

June 2012

Web Aggregators in Financial Services - UK

“Mintel’s consumer research shows that price comparison sites are often seen as a great starting point or a useful research tool, but not all users are prepared to complete their purchase through the aggregator channel. Providers face a challenge to change perceptions and ensure that more people are happy to ...

Magazines - UK

“Digital expansion offers clear attractions for publishers, including the opportunity to reach new (often younger) customers and international markets. The pace of digitalisation is likely to remain very uneven, with a concentration of resources in areas where interest is already proven: urban ABC1s, especially men, under the age of 35 ...

May 2012

Social Media and Networking - UK

“Brand presence on Google+ will benefit the social network as consumers are enticed to join it to connect with brands they like, as well as using it for promotional offers ahead of other social networks. Indeed, if more internet users were to join Google+ to subscribe to offers and updates ...

April 2012

Digital Trends Spring - UK

This report examines the trends in consumer technology and digital media in the UK. This is the first report in the updated series of Digital Trends, which Mintel has created in response to the changes in technology ownership and usage, as well as to the changing requirements of our readers ...

Mobile Phone Apps - UK

“A number of developers have been experimenting with web applications over 2011 and into 2012. These applications serve three primary purposes: to provide a unified user experience across platforms; to retain control of customer information and the customer journey; and to avoid paying a service charge to the owner of ...