



**June 2015**

**Digital Trends Summer - UK**

"As the UK economy improves, unemployment falls, and more young people find jobs, the outlook for the consumer technology market is promising. Millennials (16-35) remain key adopters of new technology."

**Researching and Buying Technology Products - UK**

"Allowing customers to collect points that can be redeemed for discounts on a future purchase is likely to boost the number of repeat visitors. Meanwhile, retailers that offer sought-after benefits to members, such as complementary extended warranties, exclusive special offers and free or discounted after-sales services can effectively encourage consumers ..."

**May 2015**

**Device Integration and the Connected Home - UK**

"Brands that best deliver on the four C's – convenience, cost, control and confidentiality – should help consumers to realise the benefits of the connected home, and overcome scepticism from those who are less interested in smart home devices."

**- Paul Davies, Senior Leisure & Technology Analyst**

**Social Networking - UK**

"Privacy has become one of central debates surrounding social/media networks as users increasingly question the ways in which their data is being obtained and used. There is a need for the major networks to increase their transparency regarding their use of data, and ensure that opt-out options are clear ..."

**Consumers and the Economic Outlook: Quarterly Update - UK**

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ..."

**April 2015**

**Mobile Phones - UK**

"The factors determining consumers' choice of mobile phone will become increasingly centred around the capabilities of the operating system used, as more people consider compatibility with their favourite services, software programmes, and integration with their 'Internet of Things'."