

### January 2020

#### Managing a Healthy Lifestyle - UK

“Belying the fairly bleak picture of the nation’s health, commercial opportunities for companies to engage with consumers by providing health-boosting help and support have never been greater. Consumers exhibit a keen appetite for the latest technological health solutions, with DNA-tailored solutions and sophisticated biometric tracking likely to become increasingly popular ...

#### Families - UK

“Recent years have seen a transformation in how brands represent families in marketing, with significantly improved representation of Britain’s diverse family types. However, as the UK population becomes ever-more diverse, there remains scope for brands to take a more educational approach in campaigns, helping to support parents and schools as ...

### Upcoming Reports

**Attitudes towards Cosmetic Procedures - UK - December 2020**

**Healthy Lifestyles - UK - November 2020**

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

**Charitable Giving - UK - June 2020**

**Marketing to a Divided Britain - UK - March 2020**

**Marketing to Men - UK - February 2020**

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

**Lifestyles of the Over-55s - UK - October 2020**

**Lifestyles of Gen Z - UK - August 2020**

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

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

**Marketing to Women - UK - February 2020**