



## June 2021

### The Connected Home - UK

“The Matter protocol will bring seamless connectivity between connected home products, regardless of brand or voice assistant, making buying and using these devices much easier. With consumers keen to use connected home devices to live sustainably, it could be appealing to get notifications on high energy usage from smart thermostats ...

### Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

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### Voice Control - UK

“With a section of consumers expected to work from home permanently post-COVID-19, there is the opportunity to market smart displays as the ideal addition to a home office space. Voice-controlled speaker owners have already shown an interest in using these devices for working or studying and the ability to get ...

### COVID-19 and Technology: A Year On - UK

“The pandemic has demonstrated the convenience and efficiency digital technologies can provide across consumers’ work, entertainment and shopping routines, and 2021 can cement their place as digital habits are maintained. Demand for technology hardware such as smartphones, computers and gaming consoles has been high, despite chip shortages affecting supply; a ...

### Social Media - UK

“Social media has enjoyed a surge in use with people seeking entertainment and connection throughout the COVID-19 lockdowns, although time online looks set to fall as restrictions are eased. The pandemic and widespread banning of US President Donald Trump has brought misinformation and social media guidelines to the fore. The majority ...

### Digital Trends Quarterly - UK

“Taking into account the increase in savings over the last year, the conditions look promising for products at the premium end of the spectrum to gain traction. Whereas people buying devices over the last year may have erred on the side of caution in light of the economic uncertainty, affluent ...