



December 2016

Wearable Technology - US

"Sales continue to grow for wearable tech. However, sales for specific brands have already seen some reversals of fortune, including wearable cameras from GoPro and Apple smartwatches. Against this backdrop, Mintel explores the market for fitness-related tech using qualitative and quantitative surveys. Subjects include intent to purchase, gifting, participation in ...

November 2016

Tablets and Hybrid Products - US

"The once high-flying tablet market has taken a tumble. Sales growth, which stood at 52% in 2012, fell to less than 10% in 2013 and 2014, and then the market contracted in 2015 and 2016. This Report provides guidance for marketers facing significant headwinds as consumers shift to larger and ...

October 2016

Internet Radio - US

"The use of internet-based music services is closing in on traditional means of listening to music, including terrestrial radio and personal libraries. The finding, alongside clear distinctions in how younger listeners use streaming services suggests that over the next decade streaming services will become the dominant means of listening to ...

Mobile Apps - US

"Mobile app use is ever-present, with most consumers using apps daily or often several times day. Apps allow brands from all industries to provide consumers with tools to make their lives more convenient or simply as a way to stay informed and entertained. Advertisers have a challenge influencing mobile app ...

September 2016

Online and Mobile Shopping - US

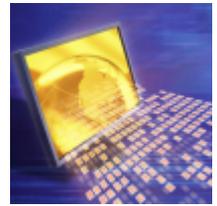
"Online sales doubled from 2011-16, with steady growth of 14-16% annually. Enabling this growth through 2015 were rising numbers of households with access to broadband, as well as rapidly rising ownership of smartphones and tablets. Since the gains from these key drivers has already occurred and may have reached a ...

Gaming Consoles - US

"The console hardware market has not seen growth in total unit sales for several years. However, this represents an evolution of the market – one that places great emphasis on software and services sales. Brands are increasingly challenged to raise the long-term value of their customers. "

-Bryant Harland, Senior Analyst ...

Digital Trends Fall - US



"The line between hardware markets and software markets continues to blur as companies from both sides partner up to change the experience of interacting with physical devices. Brands must also be ready for the upcoming flood of data-generating devices as consumer adoption of smart products rises."

August 2016

Televisions - US

"New televisions are pushing the boundaries on screen sizes and resolutions, and these attributes do capture consumer interest. However, many brands have struggled to maintain revenue in light of tight competition and market saturation. The maturation of smart televisions will bring new challenges to the market. Namely, televisions will be ...

Content Consumption: TV and Movies - US

"Understanding how consumers watch movies and TV, how much they spend, what providers they use, and what drives their behavior is critical for companies hoping to reach them – including both producers and distributors of video content as well as advertisers who leverage that content. In this Report, Mintel examines ...

July 2016

Advertising: Mobile, TV and Internet - US

"The advertising landscape is more complex than ever as consumers now relate to ads across television, online, and mobile platforms. Consumers can be influenced by marketing messages, but only if the message is received over the most strategic platform."

June 2016

Attitudes Toward Gaming - US

The video game market is benefitting from a growing audience, but this also means that consumers are placing new pressures and demands on the video game industry. While many gamers don't have the time to play as much as they would like, they still like to be competitive and are ...

May 2016

Consumer Attitudes Toward FinTech - US



FinTech start-ups are fundamentally altering how consumers interact with financial services by delivering these services faster and by factoring in an ever-growing volume and variety of data for assessing the value of potential customers. Traditional finance brands are also leveraging the innovations that have emerged from the FinTech scene. Mobile ...

April 2016

Digital Trends Spring - US

"Consumers feel ambivalent toward technology. They are both highly connected and concerned about the social impact of this connectivity. As a result, companies are caught in a balancing act that, on one hand, challenges them to engage and entertain their targets. On the other, brands must avoid overwhelming consumers with ...

Smart Homes - US

"Only in the past few years has the smart home market emerged onto solid footing following a variety of early product failures, such as \$20,000 smart refrigerators that were soundly rejected by consumers. The shift to a more attractive product mix came when manufacturers not only brought down prices ...

March 2016

Home Communication Services - US

"The issues that face home TV, internet, phone, and security services are daunting. Pay TV service is on the decline with 25-34s, who are the least likely to subscribe, a trend indicative of the desirability of internet delivery of video in lieu of linear channels."

Mobile Phones - US

"Growth in the mobile phones market has slowed down as smartphone ownership hits 80% of consumers. Brands are being pressured to maintain price competitiveness while continually innovating; much of this innovation will come from the software and content side of mobile phones, but there may be hardware-centric opportunities as next-generation ...

February 2016

Mobile Network Providers - US

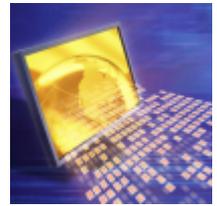
"What with most adults already being cellular service subscribers, there is little to no opportunity to increase the number of subscriber lines, outside of nominal additions related to overall population growth. Simultaneously, the amount consumers have typically paid per month for service has shown little increase in the 21st century ...

January 2016

Laptops and Desktops - US



Technology and Media - USA



"Leading computer brands have struggled to grow their consumers computing revenue, and the market is increasingly influenced by innovative interfaces, such as touchscreen. However, opportunities remain, particularly as more resource-intensive digital content is released. The challenge for many brands moving forward will be to strike an ideal balance between the ...