



## April 2023

### Technology Trends: Spring - UK

"The way we search for information online is changing. Search engines continue to dominate, but Generation Z in particular is turning straight to social media sites such as TikTok instead. However, the integration of conversational AI into search engines will transform the way consumers look for information and discover brands ...

## March 2023

### Broadband, Mobile and TV Services - UK

"Consumers were already starting to feel the pinch of the cost of payments for telecoms services towards the back end of 2022, and with significant price rises coming in 2023, many will be considering downgrading telecoms services or cancelling pay-TV. For brands, now is the time to double down on ...

## February 2023

### Computers and Laptops - UK

"Despite the cost of living crisis, lower income households are showing willingness to buy a computer or tablet over the next 12 months. It is critical that brands offering entry level laptops and tablets focus their marketing around battery life, with this being the most important consideration for lower earners."