

December 2012

The Savvy Shopper - UK

"The market has responded well to consumer demand for low prices. However, as shoppers get increasingly savvy, retailers will need to look beyond price points if they want to retain customers who are increasingly selective and less brand loyal."

November 2012

Lifestyles of Young Adults - UK

"Being financially responsible is a must-have for today's 16-24-year-olds. Economic uncertainties are forcing young adults to jump through more hoops to be able to afford education, get a job matching their qualifications, and get on the property ladder. Going forward, it can be expected that parents will play an increasingly ...

October 2012

Lifestyles of Dads - UK

"Whilst more mums classify themselves as breadwinners in their families, the opposite trend is also coming to the fore. As there are more stay-at-home mums, dads are adjusting to coping with increasing work pressures and staying connected with their offspring."