

April 2022

Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Media Trends Spring - UK

“While there was a lot of pushback regarding the Instagram for Kids concept, the high use of social media among children, including young children, is requiring more action from platforms to ensure a safe environment for their youngest users. Parents will increasingly demand the introduction of more tools and features ...

February 2022

Social Media: Influencers - UK

“This is an exciting time for social media influencers. As competition in the market continues to ramp up, social media platforms are investing heavily in creator content. This includes introducing new ecommerce features, such as shoppable live video, that will further increase the value of influencer partnerships to brands. New ...