

June 2022

Brand Overview: Drink - UK

“As inflationary issues and economic uncertainty impact on household budgets and discretionary spend, it will become even more critical for brands to communicate their value proposition to resonate with consumers. Brands that align their offerings to wellness trends, position their launches as more than just beverages and encourage consumers to ...

April 2022

Brand Overview: Food - UK

“The nation’s sweet tooth creates opportunities of growth for brands that consumers see as delicious and indulgent. However, attempts from the UK government to promote healthier nutritional habits make it more challenging for brands to tempt consumers with HFSS treats. As the rising cost of living puts the notion of ...