



## September 2022

### Digital Trends Autumn - UK

“Household finances are increasingly squeezed and consumer confidence has fallen to its lowest level in a decade. In turn, recent and planned purchases of all tech products has fallen. Consumers are increasingly focused on value, but this will manifest itself differently depending on the product, with brand name a priority ...

## August 2022

### Digital Subscriptions - UK

“Many digital subscribers see their subscriptions as a key part of their life and will be prioritising them over other leisure expenses during the next year. Brands can encourage retention by marketing discounted yearly subscriptions as ‘short-term pain, long-term gain’, enabling people to save money in the long run, while ...

### Children and Technology - UK

“Parents' concerns over children’s screen time and digital stimulus as well as anxieties over the affordability of technology purchases, are mitigated by their understanding of the importance of children being equipped with the digital skills to navigate modern life. In fact, parents are willing to make sacrifices to pay for ...

## July 2022

### Social Media: Sharing and Socialising - UK

“While there are still many doubts about the metaverse concept, Mintel’s research shows significant interest in using VR on social media for a variety of purposes, especially socialising with friends. This interest highlights the worth of investing in VR and the metaverse for the major tech companies, but caution should ...

### The Connected Home - UK

“With Matter bringing interactivity across a wide array of smart home products, there is the opportunity to build a platform which shows energy consumption across all the smart home devices in the household. This would enable consumers to get a holistic view of their energy usage and enable them to ...

## Upcoming Reports

### Mobile Device Apps - UK - 2022

### Smartwatches and Wearable Technology - UK - 2022