

December 2016

Attitudes towards Weddings - UK

“Nearly half of all adults have attended at least one part of a wedding/civil partnership celebration in the last three years, presenting opportunities for retailers to tap into the need for gifts and new clothes amongst future guests. The charity sector could also look to benefit from stronger associations ...

November 2016

The Affluent Consumer - UK

“The EU referendum in June 2016 has sparked a wave of economic uncertainty across the UK, with Britain’s most wealthy consumers a key consumer group for brands and businesses. Affluent consumers have the drive and financial ability to buy into Brand Britain, and so marketing and products that play on ...

October 2016

Healthy Lifestyles - UK

“A third of adults believe that they are healthier now than they were a year ago, reflecting the UK’s booming interest in healthy living. However, healthy habits are hard to adopt, and even harder to sustain. The perceived higher cost of healthy food is also a significant barrier. Brands and ...