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Brand Overview: Finance - UK

“The financial services sector is put under more scrutiny during periods of financial uncertainty. Consumers will look for assistance from brands to guide them through this cost-of-living crisis and help them make better decisions that will benefit them financially. Brands that are considered trustworthy or helpful are more likely to ...

Attitudes towards a Cashless Society - UK

“Although cash use declined during the pandemic, the cost of living crisis has seen some consumers return to cash to improve budgeting. Over half of consumers still use cash on a weekly basis and people will want choice in their payment options. Despite increasing use of mobile wallets and the ...

Price Comparison Sites in Financial Services - UK

“Comparison websites are a popular and convenient resource for people looking to find the best deal on a range of everyday financial products. However, the leading brands must continually respond to changing customer needs and emerging forms of competition. In the years ahead, we are likely to see a further ...

Upcoming Reports

Consumer Attitudes towards Debt and Credit - UK - 2023