

British Lifestyles: A New Understanding of Corporate Ethics - UK - April 2019

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“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.”

– Jack Duckett, Associate Director – Consumer Lifestyles Research

This report looks at the following areas:

- Shoppers most conscious of rising expenditure on food
- The savvy shopper returns
- Consumers most ethically-conscious when buying FMCG goods
- Corporate ethics: a semantic shift
- Misuse of personal data; an ethical issue
- A nation of local business lovers

2018 was a sluggish year for the British economy, but consumer spending continued to grow, underpinned by positive real wage growth across the year as inflation slowed and average weekly earnings increased.

However, while people’s confidence in their own financial situation continues to hold up, the uncertainty surrounding Brexit is fuelling widespread concerns about the future of the economy. Should this start to impact people’s confidence in their own finances, the result could be a sharp downturn in consumer spending.

That said, although Brexit is currently dominating the national debate, it is important to recognise that, there are other important purchase drivers. The consumer understanding of corporate behaviour has become far more nuanced in recent years, and brands are being held to a higher standard than ever. In this Report, Mintel has examined what this means for consumer behaviour and, in particular, whether people hold local businesses to a different set of standards to multinational corporations.

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