

June 2016

Marketing to Renters - UK

"With home ownership seemingly on a permanent decline (and the corresponding rise in renting), companies and brands operating in the home and garden sector need to re-think their strategies. This will include positioning products towards rentals and temporary ownership, as well as opening more centrally-located smaller stores for light sprucing-up ...

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Lifestyles of Mums - UK

"Whilst some blame devices for making today's kids lazy, there are many ways in which technology could encourage kids to do all the things that are not always considered to be fun, making parents' lives easier. Some of the best educational apps are free and could motivate kids to eat ...

April 2016

British Lifestyles: Growing Tired of Austerity - UK

"Britain's economy growth has outstripped other major economies, employment is high (and unemployment is low) and wages have been rising above inflation. Yet, consumer sentiment has been slow to respond. Perhaps we will need to see a more sustained period of growth in earnings before Britons start feeling truly optimistic.

The Leisure Outlook - UK

"The ever-growing importance of food to pub revenues means that landlords are competing as much against mid-market restaurant chains as they are against other pubs. There's a growing case for replicating the kind of child-oriented provisions, such as toys and colouring books, that the likes of Pizza Express and Wagamamas ...