

## September 2014

### Lifestyles of Mums - UK

“To a new mother, her baby is the apple of her eye, and she would spare nothing to ensure their needs are met, even if that means that her own needs and interests are neglected. Brands could re-ignite mums’ passion for their habits and lifestyle before they had children and ...

## August 2014

### Families - UK

“Grandparents play an important role in their grandchildren’s lives, offering practical, financial and emotional support. Going forward, brands/retailers could benefit from highlighting this special relationship, not only in their marketing but also in the products and services they offer.”

- **Jack Duckett, Consumer Lifestyles Analyst**

This report addresses the ...

### Funerals and Funeral Planning - UK

“Death is becoming less of a taboo and the majority of over-50s are open to discussing their end-of-life wishes with their loved ones. Financial brands would benefit from promoting more open conversations about people’s end-of-life requirements, whilst taking into account the often sensitive nature of the subject.”

- **Ina Mitskavets ...**

## July 2014

### Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

### Healthy Lifestyles - UK

“Health, fitness and nutrition brands could promote the idea of longer-term health as an investment, with incremental steps taken every day, creating a virtuous circle of healthy habits for life.”

– **Ina Mitskavets, Senior Lifestyles and Consumer Analyst**