

Budget Shopper - UK - April 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality and value is also examined.

What have we found out?

- **Understand Consumers Budgeting Priorities:** Following the recession, Britain has seen a resurgence of austerity and six in ten adults now budgets in some way. This report examines the nation's budgeting habits and looks how they vary by gender, age and income as well as the techniques that people use to keep tabs on their spending. Identifying budgeting habits will enable you to develop a better understanding for the types and timings of promotions.
- **Navigate the new shopper rationale:** Out of economic uncertainty and frugality rises the smart shopper, one that is well informed and more thoughtful when it comes to making purchases. The budget shopper isn't necessarily about only buying the cheapest products, but more about setting a spending limit and sticking to it (to varying degrees).
- **Explore budgeting habits:** There are many different ways to make money go further. Who is most likely to stretch the budget and how do they do it? Do they adopt a number of habits or stick to just one or two?
- **The value of branding:** What role does branding have to play in austere Britain? Does a basket full of brands send out a message on financial status? Does buying brands make people feel better about themselves?
- **The legacy of the recession:** How has the recession shaped consumer expectations of discounting. What does this mean for the way in which they budget and will these new budgeting habits continue into the future?
- **Unlock the potential of word of mouth:** Has the stigma of buying in the sales or buying cheapest on display products given way to a trend for people bragging about the bargains that they find?

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

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