

September 2019

Lifestyles of Generation Z - UK

“It is increasingly difficult to ignore the growing body of research linking the young’s hyper-engagement with social media to a heightened incidence of mental health issues. For their part, the major social media platforms are exploring ways of lessening the young’s reliance on digital approval, but there remain opportunities for ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

July 2019

Marketing to Millennials - UK

“As Millennials continue to grow up, the needs of this broad generation become ever more diverse. Older Millennials are increasingly looking to settle down and start a family, and there are particular opportunities for financial services providers to help them with these goals. Equally, with Younger Millennials mostly now finished ...