Digital Trends Summer - UK

"As the UK economy improves, unemployment falls, and more young people find jobs, the outlook for the consumer technology market is promising. Millennials (16-35) remain key adopters of new technology."

Researching and Buying Technology Products - UK

"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

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

Social Media: BPC - UK

Social media has grown in recent years to be an integral part of marketing and promotional activity in the beauty and personal care markets. Brands and retailers are now harnessing the opportunities the social media space offers, in regards to engaging in two-way communication with consumers, and using word of ...

The Connected Consumer - UK

"Effective segmentation and focused targeting strategies through content personalisation are the key to making the benefits of contextual marketing to consumers outweigh the perceived disadvantages, thus boosting acceptance and adoption."

– Sara Ballaben, Technology Analyst

budgets and spend on items and experiences that have been out of reach during the ...

April 2015

Eating Out: The Digital Consumer - UK

“As the mobile platform remains a relatively underdeveloped part of the restaurant market in the UK, there is much scope for operators to use smartphone apps to push more impulsive eating out habits, such as through ‘push’ marketing techniques.”

March 2015

Online Grocery Retailing - UK

“The online sector is starting to mature – this way of shopping for food is not for everyone. That is good news for retailers as they have a vested interest in customers using their physical stores where they can market opportunistic buys more effectively and encourage impulse purchasing. In contrast ...

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

Streaming Media - UK

“Device and service integration is only likely to become a bigger topic for streaming brands in 2015, as consumers give more consideration to compatibility with their ever-evolving ecosystem, something which could be an advantage to brands that control the operating systems that will bring devices and apps together.”

– ...

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

Online Dating - UK

“The abuse that is directed principally towards women on online dating websites and apps, along with issues of safety, has received increased publicity over the last few years. Dating sites/apps need to explore more ways to combat these issues to avoid them causing significant damage to the industry.”

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



Retail: E-Commerce - UK

home, leading to a greater likelihood of the user upgrading to a superfast connection down ...