

### 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 ...

### March 2022

#### Optical Goods Retailing - UK

“The optical goods market has been affected by COVID-19 and the cost of living crisis currently taking hold. Consumers continue to forgo non-essential appointments and spending. In-store opticians remain the preference for consumers, but with overall new purchases down, there is scope for retailers to encourage consumers back into their ...

#### Electrical Goods Retailing - UK

“Spending on electrical goods slipped by 2% in 2021, as it stabilised after a bumper year of sales with the pandemic in 2020. The legacy of this is also set to eat into new demand and delay upgrade windows in the coming year; however, with inflation and supply chain problems ...

#### Online Grocery Retailing - UK

“The online grocery market defied expectations in 2021 by putting on further growth following the monumental uptick in demand caused by the pandemic in 2020. Rebalancing between stores and online will come in 2022, but it is clear the legacy boost to the online channel will be larger than first ...

#### Nursery and Baby Equipment Retailing - UK

“The nursery and baby equipment retail sector has had a tumultuous few years as leading retailers such as Babies ‘R’ Us departed from the UK and heavy discounting flooded the market. The pandemic has only served to worsen these issues, giving the market little time to recover. At a time ...

#### Beauty and Personal Care Retailing - UK

“The cost-of-living squeeze will heighten savvy shopping behaviours when buying beauty and personal care products during 2022. However, price hikes don’t necessarily mean trading down, rather that people will become laser-focussed on value across all price points. Retailers and brands can encourage purchasing by promoting experiences that are good for ...

### February 2022

#### Christmas Gift Buying - UK



## Retail: Overview - UK

“Christmas 2021 was not the uninterrupted event that many had hoped for, but there was a clear sense of making the best of it from consumers. The retail sector experienced a record level of demand, beating the levels seen pre-pandemic in 2019, although rising inflation played its part in boosting ...