

August 2023

Brand Overview: Finance - UK

“The financial services sector is put under more scrutiny during periods of financial uncertainty. Consumers will look for assistance from brands to guide them through this cost-of-living crisis and help them make better decisions that will benefit them financially. Brands that are considered trustworthy or helpful are more likely to ...

June 2023

Brand Overview: Drink - UK

“Purchases are being scrutinised more as consumers confront the cost-of-living crisis. Brands that reduce pack size or raise prices without communication risk the perception of being seen as opportunistic, which will undermine consumer trust as it does not offer a longer-term solution to cost-of-living pressures. Driving value perceptions – not ...

April 2023

Brand Overview: Food - UK

“Brands with a loyal set of consumers are well positioned as purchase patterns change during the cost-of-living crisis. Value perceptions will be important during periods where consumers look to alternative products, however price is not the only factor that consumers take into account when considering what to purchase. Health and ...

February 2023

Brand Overview: BPC - UK

“As the spotlight on value becomes ever brighter amid the current cost-of-living crisis, beauty and personal care brands will have to prove to consumers that their products have a deserved place in shopping baskets. Brands benefiting from high levels of loyalty are best placed to do this, while brands can ...

Upcoming Reports



Brands: Big Picture - UK

Brand Overview: Retail - UK - 2023