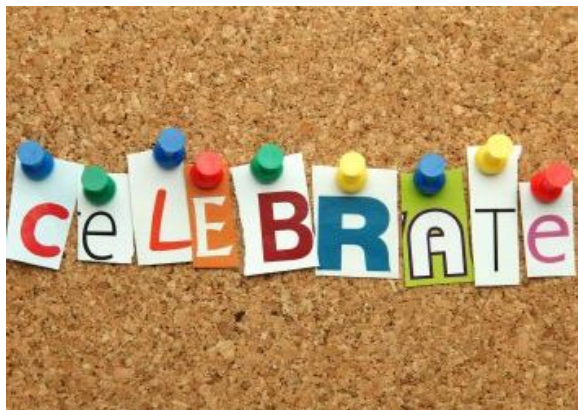


Seasonal Lifestyles - UK - July 2013

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"Sun-deprived Britons are expected to reward themselves after the harsh winter and spring. The high street and services industry will benefit from the sunnier sentiment, as consumer spending will inevitably rise. Tour operators could also encourage people to be better-prepared for colder weather, such as booking a sun break in advance."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- Are there opportunities to widen the scale of ethnic festival celebrations?
- Does household income play a role in how people mark various occasions?
- How does warmer weather influence people's lifestyles?
- What is the link between weather conditions and spending habits?

In today's Britain, holidays and seasonal occasions are strongly associated with indulgence and special treatment, as nearly six in ten adults tend to indulge themselves during the holidays. Festive occasions also have strong emotional connotations, and are often the time at which people think back to their childhood memories of family celebrations and of people who are important to them. Brands that can effectively uncover the emotional connection with various seasonal occasions and anticipate their needs around these holidays could foster year-on-year loyalty.

The abnormally long, cold and rainy winter and spring of 2012/13 have had a profound effect on people's lifestyles, with a significant minority of adults postponing plans until better weather. The winter and spring of 2012/13 also saw that the prolonged unseasonable weather conditions may actually encourage a higher than usual spending on the high street, at foodservice (particularly coffee shops) and leisure establishments, as Britons seek to reward themselves for the long period of winter hibernation.

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