

July 2020

Brand Overview: Food: Inc Impact of COVID-19 - UK

“COVID-19 has opened up a number of opportunities for brands to tap into the ‘next normal’. In the short term, people may be seeking familiarity and comfort from the food they eat and the brands they recognise, but it is crucial that brands use this time to create longer-term opportunities ...

June 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...