

### April 2022

#### Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

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#### Deposit and Savings Accounts - UK

“The savings market will be hit by rising inflation in 2022 as rising energy bills and other costs squeeze consumers’ budgets and ability to save, particularly in lower-income households. Savings platforms offer a key opportunity to increase competition in the retail savings market by giving consumers sight of the most ...