

Brand Leaders - UK - December 2019

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“There’s no stronger endorsement of a brand than a willingness to entrust it with your own or your family’s health. As such, it’s no surprise that perceptions of trust and quality are often guided by how a brand impacts upon the health and wellbeing of consumers.”

- **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

Keeping yourself and your family fit and healthy is one of the most fundamental drivers that shape consumer behaviour, and this is reflected in Mintel’s brand research. Many of the top scoring brands for attributes like trust and quality are those that have a direct impact on health and wellbeing. However, this remains largely related to physical health. Brands need to be familiar with how consumer definitions are changing. The continuing shift in how consumers view wellbeing, and the greater focus towards holistic and mental wellbeing, may well impact on how consumers view brands in the future.

The emerging start-up culture is allowing for smaller brands to have a bigger impact on the market, as consumers are beginning to recognise that biggest doesn’t always mean best. Brands like Monzo and The Kraken are leading their categories for satisfaction, while non-traditional brands like TripAdvisor, Giffgaff and PureGym are also usurping much more mainstream brands when it comes to usage, loyalty and likely recommendation.

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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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