

October 2020

Televisions: Inc Impact of COVID-19 - UK

“Despite a spike in sales of televisions in the initial stages of the pandemic, as consumers bought new sets for the household in lieu of socialising, profit warnings from manufacturers as well as supply chain issues, mean the picture is not all rosy. Heavy discounting of recent models and competition ...

Digital Trends Quarterly: Inc Impact of COVID-19 - UK

“Despite supply chain issues, the leading brands have continued to release annual upgrades across technology segments. Foldable and dual-screen offerings are bringing innovation to smartphones, laptops and tablets, although take-up remains low. The economic uncertainty surrounding COVID-19 will see consumers even more focused on price and reliability when it comes ...

Technology Habits of Generation Z: Inc Impact of COVID-19 - UK

“Video calling has been a key tool for Generation Z as the COVID-19 lockdown stopped them from in-person social interaction, and many in the age group say they are likely to continue to use it in the future as a result of the pandemic. Video calling platforms must grasp the ...

September 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

Video Games and Consoles: Inc Impact of COVID-19 - UK

“Streaming services across a range of technology devices have grown in popularity in recent years and increasing use on consoles highlights the potential interest in watching media alongside the gaming experience. There are opportunities for gaming manufacturers to encourage people to buy the next-generation consoles by offering free subscriptions to ...

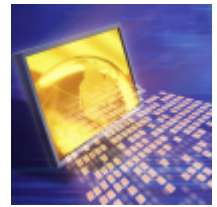
August 2020

Esports: Inc Impact of COVID-19 - UK

“The COVID-19 lockdown is expected to have boosted viewership of esports and game streams, as consumers look for ways to stay entertained at home. During lockdown, sports organisations organised esports competitions featuring professional athletes, while esports replaced traditional sport on TV in some cases, which will have increased esports’ mainstream ...

Desktop, Laptop and Tablet Computers: Inc Impact of COVID-19 - UK

“The decline in sales will be larger than anticipated following the onset of COVID-19 and subsequent recession. However, while most consumers are happy to retain their devices as long as possible, laptops in particular have become a near-essential item for many,



creating a strong replacement market that will endure in ...

Social Media: Inc Impact of COVID-19 - UK

“The COVID-19 crisis has seen social media platforms take a stronger content moderation role than ever before, such as overtly promoting trusted sources and banning users that are spreading misinformation. This comes as platforms have already been facing more pressure from consumers, governments and advertisers to tackle the issue of ...