

**March 2015****Lifestyles of the Sandwich Generation - UK**

“As the Sandwich Generation grows, providing additional support to those caring for both children and parents, as well as providing them with opportunities to take time out for themselves, will be essential. But there is also value in bringing these multi-generational family structures together, allowing them to build strong emotional ...

**February 2015****Consumers and the Economic Outlook: Quarterly Update - UK**

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

**Marketing to Baby Boomers - UK**

“Whilst many Baby Boomers enjoy financial stability, health is a major consideration for all in this generation. Brands could benefit from focusing on this aspect through their marketing, offering help, guidance and advice to Baby Boomers with existing conditions, or positioning products as helping to keep potential health issues at ...