

Seasonal Shopping (Spring/Summer) - UK - October 2018

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“The UK retail sector was boosted by a number of significant events during the 2018 spring and summer months. Not only did retailers benefit from the usual occasions like Easter, but The Royal Wedding and England’s FIFA World Cup performance gave consumers even more reasons to celebrate and spend.”
– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

As a result, retail sales growth was strong, which could make 2019 more challenging as retailers will be up against tough comparatives.

- Can retailers drive spring/summer sales with more focus on experiences?
- Could retailers do more to boost Father’s Day engagement?
- The Royal Wedding – Could retailers do more to attract shoppers interested in special events such as The Royal Wedding?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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