

# British Lifestyles 2015: At the Intersection of Tradition and Globalisation - UK - April 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

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“Having basked in the glory of the London Olympics and the Queen’s Diamond Jubilee, Brand Britain now needs to figure out how to capitalise on opportunities provided by the increased pace of globalisation and also address the unique challenges open markets present.”  
– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

## This report looks at the following areas:

Brand Britain has enjoyed a veritable revival in the aftermath of the London Olympics, the Queen’s Diamond Jubilee and the birth of Prince George; events that boosted the UK’s profile overseas. This also enabled British brands to use themes of heritage and nostalgia to their benefit, both domestically and abroad. However, whilst appeals to the past are still highly marketable, other factors are becoming more prominent for shoppers when distinguishing companies and brands they consider to be British. For example, companies’ financial responsibility is now as important as British heritage in the eyes of the consumer.

The London Olympics has also been a chance to celebrate the face of modern Britain as more diverse and forward-looking than ever before. Indeed, the increased pace of globalisation is changing not just the ethnic and cultural make-up of the UK population, but is also having an impact on a variety of domestic consumer markets. Whilst British brands have long been associated with superior quality, entrenched savvy shopping mentality means that quality products with British origins may no longer be a match for the lower prices offered by global competitors.

With mobile tools, today’s shoppers are better informed than ever and can compare prices at one retailer when shopping at another. This means that consumers no longer accept second best, with companies that do not live up to their expectations punished more severely than in the past; a trend made more extreme by globalisation exposing business model weak-spots. Consumers should therefore be the ultimate beneficiaries of the increased pace of innovation and lower prices, with a higher variety of products and options to choose from.

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