

March 2010

Premium and Value Own-label Food - UK

This report looks at how consumers have changed their purchase choices between various types of own-label and branded foods, and how their attitudes towards these have changed, as well as the role of the food retailers.

February 2010

Consumers and The Economic Outlook - UK

This report looks to understand what the recession has meant for consumers – how they are managing their finances, whether they are struggling to make ends meet and how confident they are about their prospects in the coming year. It also investigates people's view of the economy as a whole.

January 2010

An Ounce of Prevention: Preventing Illness Through Healthy Living - UK

Despite the tougher economic climate, health remains high on the agenda for the majority of consumers. Today, more than two-thirds of consumers have mainly positive attitudes towards their diet and health.

Holidays - Attitudes and the Impact of Recession - UK

- In 2009, the number of overseas holidays taken fell by an estimated 14.5% year-on-year to 38.9 million, returning to 2001 levels.
- 24.5 million adults now see holidays as a 'luxury', up from 19 million in 2007. 9-10 million see holidays as a 'necessary spend' or a 'right' ...

Attitudes Towards Health - Stress - UK

This report explores today's stressed-out consumer. It investigates the biggest triggers of stress and identifies ways to respond to this through new product development, marketing campaigns or corporate initiatives.