

June 2023

Brand Overview: Drink - UK

“Purchases are being scrutinised more as consumers confront the cost-of-living crisis. Brands that reduce pack size or raise prices without communication risk the perception of being seen as opportunistic, which will undermine consumer trust as it does not offer a longer-term solution to cost-of-living pressures. Driving value perceptions – not ...

April 2023

Brand Overview: Food - UK

“Brands with a loyal set of consumers are well positioned as purchase patterns change during the cost-of-living crisis. Value perceptions will be important during periods where consumers look to alternative products, however price is not the only factor that consumers take into account when considering what to purchase. Health and ...