

Digital Trends Autumn - UK - September 2012

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“The launch of several ‘hybrid’ devices, which blur the line between two established devices, will only help to accelerate growth of portable devices such as tablets and eReaders. As seen with the MP3 player and smartphone, if consumers can merge the features of two devices into one central hub, they generally will do so.”

– Paul Davies, Senior Technology Analyst

In this report we answer the key questions:

- How has ownership of consumer technology products changed in 2012 compared to 2011?
- What are consumer's plans for purchasing or upgrading products in the next three months?
- What are the current attitudes towards different technology products?
- What devices are consumers using to access the internet?
- What are the most common online activities?

This report examines the trends in consumer technology and digital media in the UK. This is the third report in the updated series of Digital Trends, which looks at device ownership and usage over the past three months (May-July 2012). Data from Mintel’s consumer research also show the products that people are looking to purchase over the coming months, as the analysis looks at what is sparking the growth, or causing the decline, of devices.

Online activities are also assessed, as this report compares the contrasting habits of computer, smartphone and tablet users. Internet usage is analysed, with an overview of the most popular web properties during the last three months.

Each section includes a data comparison, as the report examines the changing patterns in the behaviour and attitude of consumers with regards to technology products. This helps to identify opportunities for companies to either tap in to emerging markets, or shift the focus within their product and marketing mix.

Digital Trends also provides top-level comparisons of technology ownership in the UK and internet usage against that of consumers in France, Germany, Italy and Spain.

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Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

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