

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 ...