

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

#### 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 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 ...