

December 2016

Brand Leaders - UK

“Perceptions of the biggest brands in FMCG sectors tend to be fairly secure and steady, suggesting that consumers have a mindset about familiar brands that rarely wavers. However, in other more dynamic markets there is less of a bias towards heritage brands, allowing new entrants to compete with established brands ...

November 2016

Premium Brands - UK

“There are different approaches to the perception of premium attributes among consumers. Brands that are considered exclusive by a higher proportion of consumers tend to conform to the traditional idea of luxury, however, brands that benefit from a high-quality image are often everyday brands that people use on a more ...