

## Premium Brands - UK - October 2017

Report Price: £1995.00 | \$2672.70 | €2262.13

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“Brands considered innovative tend to generate a stronger reputation for being worth paying more for among consumers, suggesting that being noted for innovation can help to add value not only to individual products, but also to the brand as whole.”

– **Richard Hopping, Brand and Household Analyst**

### This report looks at the following areas:

Few brands are in a position where they are able to rely on reputation alone to build a premium brand image. Those that are tend to be high-fashion, car or technology brands, with sizable price tags compared to the average brand in their sector acting as a marker of luxury or added value. For other brands, active experience is far more crucial.

Mintel's brand research suggests a link between the perception of innovation and being considered as a brand worth paying more for. Innovating could therefore be a means to add value above and beyond that of competitors, driving purchase decisions and consumer spend not only in the short-term, but also into the future.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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