

June 2015

Local Living - UK

"Shoppers are increasingly rooting for the home team and recognising the many social and economic benefits of buying local goods and services. Such goods and services, however, are often viewed as being overpriced, which remains a significant barrier to purchase. Local retailers and producers could benefit from partnering up with ...

May 2015

Children and Teens as Influencers - UK

"Today's kids and teens crave novelty like no generation before them, owing to the speed of innovation, early exposure to the internet and ubiquitous advertising. Impressionable and fickle, children could benefit from a more balanced perspective on how shopping decisions are made – something that will allow them to grow ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

British Lifestyles 2015: At the Intersection of Tradition and Globalisation - UK

"Having basked in the glory of the London Olympics and the Queen's Diamond Jubilee, Brand Britain now needs to figure out how to capitalise on opportunities provided by the increased pace of globalisation and also address the unique challenges open markets present.