

### 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 ...

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#### Brand Overview: BPC - UK

“Although consumer concerns around COVID-19 have declined, the ongoing disruption in terms of working habits and travelling occasions means there is a risk of BPC purchase rationalisation. This will benefit mass-market brands with a reputation for accessibility, while the increase in cost of living triggered by rising inflation will put ...

#### Brand Leaders - UK

“Brands were in the ascendancy at the peak of the pandemic, as people sought out recognisable and comforting brands they trusted. However, as we gradually move into the recovery stage, brands will need to reassert what they can offer consumers for the longer term. In the next few years, there ...