

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

The Leisure Outlook - UK

"Displaying comprehensive online details of food and drink menus, and even daily specials and current guest ales, could be a deciding factor in securing a customer visit."

– Chris Wisson, Senior Drinks Analyst

November 2015

Healthy Lifestyles - UK

"Whilst prevention of future illness is a major driver of healthier habits, this argument runs the risk of being viewed as 'nanny state'. Instead, companies and brands would increasingly benefit from emphasising how their products and services help consumers improve their appearance/look younger for their age and help improve ...

October 2015

Lifestyles of Millennials - UK

"Because all the traditional markers of adulthood are less available to today's Millennials, they are redefining what it means to be an adult for themselves. Marketing messages focused on traditional milestones of adulthood may no longer be as relevant; brands that acknowledge the shifting social norms will forge a much ...

September 2015

Marketing to Mums - UK

The Working Life - UK

"For today's businesses, a happy and healthy workforce is perhaps their biggest asset. Companies could strive to be more proactive at encouraging healthier lifestyles at work, be it through workplace activities/schemes, healthy nutrition or other health and wellness initiatives."

"The lives of British mothers have changed to a great extent over the past several decades, however marketing has been much slower to catch up to and acknowledge the changing realities of what it means to be a parent in modern Britain. Treating and addressing mothers as a homogenous group ...

August 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

Britain's Pet Owners - UK

"The bond between a pet and their owner is starting to resemble very closely that between a parent and a child. Such shifting attitudes pave the way for new industries to develop and grow around pet doting and pampering, as pet parents seek to demonstrate how dedicated they are to ...

July 2015

The Ethical Consumer - UK

"For today's consumers there is a sense that companies are inherently immoral, unless they can demonstrate that's not the case. The most effective way of asserting CSR (Corporate Social Responsibility) credentials is not via annual company reports, but via product packaging and television, which will have the most direct impact ...

June 2015

Local Living - UK

"Shoppers are increasingly rooting for the home team and recognising the many social and economic benefits of buying local goods and services. Such goods and services, however, are often viewed as being overpriced, which remains a significant barrier to purchase. Local retailers and producers could benefit from partnering up with ...

May 2015

Children and Teens as Influencers - UK

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“Today’s kids and teens crave novelty like no generation before them, owing to the speed of innovation, early exposure to the internet and ubiquitous advertising. Impressionable and fickle, children could benefit from a more balanced perspective on how shopping decisions are made – something that will allow them to grow ...

“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

British Lifestyles 2015: At the Intersection of Tradition and Globalisation - UK

“Having basked in the glory of the London Olympics and the Queen’s Diamond Jubilee, Brand Britain now needs to figure out how to capitalise on opportunities provided by the increased pace of globalisation and also address the unique challenges open markets present.

March 2015

Lifestyles of the Sandwich Generation - UK

“As the Sandwich Generation grows, providing additional support to those caring for both children and parents, as well as providing them with opportunities to take time out for themselves, will be essential. But there is also value in bringing these multi-generational family structures together, allowing them to build strong emotional ...

February 2015

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“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

Marketing to Baby Boomers - UK

“Whilst many Baby Boomers enjoy financial stability, health is a major consideration for all in this generation. Brands could benefit from focusing on this aspect through their marketing, offering help, guidance and advice to Baby Boomers with existing conditions, or positioning products as helping to keep potential health issues at ...