

August 2023

British Lifestyles - UK

“Brits have been feeling the pinch of the cost-of-living crisis for a sustained period of time now, and for many, the ability to spend freely has almost completely disappeared. Essential categories, such as housing and groceries, are driving inflation and dominating consumer budgets. As a result, we expect the real ...

June 2023

The Working Life - UK

"Workers and employers are facing a difficult time as wages fail to keep up with inflation and business manage higher operational costs and weakened consumer spending power. Despite this, there remain huge opportunities for employers to define a new way of working, with possibilities going as far as shorter work ...

April 2023

Marketing to Adults without Children - UK

“Adults without children are a growing and increasingly important consumer group that brands need to understand and service. As the number of reasons to not have children arguably increases, from the steep rise in the cost of living to the impending climate crisis, more adults are choosing to delay parenthood ...

March 2023

Lifestyles of Generation Z - UK

“From new jobs and businesses to purchasing first houses and getting married, Generation Z expect to experience a number of major life events in the next five years. And while they display a positive outlook for their own future, the era of political, economic and climate uncertainty that they have ...

Consumers and the Cost of Living - UK

“Decades-high inflation has prompted significant and wide-ranging changes in consumer behaviour. Savvy shopping and a focus on value has come squarely to the fore, and people are particularly interested in ways to reduce energy use. However, expectations that steep price rises will stick around for an extended period also provide ...



Lifestyles - UK

February 2023

Women's Health - UK

“The cost of living crisis will disproportionately impact the physical and mental health of women from poorer backgrounds, while also pushing health products and services further down consumers’ priority lists. There is opportunity, though, for brands to stand out by shining a light on women’s health issues that have been ...

Upcoming Reports

Lifestyles of Millennials - UK - 2023

Diversity, Equity and Inclusion - UK - 2023

Charitable Giving - UK - 2023

Everyday Sustainability - UK - 2023