

December 2022

Lifestyles of the Over-65s - UK

“Seniors in the UK are living longer and their relatively stronger financial positions mean they are an increasingly important consumer group for brands to understand and service. This is particularly important amid the cost-of-living crisis, with older consumers with stable finances best placed to absorb price rises. Around half of ...

October 2022

Men's Health - UK

“Rapidly rising inflation and the effect it is having on household finances will have unavoidable implications for men’s health. Financial concerns will be exacerbated, putting many under increased stress, while the focus on price will mean some consumers have to opt for cheaper, and typically less healthy, choices.

Although it ...

British Lifestyles - UK

“British consumers face a squeeze on incomes that is unprecedented in modern times. This is already shaping shopping decisions and wider consumer behaviour, with price coming to the fore and half of consumers saying that they are delaying major purchases and events. Discretionary spending is particularly vulnerable to budget cuts ...

September 2022

Consumer Attitudes towards Luxury - UK

“Consumers are facing extreme rising costs and subsequent squeezes on their wallets. While luxury purchases may seem like the obvious first choice to be cut from consumer spending, research from previous economic downturns, such as the 2008-09 recession, has shown that the luxury market tends to hold up well. This ...

July 2022

Charitable Giving - UK

"Charities are facing an extremely difficult time – just as they begin to recover from the disruption and financial losses of the pandemic, they are hit with high inflation and a cost-of-living crisis. Not only are charities managing increases in their own operational costs, rising demand from service users and ...

May 2022

The Working Life - UK

“While the pandemic caused significant disruption to working lives, it also cleared the way for a new working culture to be developed. Workers are no longer prepared to stick to rigid working routines and want to gain a greater sense of control in their lives. Workers are increasingly demanding a ...

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 ...