

March 2020

Marketing to Women - UK

“When it comes to the role of gender in advertising, women, like men, are starting to feel as though advertisers are making too much of gender politics. As more brands play into themes about female empowerment, women are starting to question how genuine brands are being and if they are ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

January 2020

Managing a Healthy Lifestyle - UK

“Belying the fairly bleak picture of the nation’s health, commercial opportunities for companies to engage with consumers by providing health-boosting help and support have never been greater. Consumers exhibit a keen appetite for the latest technological health solutions, with DNA-tailored solutions and sophisticated biometric tracking likely to become increasingly popular ...

Marketing to Men - UK

“Marketers are often tempted to use aspirational themes in advertising to grab attention and create excitement about brands, however, because this approach can often be so out of sync with men’s actual lives, its impact may not always be very long lasting. A more nuanced approach, which considers how men ...

Families - UK

“Recent years have seen a transformation in how brands represent families in marketing, with significantly improved representation of Britain’s diverse family types. However, as the UK population becomes ever-more diverse, there remains scope for brands to take a more educational approach in campaigns, helping to support parents and schools as ...