

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 ...

**Brand Overview: Finance: Inc
Impact of COVID-19 - UK**

“The coronavirus outbreak has accelerated the shift from cash to contactless payment as well as increasing the use of mobile banking, reinforcing the importance of technological innovations in the banking landscape. However, it is critical for brands to ensure that all their customers have sufficient digital literacy to access financial ...

July 2020**Brand Overview: Drink: Inc
Impact of COVID-19 - UK**

“Since the COVID-19 outbreak, the drinks industry has faced unprecedented challenges while also glimpsing unexpected opportunities as consumers embrace new drinking habits and as associations between health and diet strengthen. However, economic uncertainty will drive consumers to price-oriented purchasing behaviours, meaning that it will be vital for brands to emphasise ...