

March 2020

Media Trends Spring - UK

“The most popular length of video on YouTube among Gen Z is 21 minutes or more, reflecting how the platform has developed and the opportunities it now presents in terms of content and advertising. The popularity of longer videos on social media allows for greater incorporation of both pre-roll and ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

January 2020

Influencers - UK

“Brands increasingly have to look beyond surface level metrics, such as follower numbers, when deciding which social media influencers to partner with. Influencer authenticity, trust and engagement levels play a key role in actually impacting purchasing behaviour, often making micro influencers more valuable than those with larger followings.”

– ...