

March 2017

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

February 2017

Christmas Shopping Habits - UK

“It was a great Christmas, better than anyone expected. But the more one looks at the performance, the more one feels that there are warning signs. We think that people are worried about rising prices in 2017 and that they pulled spending forward for that reason. We think they are ...

Marketing to Men - UK

“Marketing aimed at men continues to be heavily focused on high-achieving sportsmen and well-groomed male models, offering the brands behind them little differentiation in the minds of those they are targeting. This paves the way for brands to take a different approach in their campaigns, such as featuring role models ...

Marketing to Women - UK

“There is a temptation for many marketers to view women as ‘mothers’ or ‘mums-to-be’, but more diverse lifestyles mean that starting a family is not as strong an aspiration for today’s young women as it once was. Brands could therefore benefit from meeting demands for strong, independent female role models ...