

December 2019

Marketing to the Over-55s - UK

“Rising life expectancy has spurred an increased interest in health amongst the over-55s, as many seek to improve and maintain good health so that they may enjoy their later lives. And yet despite their desire to be healthier and to get fit, the age group’s health profile continues to see ...

November 2019

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...