

November 2021

Headphones - UK

“Truly wireless earbuds are expected to become the most widely-owned type of personal audio device in the upcoming years, however customers must choose from the wide array of options. Online retailers that offer search results which are tailored to an individual’s preferences could significantly help with their purchase journey.” ...

October 2021

Mobile Device Apps - UK

“The wider adoption of apps due to the pandemic will lay a strong foundation for their habitual use in consumers’ lives in the long term. The growth of the apps market is built on the foundations of strong interest in gaming, social and entertainment. As apps become vitally important everyday ...

September 2021

Digital Trends Quarterly - UK

“The pandemic has focused minds on health and wellness, while simultaneously leading to greater reliance on tech than ever before. Technology is increasingly seen as a way to improve both physical and mental health, but consumers are also acutely aware of the negative impact of our ‘always on’ culture. Opportunities ...

Video Games and Consoles - UK

“The success of the gaming industry has remained strong in 2021 and in fact many consumers are playing games more or the same amount in May 2021 compared to the height of the first UK lockdown in May 2020. Additionally, with four in 10 gamers not expecting to reduce their ...

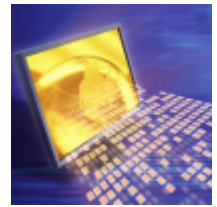
Researching and Buying Technology Products - UK

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

Technology for Working at Home - UK

“With long-term hybrid working patterns set to be embedded, the market for technology for working from home looks buoyant. Smart home technology, curved monitors and wireless technologies can all benefit, as consumers focus on refining their homeworking experience. Meanwhile hardware such as portable hybrid laptops can cater to those adopting ...



“COVID-19 showcased the need for brands and retailers to have a robust digital presence as consumers relied on online platforms for researching and buying technology products. Consumers’ increased confidence to buy big-ticket technology purchases online will mean omnichannel sales approaches will be of paramount importance post-COVID-19. Retailers will need to ...

August 2021

Digital Trends Quarterly - UK

“The growing number of QR code uses that are adding practical value in people’s everyday lives, along with increased usage by necessity throughout COVID, means that for many people seeing a QR code and opening their camera app to scan it is becoming second nature. This provides a platform to ...

Smart Security - UK

“Despite Ring having clear dominance in the market, many of its customers are open to using other brands. Outdoor security cameras that can offer a higher resolution than Ring’s Stick Up Cam at a cheaper price are likely to appeal to current Ring doorbell owners. An example is the Reolink ...