

March 2017

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

Attitudes towards Healthy Eating - UK

“Social media carries the pulse on which the digital generation keep their fingers to keep one step ahead with emerging health trends and ingredients. As such, it is an ideal platform for food companies to identify innovation opportunities – although with a need to cut through all the noise in ...

January 2017

Smoking Cessation and E-cigarettes - UK

“After two years of disappointing sales performance, the smoking cessation sector has seen a rise in value in 2016 driven by NPD and a rise in advertising investment. In terms of E-cigarettes, overall usage remains the same despite a decline in usage as a smoking cessation method, suggesting reduced penetration ...