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The UK Car Review: An Insight into Brand Preferences and Market Trends - UK

“Although manufacturers have long sought to differentiate themselves and their cars to gain competitive advantage, our research suggests this can be taken to the next level for their benefit. Micro segments exist across the car market, suggesting that an ever more detailed approach to segmentation is required to fully benefit ...

Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.