

# Consumers and the Economic Outlook: Quarterly Update - UK - December 2015

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“Mintel’s key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added considerable uncertainty.”

– Toby Clark, Director of Research, EMEA

This report looks at the following areas:

- 2015: a year of consolidation
- Is it time to move away from “craft”?
- Higher-income consumers will lead the way

However, there is still good news out there for marketers. In particular, higher earners continue to prosper, and appear to be pulling even further away from their less well-paid counterparts. Even more promisingly, this is accompanied by a growing willingness to spend on luxuries. From foodservice to travel, it’s going to be people at the upper end of the income scale who will drive spend in 2016.

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Is it time to move away from "craft"?

Higher-income consumers will lead the way

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