

## Seasonal Shopping (Autumn/Winter) - UK - April 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

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“The recent performance of seasonal retail sales illustrates how susceptible these events are to macroeconomic changes. Following strong growth in consumer spending throughout 2018, with Valentine’s Day, Halloween and Bonfire Night all witnessing a significant uplift in consumer expenditure last year, the outlook appears to be more challenging.”

– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

- Sustainability comes to the forefront
- Value for money becomes a priority

As most seasonal expenditure is largely discretionary, spending on the seasonal retail events is particularly vulnerable to macroeconomic trends. In 2018, spending on the Autumn/Winter events was strong, with sales likely boosted by factors such as low unemployment and growth in real wages. However, the climate looks to have changed as the uncertainty surrounding Brexit is beginning to impact on consumer confidence. There are signals that British consumers are becoming more cautious, and aligning with this trend, spending on Valentine’s Day fell in 2019.

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### DID YOU KNOW?

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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- Value for money becomes a priority
  - The facts
  - The implications

### The Market – What You Need to Know

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- Brexit begins to dampen consumer confidence
- Autumn maintains greatest share of retail sales
- Online penetration peaks in November

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