

### December 2022

#### Lifestyles of the Over-65s - UK

“Seniors in the UK are living longer and their relatively stronger financial positions mean they are an increasingly important consumer group for brands to understand and service. This is particularly important amid the cost-of-living crisis, with older consumers with stable finances best placed to absorb price rises. Around half of ...

### October 2022

#### Men's Health - UK

“Rapidly rising inflation and the effect it is having on household finances will have unavoidable implications for men’s health. Financial concerns will be exacerbated, putting many under increased stress, while the focus on price will mean some consumers have to opt for cheaper, and typically less healthy, choices.

Although it ...