



## December 2015

### Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

### Digital Trends Winter - UK

"Technology brands are eager to demonstrate that new smartphones, tablets and hybrid laptops are more practical and more powerful than ever before, as consumers become more inclined to mirror their online behaviour across all three device formats."

## November 2015

### Children's Online Spending Habits - UK

"The concept of pocket money has changed significantly over the last ten years as children in a digital world wish to spend their money online, whether by purchasing clothes or playing online games. Among children who spend money themselves online, two out of five are now spending the majority of ...

## October 2015

### Mobile Phone and Tablet Apps - UK

"The lion's share of app revenue in the UK market comes from free apps with either in-app purchases or in-app advertising. The abundance of free apps in these different forms means that paid apps account for a relatively small proportion of the market value-wise and many will look for ...

### Wearable Technology - UK

"Appearance and design is the third most important purchase driver for wearables, ahead of more technological features such as measurement reliability, cross-device compatibility and touch screens. This suggests that 'wearability' and fit to personal style tend to prevail over the technological aspect in consumers' minds, as people perceive these devices ...

### Tablet Computers and Accessories - UK

"As overall tablet penetration stalls, the gap between household and personal ownership is shrinking, thus suggesting that multi-tablet households are on the rise. As tablet manufacturers look to offset slowing adoption, the launch of use case-specific tablets, from hardcore gaming, to family activities or media consumption, can broaden the potential ...

### Video Game Consoles (Hardware and Software) - UK

"After booming in 2014 as a result of sustained hardware sales, the video game and console market is expected to continue to experience strong growth in 2015 and beyond thanks to the recent and upcoming launch of leading AAA titles in the run-up to the holiday season, which is expected ...