

November 2022

Brand Overview: Retail - UK

“The current cost of living crisis has caused a shift in consumer attitude towards the retail industry, with bigger focus being put on value. This means that retailers will need to highlight their efforts to making products worth consumers’ money. Although consumers are becoming more mindful of expenditure, convenience is ...

August 2022

Brand Overview: Finance - UK

“Financial services brands will play an increasing role in consumer lifestyles as the cost of living rises, inflation bites and as interest rates continue to creep upwards. Brands with an existing helpful reputation, such as MoneySavingExpert and price comparison sites, have an opportunity to reach new consumers during this period ...

June 2022

Brand Overview: Drink - UK

“As inflationary issues and economic uncertainty impact on household budgets and discretionary spend, it will become even more critical for brands to communicate their value proposition to resonate with consumers. Brands that align their offerings to wellness trends, position their launches as more than just beverages and encourage consumers to ...

April 2022

Brand Overview: Food - UK

“The nation’s sweet tooth creates opportunities of growth for brands that consumers see as delicious and indulgent. However, attempts from the UK government to promote healthier nutritional habits make it more challenging for brands to tempt consumers with HFSS treats. As the rising cost of living puts the notion of ...

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 ...

February 2022

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 ...