

## **January 2020**

### **Brand Overview: BPC - UK**

“Contemporary consumers are sensitive to the idea of glamour, exclusivity and indulgence, suggesting that BPC products that balance functionality with intangible perceptions of luxury have the potential to resonate widely among consumers. However, ethics have also come into play, and consumers are putting the BPC industry under scrutiny. Increasingly, consumers ...

## **Upcoming Reports**

**Consumers and the Economic  
Outlook - UK - November 2020**

**Consumers and the Economic  
Outlook - UK - August 2020**

**Consumers and the Economic  
Outlook - UK - May 2020**

**Consumers and the Economic  
Outlook - UK - February 2020**

**Brand Overview: Finance - UK -  
August 2020**

**Brand Overview: Drink - UK -  
June 2020**

**Brand Overview: Food - UK - April  
2020**