BLU. DIGITAL

Digital Roundup
January - June

A roundup of the first 6 months of 2023 in Digital and the trends to know
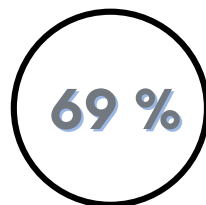
www.blu-digital.co.uk

What's the state of digital in 2023?

85% of FMCG brands have planned to increase their retail media spend in the next 12 months

(Grocer Vision)

69 %

of leaders say their organisation suffers from a digital skills gap

(Microsoft)

50% of UK consumers have left a website rather than accept the cookies

(Twilio)

The UK leads the programmatic advertising market in Europe

(Statista)

British online retailers increased spend by 43% in Q1 2023

(Retail Times)

The UK is currently the third largest eCommerce powerhouse with a 4.8% share of total online sales

(business.com)

In the UK alone, Google has a market share of 86.31%

(Statista)

The total spend on digital ads of all types has increased by 13%
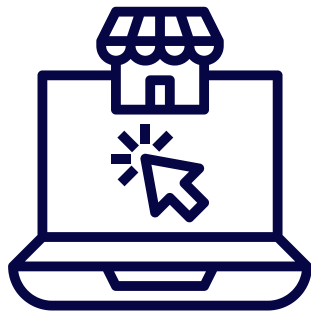
(Meltwater)

The hashtag #deinfluencing generated 450M views on TikTok
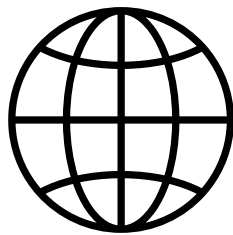
(Impression Digital)

450M

In the retail sector, 25.2% of sales were made online in February

(money.co.uk)

Google currently holds 73% of the paid search market

(Creative Marketing)

89% of marketers believe that webinars outperform other forms of content when it comes to creating qualified leads

(Business Wire)

In Q1 2023, UK companies placed 53% of their ad spend with Facebook

(Retail Times)

UK businesses faced an average of one cyber attack every minute in the first three months of 2023

(Beaming)

UK businesses experienced an average of 4,301 attempts to breach their web applications in the first quarter of 2023

(Beaming)

Trends to keep an eye out for in 2023

Blockchain Innovation

We could very well witness further advancements beyond cryptocurrencies. Applications in supply chain management, healthcare, finance, and voting systems are likely to gain traction, driven by the need for transparency and security solutions.

Sustainable Technology

With growing environmental concerns, there will be a greater focus on sustainable technologies. Clean energy solutions, eco-friendly practices, and initiatives to reduce carbon footprints will shape the digital landscape, driving innovation and adoption of sustainable technologies.

Internet of Things (IoT) Expansion

The increase in IoT devices will continue, allowing greater connectivity and automation. Smart homes, wearables, and industrial IoT applications will advance, enhancing convenience, efficiency, and data-driven decision-making in various domains.

Voice & Visual Search

Voice-activated and visual search technologies will become more common throughout 2023. Users will increasingly rely on voice assistants and image recognition for online searches, shopping, and information retrieval.

Extended Reality (XR)

Extended Reality, encompassing virtual reality (VR), augmented reality (AR), and mixed reality (MR), will gain more momentum. With the launch of more affordable and accessible XR devices, we can expect increased adoption in gaming, entertainment, education, training, and remote collaboration.

Personalised Digital Experiences

The demand for personalised experiences will continue to rise throughout 2023. Companies will leverage user data and AI algorithms to provide tailored content, products, and services, enhancing customer satisfaction and engagement.

Cybersecurity & Privacy Focus

As digital threats continue to evolve, there will be an increased emphasis on cybersecurity and privacy measures. Organizations and individuals will invest in robust security frameworks, encryption technologies, and user data protection to combat cyberattacks and address privacy concerns.

5G Technology Implementation

5G networks will become more widespread, leading to faster and more reliable wireless connectivity. This technology will unlock new possibilities for IoT, autonomous vehicles, smart cities, and remote work, among other applications.

Artificial Intelligence Advancements

AI will continue to play a significant role across various industries, with advancements in machine learning, natural language processing, and computer vision. AI-powered solutions such as chatbots, virtual assistants, and personalised recommendation systems will become more prevalent.