

June 2023

Easter - UK

"While the cost of living crisis did affect behaviour for Easter 2023, spending for the event held up better than other seasonal events. With value still likely to be high on the agenda for 2024, but pressure on finances to have eased a little, retailers will have further opportunities to ...

UK Retail Rankings - UK

"The 2023 UK Retail Rankings reviews a diverse period, from the Q1 2021 lockdown through to society emerging from the peak of the pandemic and then into the early stages of the cost of living crisis. Rising inflation, while far from the peak we have experienced in 2022/23, underpinned ...

April 2023

Valentine's Day - UK

"Valentine's Day 2023 was challenging with the number buying gifts falling and average spending down among those who did spend. 2024 is likely to be more promising as confidence improves, particularly if brands and retailers can reframe the event as not just romantic but also one that taps into the ...

Customer Loyalty in Retailing - UK

"There has been a drastic shift in the landscape of loyalty schemes since even before the pandemic, with loyalty and rewards schemes now a prerequisite for retailers. Digital disruption and new generational influences mean the nature of loyalty is changing. Ubiquity of loyalty schemes means engagement is high, but with ...

Mother's Day - UK

"While the pressure on household finances is expected to ease a little by Mother's Day 2024, value will still be a top priority when shopping for Mother's Day gifts. With the concept of 'value' evolving beyond cost, retailers have the opportunity to shape how this is communicated across gifting ranges ...