

December 2014

Digital Trends Winter - UK

“Unless media providers look to expand into new categories and follow the Amazon Prime model, partnerships between existing players could not only deliver better value but also better integration – something consumers will strive for as they begin to think more about their connected ‘ecosystem’.”

November 2014

Holiday Planning and Booking Process - UK

“The high level of price sensitivity exhibited by mobile bookers, coupled with an unwillingness to invest time in finding the best deals, suggests the growing popularity of mobile will be matched by an increased use of comparison sites such as Skyscanner and Trivago as well as accommodation booking sites such ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Online Gaming and Betting - UK

“Political and public pressure for new restrictions on television gambling ads comes at an opportune moment for an industry looking to wean itself off free money promotions and move to more sophisticated marketing strategies around brand, product and experience.”

September 2014

Books and e-books - UK

“In order to solve the problem of men’s lower reading rates a cultural shift is necessary, with books specifically highlighted as a worthy pastime for young boys starting from primary school and continuing onwards into secondary education. This would need to be accomplished through idolised cultural icons or sporting heroes ...

Digital Trends Autumn - UK

“New chapters continue to be written in the story of cannibalisation within the technology sector. For so long the rising popularity of the tablet computer contributed to the decline of other neighbouring device markets, but now the tables are set to be turned, as it could be the tablet market ...

August 2014

Music and Video Purchasing - UK

“Blu-ray discs have no niche to fill. Had digital streaming or transmission services not evolved so quickly, Blu-ray would have been the natural successor to DVD; high quality physical content, slowly becoming the de facto industry standard. However, the next quality barrier has already reached the market – 4K – ...

July 2014

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Researching and Buying Technology Products - UK

“Looking ahead, young consumers will find deals in new ways, opting in to receive alerts from the brands they are happy to engage with via their smartphones.”

E-Commerce - UK

“We think consumers are likely to become more demanding and that those retailers that innovate relentlessly - such as Amazon – are best-placed to win shoppers’ loyalty.”

- John Mercer, European Retail Analyst

June 2014

Web Aggregators in Financial Services - UK

“One of the potential long-term challenges to the price comparison market is the fact that financial services firms are starting to be more active in rewarding customer loyalty. In order to combat this trend aggregators can look at how they reward customers purchasing several products, or allow customers to build ...

Digital Trends Summer - UK

“Tablets are now in half of homes in the UK, despite arriving on the market in their current form just four years ago. Yet people are still just as likely to be in the market for a new laptop, as many remain reluctant to perform complex and work-oriented tasks on ...

May 2014

Social and Media Networks - UK

“It is possibly the breadth of content that users are habituated to sharing on social networks that leads them

to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual ...

March 2014

Online Grocery Retailing - UK

“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping: we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”

Digital Trends Spring - UK

“Facebook’s purchase of WhatsApp is the latest example of a brand intending to acquire users now, before making money from them later. Companies are desperate to tie consumers into their eco-system, but at some point they will have to decide whether to start charging more for services, or whether to ...

January 2014

Bundled Communications Services - UK

“The other method of decreasing churn is to convince consumers to take up as many products as possible from a single firm. The “stickier” consumers become, the harder they find it to extricate themselves from the company. Mintel’s research shows that quad-play customers tend to pay less per month than ...