

## April 2022

### Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

## March 2022

### Marketing to Parents - UK

"While the rising cost of living will undoubtedly have an impact on household finances and cause many to economise, this can be countered by the pent-up demand for novel experiences and the desire to make up for 'lost fun' among parents. Having spent far less money and time on leisure ...

## February 2022

### Lifestyles of Generation Z - UK

"Generation Z are anxious about their future which isn't surprising considering the uncertain climate they are facing as they enter adulthood. They have been labelled as the socially conscious and green generation, and while some are dedicated to fighting for social and environmental change, there are many other ways in ...

### Everyday Sustainability - UK

“Despite a highly positive self-assessment of their own eco-credentials, as climate change continues to worsen it is apparent that people are not leading anywhere near sustainable-enough lifestyles. While the consumer is particularly keen to hold businesses responsible for the preventing further environmental damage, more can be done to drive behavioural ...