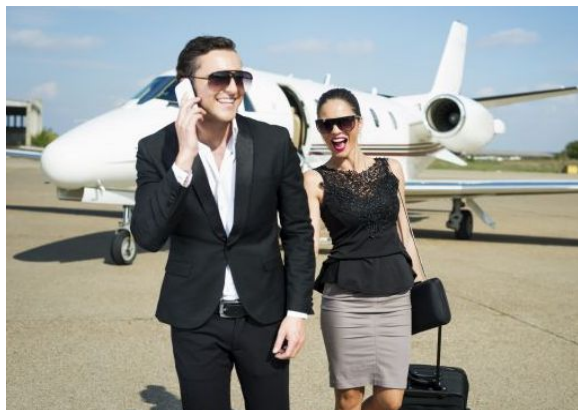


The Affluent Consumer - UK - November 2016

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“The EU referendum in June 2016 has sparked a wave of economic uncertainty across the UK, with Britain’s most wealthy consumers a key consumer group for brands and businesses. Affluent consumers have the drive and financial ability to buy into Brand Britain, and so marketing and products.”

– **Jack Duckett, Senior Consumer Lifestyles Analyst**

This report looks at the following areas:

- **Brexit: a case for expanding British provenance**

With the UK’s vote to leave the EU sparking a new period of economic uncertainty, companies operating in the UK marketplace will be more reliant than ever on the financial stability of its most affluent consumers.

Brands can engage with the wealthy by tapping into their penchant for all things British, using marketing that highlights the role their business and products play in ensuring the future growth of the economy.

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