

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

The Leisure Outlook - UK

"Displaying comprehensive online details of food and drink menus, and even daily specials and current guest ales, could be a deciding factor in securing a customer visit."

– Chris Wisson, Senior Drinks Analyst

The Working Life - UK

"For today's businesses, a happy and healthy workforce is perhaps their biggest asset. Companies could strive to be more proactive at encouraging healthier lifestyles at work, be it through workplace activities/schemes, healthy nutrition or other health and wellness initiatives."

November 2015

Healthy Lifestyles - UK

"Whilst prevention of future illness is a major driver of healthier habits, this argument runs the risk of being viewed as 'nanny state'. Instead, companies and brands would increasingly benefit from emphasising how their products and services help consumers improve their appearance/look younger for their age and help improve ...

October 2015

Lifestyles of Millennials - UK

"Because all the traditional markers of adulthood are less available to today's Millennials, they are redefining what it means to be an adult for themselves. Marketing messages focused on traditional milestones of adulthood may no longer be as relevant; brands that acknowledge the shifting social norms will forge a much ...