

March 2023

Lifestyles of Generation Z - UK

“From new jobs and businesses to purchasing first houses and getting married, Generation Z expect to experience a number of major life events in the next five years. And while they display a positive outlook for their own future, the era of political, economic and climate uncertainty that they have ...

Consumers and the Cost of Living - UK

“Decades-high inflation has prompted significant and wide-ranging changes in consumer behaviour. Savvy shopping and a focus on value has come squarely to the fore, and people are particularly interested in ways to reduce energy use. However, expectations that steep price rises will stick around for an extended period also provide ...

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Women's Health - UK

“The cost of living crisis will disproportionately impact the physical and mental health of women from poorer backgrounds, while also pushing health products and services further down consumers’ priority lists. There is opportunity, though, for brands to stand out by shining a light on women’s health issues that have been ...