

January 2021

Lifestyles of Gen Z: Inc Impact of COVID-19 - UK

“Like Millennials before them, Gen Zers are set to come of age in a deeply unstable economic climate, albeit with the added challenge of potentially persistent social distancing measures. This will stifle opportunities for this generation for the foreseeable future and is likely to put significant pressure on their financial ...

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

Healthy Lifestyles: Inc Impact of COVID-19 - UK

“The COVID-19 pandemic has brought the true state of the nation’s health into unprecedented focus. With the majority of people still considering themselves either average or somewhat healthy, however, the new government strategy is commencing from a difficult starting point. Opportunities lie in providing mood boost ideas for an increasingly ...

November 2020

British Lifestyles - UK

“The COVID-19 pandemic has been the most significant event in generations, with the initial lockdown and ensuing social distancing measures changing consumer lifestyles in a way that would have previously been considered inconceivable. And yet, consumers have proven to be highly adaptable as they have continuously adjusted to the fast-changing ...

September 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents

renewed threats that could derail the recovery and is expected to lead to significant ...

August 2020

Charitable Giving: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak has already had a devastating impact on the charities sector, with estimates suggesting a minimum of £4.3 billion has been lost because of the pandemic. There has been a growing consumer shift away from cash donations in recent years, and hygiene fears regarding physical money is ...

June 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

March 2020

Marketing to Women - UK

“When it comes to the role of gender in advertising, women, like men, are starting to feel as though advertisers are making too much of gender politics. As more brands play into themes about female empowerment, women are starting to question how genuine brands are being and if they are ...

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 ...

Marketing to Men - UK

“Marketers are often tempted to use aspirational themes in advertising to grab attention and create excitement about brands, however, because this approach can often be so out of sync with men’s actual lives, its impact may not always be very long lasting. A more nuanced approach, which considers how men ...



Lifestyles - UK

January 2020

Managing a Healthy Lifestyle - UK

“Belying the fairly bleak picture of the nation’s health, commercial opportunities for companies to engage with consumers by providing health-boosting help and support have never been greater. Consumers exhibit a keen appetite for the latest technological health solutions, with DNA-tailored solutions and sophisticated biometric tracking likely to become increasingly popular ...

Families - UK

“Recent years have seen a transformation in how brands represent families in marketing, with significantly improved representation of Britain’s diverse family types. However, as the UK population becomes ever-more diverse, there remains scope for brands to take a more educational approach in campaigns, helping to support parents and schools as ...