

September 2023

Online Retailing - UK

"The online market is still finding its new equilibrium following the COVID-19 pandemic, but its role in all aspects of browsing and buying behaviour remains significantly heightened. The strong value credentials of the channel mean that it has overall gained in a market where shoppers are looking for value. The ...

June 2023

Technology Trends: Summer - UK

"As fewer young males view the latest technology as a sign of success, the technology sector finds itself at a crossroads. There is huge interest in potentially game-changing breakout technologies, such the Apple Vision Pro headset. But there are significant hurdles to overcome in persuading consumers that the future of ...

Online Grocery Retailing - UK

"As expected, sales within the online grocery channel were in consistent decline in 2022 as the market rebalanced post the peak use of the channel in 2020-21, with further declines forecast for 2023 before longer-term growth returns. Pressure on finances has added to this, with some moving away from the ...

Online Grocery Retailing - Europe

"Having registered a strong uptick in sales at the height of the COVID-19 pandemic over 2020/21, the European online grocery retailing market entered correction territory in 2022 posting a decline of just under 6%. As the market recalibrates the sector still presents good prospects for retailers as it becomes ...

April 2023

Consumers and the Metaverse - UK

"The hype surrounding the metaverse has seemingly peaked, with technological limitations and cost pressures dampening excitement. Consumer awareness of metaverses remains low, with minimal numbers accessing metaverse platforms. For brands, the challenge is how to ignite experiences within metaverses that go beyond consumers' habitual use of other digital channels, such ...

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

Amazon: Creating an Ecosystem - UK

“Amazon has grown to be the largest non-food retailer within the UK and the dominant player within the online retailing market. Key to this success has been building an ecosystem, anchored by Amazon Prime, which ensures an element of loyalty and consistent purchasing for the retail operation. Due to strong ...

February 2023

Social Media: Influencers - UK

“BeReal’s emergence onto the social media scene and the incorporation of BeReal-esque features into major platforms, should push creators and influencers to create more content focused on authenticity and spontaneity.”

- **Rebecca McGrath, Associate Director for Media and Technology**

Upcoming Reports

BPC Online - UK - 2023

Online Retailing: Home Delivery, Collection and Returns - UK - 2023

Direct to Consumer Retailing - UK - 2023

Technology Trends: Winter - UK - 2023

Online Retailing: Marketplaces and Peer-to-peer Selling - UK - 2023

Technology Trends: Autumn - UK - 2023