

September 2013

Lifestyles of Mums - UK

“Brands that are responsive to mums’ concerns and aim to grow with their preferences (which are increasingly expressed via social media channels) will be in a stronger position when competing for their consumer loyalty.”

August 2013

Lifestyles of the Modern Family - UK

“Children growing up in Single Parent families have a lot of say in family purchasing decisions, and brands that appeal to the tastes of both children and parents reap the most benefits.”

July 2013

Seasonal Lifestyles - UK

“Sun-deprived Britons are expected to reward themselves after the harsh winter and spring of 2012-13. The high street and services industry will benefit from the sunnier sentiment, as consumer spending will inevitably rise. Tour operators could also encourage people to be better-prepared for colder weather, such as booking a sun ...