

February 2021

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

“Companies need to take advantage of a time when people are shopping more on their smartphones from home to refine their m-commerce offerings to fit their target markets. Younger mobile natives will respond to features that integrate seamlessly with their everyday social activities, such as convenient checkout options and engaging ...

January 2021

Music and Other Audio - CDs, Streaming, Downloads & Podcasts: Inc Impact of COVID-19 - UK

“The music industry has fared well through the pandemic. Streaming platforms have seen an increase in users and dedicated playlists have helped steer consumers through new routines by relieving stress and improving concentration, whilst co-ordinated retail campaigns have helped bolster physical format sales. Longer term, new features on streaming platforms ...

Fashion Online: Inc Impact of COVID-19 - UK

“COVID-19 has accentuated the shift towards shopping for fashion online and heightened online demand will be a legacy trend of the pandemic. It will also have served as a catalyst to drive fashion retailers to invest in finding digital solutions to the ongoing issue of fit when buying clothes and ...

November 2020

Online Retailing: Delivery, Collection and Returns: Inc Impact of COVID-19 - UK

“Online retail has seen rapid growth in light of COVID-19 and this has placed a strain on logistics networks across the sector. The sector has reacted rapidly to meet demand and from consumers there is a new-found respect for the work done by delivery personnel. However, with online set to ...

Mobile Device Apps: Inc Impact of COVID-19 - UK

“The market for mobile apps has enjoyed a significant boost in 2020, as consumers download, use and spend more in apps than ever before. Lockdown has been the catalyst for an uptick in apps from productivity, education, retail to health and leisure, and has the potential to play a part ...