

December 2019

Brand Leaders - UK

“There’s no stronger endorsement of a brand than a willingness to entrust it with your own or your family’s health. As such, it’s no surprise that perceptions of trust and quality are often guided by how a brand impacts upon the health and wellbeing of consumers. However, this is still ...

October 2019

Brand Overview: Retail - UK

“Big name retailers including eBay and Paperchase have sought to raise the profile of small local businesses, while at the same time creating a more community-focused image for themselves. This raises the question of whether there are significant opportunities to investigate the potential benefits of incubating start-ups, in much the ...

September 2019

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

August 2019

Brand Overview - Finance - UK

“Times are changing in the financial services sector, and any companies that are relying on a heritage brand and consumers’ traditional inertia when it comes to switching providers could be caught out. Challenger brands are disrupting the market, and younger consumers are looking differently at the role of the financial ...

July 2019

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

June 2019

Brand Overview: Drink - UK

“It is vital for brands to move with the consumer. That is not to say that brands cannot rely on the heritage they have, but with constant opportunities to maximise potential through product development, brands that stick to tried and tested formulas risk missing out. Brands like Robinsons, Innocent and ...

April 2019

Brand Overview: Food - UK

“Consumers’ habits are changing, such as through the cutting of meat consumption or searching for healthier foods. However, such is the correlation between taste and purchase intent within the food sector that brands with a particularly premium or delicious image can leverage the superior experience that their product can offer ...

February 2019

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel stated tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

January 2019

Brand Overview: BPC - UK



Brands: Big Picture - UK

"The changing nature of wellbeing presents opportunities. While previously consumer focus may have been mainly about the impact of products on the body, we are already starting to see the mind take equal precedence. The inclusion of probiotics, adaptogens and aromatherapy claims to keep the whole body in balance could ...