

# British Lifestyles - The Emotional Impact of Economic Uncertainty - August 2011

Report Price: £2195 / \$3622 / €2546



**"The cost of living is rising and we are changing the way we shop as a result. Forced to evaluate our spending, we are increasingly becoming savvy shoppers with half of us no longer wanting to pay full price for anything. Brand loyalty is one of the biggest victims of the current economic climate with more than half of people switching from their preferred brand if they see a better deal elsewhere. As uncertainty in the job and property market prevails, shopping around for best price and best value is likely to colour the way in which we purchase products and services."**

**– Alexandra Richmond, Senior Consumer and Lifestyles Analyst**

## In this report we answer the key questions:

- What is the impact of the continued economic situation in the wake of the recession?
- How is unemployment and uncertainty in the housing market, coupled with low interest rates, impacting consumer confidence?
- How are consumer confidence levels impacting FMCG markets and other services such as travel and finance? What does this mean for the next five years?
- In which sectors do people notice price hikes the most and how does this shape the way in which they shop in these sectors?
- How are shopping habits changing as consumers adjust to the rising cost of living, in combination with their new or strained financial circumstances?
- What is the impact of money on consumer happiness and what are the implications of this on impulse purchasing?

## Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

## Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100