

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

November 2020

Brand Overview: Retail: Inc Impact of COVID-19 - UK

“COVID-19 will introduce even more ethical indicators that need to be appropriately dealt with, particularly when it comes to the treatment of staff, vulnerable members of society or NHS workers. But while retailers have increased their ethical activity over recent years, it is important to note that those with strongest ...

September 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

Brand Overview: Finance: Inc Impact of COVID-19 - UK

“The coronavirus outbreak has accelerated the shift from cash to contactless payment as well as increasing the use of mobile banking, reinforcing the importance of technological innovations in the banking landscape. However, it is critical for brands to ensure that all their customers have sufficient digital literacy to access financial ...

July 2020

Brand Overview: Drink: Inc Impact of COVID-19 - UK

“Since the COVID-19 outbreak, the drinks industry has faced unprecedented challenges while also glimpsing unexpected opportunities as consumers embrace new drinking habits and as associations between health and diet strengthen. However, economic uncertainty will

Brand Overview: Food: Inc Impact of COVID-19 - UK

“COVID-19 has opened up a number of opportunities for brands to tap into the ‘next normal’. In the short term, people may be seeking familiarity and comfort from the food they eat and the brands they recognise, but it is

drive consumers to price-oriented purchasing behaviours, meaning that it will be vital for brands to emphasise ...

crucial that brands use this time to create longer-term opportunities ...

June 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

March 2020

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

January 2020

Brand Overview: BPC - UK

“Contemporary consumers are sensitive to the idea of glamour, exclusivity and indulgence, suggesting that BPC products that balance functionality with intangible perceptions of luxury have the potential to resonate widely among consumers. However, ethics have also come into play, and consumers are putting the BPC industry under scrutiny. Increasingly, consumers ...