

## January 2021

### Lifestyles of Gen Z: Inc Impact of COVID-19 - UK

“Like Millennials before them, Gen Zers are set to come of age in a deeply unstable economic climate, albeit with the added challenge of potentially persistent social distancing measures. This will stifle opportunities for this generation for the foreseeable future and is likely to put significant pressure on their financial ...

## December 2020

### Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

### Healthy Lifestyles: Inc Impact of COVID-19 - UK

“The COVID-19 pandemic has brought the true state of the nation’s health into unprecedented focus. With the majority of people still considering themselves either average or somewhat healthy, however, the new government strategy is commencing from a difficult starting point. Opportunities lie in providing mood boost ideas for an increasingly ...

## November 2020

### British Lifestyles - UK

“The COVID-19 pandemic has been the most significant event in generations, with the initial lockdown and ensuing social distancing measures changing consumer lifestyles in a way that would have previously been considered inconceivable. And yet, consumers have proven to be highly adaptable as they have continuously adjusted to the fast-changing ...