

March 2018

Brand Overview: Food - UK

“Expectations of brands and the categories they are in key to consumer perceptions. Breakfast cereals are a clear example of this. Health standards set by certain brands impact upon the way in which other brands that do not match up are viewed. Conversely, brands in treat categories largely avoid being ...

January 2018

Brand Overview: BPC - UK

“The advancement of technology in the BPC sector means that brands are under more pressure to help consumers test, design and buy products on their own terms. Soon, the prospect of buying an off-the-shelf, one-size-fits-all product may become unpalatable to the most heavily engaged consumers, while even mainstream shoppers will ...