

## December 2019

### Marketing to the Over-55s - UK

“Rising life expectancy has spurred an increased interest in health amongst the over-55s, as many seek to improve and maintain good health so that they may enjoy their later lives. And yet despite their desire to be healthier and to get fit, the age group’s health profile continues to see ...

## November 2019

### Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

## 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 ...

### 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

### Charitable Giving - UK

“As digital payment options have become more popular and widely available in recent years, there has been a subsequent decline in cash transactions. Cash has long been the most popular way of donating to charities, but the declining popularity of physical money means that charities must ensure they adopt and ...

### April 2019

#### British Lifestyles: A New Understanding of Corporate Ethics - UK

“The consumer understanding of corporate ethics has evolved and become much more sophisticated. Looking forward, this will make it much harder for businesses to buy customers’ trust by simply emphasising their environmental profile, while not making any changes to their fiscal or societal contribution. Businesses will consequently need a clean ...

### February 2019

#### Marketing to Generation X - UK

“Too often overlooked and consequently too often underserved, Generation X presents a golden opportunity for brands that can welcome them in from the wilderness. Being pulled in all directions can create a build-up of different pressures that brands can help to alleviate, starting by motivating them with advertising that goes ...

#### Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel stated tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

### January 2019

#### Marketing to Women - UK

“Younger women are demanding more social responsibility from companies. Campaigns that aim to affect societal change rather than just promoting a new product or service are likely to become an expectation for this cohort. However, in trying to create a more inclusive, diverse image, some advertising campaigns have missed the ...

#### Marketing to Men - UK

“Men’s mental health has become an increasing concern in recent years. While there is often particular emphasis placed on the high number of male suicides, the problem is much broader than this, and many men suffer in silence. For businesses there are undoubtedly reputational benefits to be had for those ...