

December 2016

Attitudes towards Weddings - UK

“Nearly half of all adults have attended at least one part of a wedding/civil partnership celebration in the last three years, presenting opportunities for retailers to tap into the need for gifts and new clothes amongst future guests. The charity sector could also look to benefit from stronger associations ...

November 2016

The Affluent Consumer - UK

“The EU referendum in June 2016 has sparked a wave of economic uncertainty across the UK, with Britain’s most wealthy consumers a key consumer group for brands and businesses. Affluent consumers have the drive and financial ability to buy into Brand Britain, and so marketing and products that play on ...

October 2016

Healthy Lifestyles - UK

“A third of adults believe that they are healthier now than they were a year ago, reflecting the UK’s booming interest in healthy living. However, healthy habits are hard to adopt, and even harder to sustain. The perceived higher cost of healthy food is also a significant barrier. Brands and ...

September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

Charitable Giving - UK

“As donors become more discerning in their giving, impact-driven donations could become the gold standard in the sector. In an era when social media drives a greater share of donations, transparency and proper data management will be key to engaging and holding on to donors, particularly as the impact of ...

July 2016

Lifestyles of Children and Teens - UK

“As watching TV and using technology remains the top activity both after school and on weekends, today’s kids and teens are far more exposed to advertising than previous generations ever were. Building cradle-to-grave loyalty has become easier, but brands need to tread carefully; in the age of social media any ...

Families - UK

“Over half of all parents believe that families today are not as close as they used to be, reflecting how the pressures of modern life are preventing them from enjoying important quality time with their children. This suggests that campaigns highlighting how products and services can bring families back together ...

June 2016

Marketing to Renters - UK

“With home ownership seemingly on a permanent decline (and the corresponding rise in renting), companies and brands operating in the home and garden sector need to re-think their strategies. This will include positioning products towards rentals and temporary ownership, as well as opening more centrally-located smaller stores for light sprucing-up ...

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Lifestyles of Mums - UK

“Whilst some blame devices for making today’s kids lazy, there are many ways in which technology could encourage kids to do all the things that are not always considered to be fun, making parents’ lives easier. Some of the best educational apps are free and could motivate kids to eat ...

April 2016

British Lifestyles: Growing Tired of Austerity - UK

“Britain’s economy growth has outstripped other major economies, employment is high (and unemployment is low) and wages have been rising above inflation. Yet, consumer sentiment has been slow to respond. Perhaps we will need to see a more sustained period of growth in earnings before Britons start feeling truly optimistic.

The Leisure Outlook - UK

“The ever-growing importance of food to pub revenues means that landlords are competing as much against mid-market restaurant chains as they are against other pubs. There’s a growing case for replicating the kind of child-oriented provisions, such as toys and colouring books, that the likes of Pizza Express and Wagamamas ...

March 2016

Marketing to Young Adults - UK

“Whilst it may be possible to buy the attention of young adults in the short run, brands looking to foster long lasting relationships will need to look beyond price promotions and discounting. Hiring and rental services present a strong option for brands looking to engage with young adults, offering the ...

February 2016

Christmas Shopping Habits - UK

“It was a remarkably weak Christmas, damaged again by the impact of Black Friday promotions at the end of November. We think that retailers have to pull away as far as possible from discounting at the end of November and restore a degree of pricing integrity by promoting less overall ...

Lifestyles of the Over-55s - UK

“Not only are today’s over-55s wealthier, they are also healthier and have more time to spend their money before and during retirement. All these factors are contributing to a rise in a mature demographic of shoppers eager to explore all the options available to them.”

January 2016

Marketing to Men - UK

“Half of all men admit that they are largely apathetic towards advertising, reflecting how many find themselves unable to identify with the men they see in ad campaigns. There is now an opportunity for brands to change this, with brands using advertising to more fully identify with the average man ...