

# Financial Lifestages and Financial Priorities - UK - 2021

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- The impact of COVID-19 on consumer spending and savings habits.
- Consumers' top lifestyle priorities.
- Lifestyle changes people have experienced in the last year and their expectations for the next two years.
- Financial priorities in the near- and longer-term future.
- Factors consumers consider most important to financial happiness.
- Consumer attitudes towards financial planning.



"While the impacts of COVID-19 have been seismic, most households have been able to stay afloat and many have been able to build up their savings. There are significant opportunities for financial services providers to engage with consumers about how they can manage and grow their savings to meet longer-term financial goals."

– Jack Duckett, Category Director – Consumer Lifestyles Research

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- COVID-19: market context
- Economic and other assumptions

### EXECUTIVE SUMMARY

- **Impact of COVID-19 on financial lifestages and financial priorities**

Figure 1: Short-, medium- and long-term impact of financial lifestages and financial priorities, 2020-25

- **The market**
- **Ageing population poses concern for pensions pots**
- **Unemployment set to rise, with young worst affected**
- **Inflation rise poses threat to financial confidence**
- **The consumer**
- **Consumers look to save**

Figure 3: Changes in financial situation since the start of the outbreak, 2021

- **Older consumers keen to enjoy life**

Figure 4: Current top three consumer lifestyle priorities, 2021

- **Pent-up demand spurs on the housing market**

Figure 5: Lifestyle changes experience in the last 12 months and changes expected in the next two years, 2021

- **Pandemic raises awareness of need for emergency savings**

Figure 6: Current and future financial priorities, 2021

- **Income central to financial confidence**

Figure 7: Factors consumers consider most important to financial happiness, 2021

- **Young adults look for more financial planning advice**

Figure 8: Attitudes towards financial plan and planning, 2021

### ISSUES AND INSIGHTS

- **COVID-19 could further delay lifestage ambitions for many young adults...**
- **...but for those with new savings pots there are opportunities to engage**
- **Helping the ageing population prepare for later life**

### THE MARKET – KEY TAKEAWAYS

- **Ageing population poses concern for pensions pots**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Young adults see further setbacks in journey to financial lifestages**
- **Inflation rise poses threat to financial confidence**

## MARKET ENVIRONMENT

- **Ageing population poses concern for pensions pots...**  
Figure 9: Trends in the age structure of the UK population, 2015-25
- **...as well as further questions about long-term care**
- **Adult children staying at home for longer**  
Figure 10: Young adults aged 15-34 living with their parents, by age, UK, 1996-2020
- **Birth rate drops as young delay having children...**  
Figure 11: Trends in the number of live births, England and Wales, 2000-20
- **Unemployment set to rise as furlough scheme ends**  
Figure 12: Quarterly unemployment rate, Q1 2008-Q1 2026 (forecast)
- **Both wages and inflation rise**  
Figure 13: Real wages growth: wages growth vs inflation, 2010-21
- **Financial confidence continues to rise**  
Figure 14: How respondents would describe their financial situation, by demographics, 2021

## THE CONSUMER – KEY TAKEAWAYS

- **Consumers freeze in uncertain economic climate**
- **Savings have surged and consumers have a range of plans for their funds**
- **Seniors look to enjoy life more...**
- **...while the growing Sandwich Generation needs more support**
- **Income central to financial confidence...**
- **...but the employment market looks to be shaky for today's young**
- **Pent-up demand spurs on the housing market**
- **Home ownership becomes more important symbol of financial happiness with age**
- **Young adults demand more personalised support**

## IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

- **Consumer anxieties trace pandemic waves**  
Figure 15: Mintel COVID-19 exposure anxiety and lifestyle impact index, 2020-21

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Consumers continue to curb spending**

Figure 16: Proportion of adults cutting back on non-essential spending, 2020-21

- **Furloughs and job losses hit households...**

Figure 17: Changes in financial situation since the start of the outbreak, 2021

- **...but some consumers still manage to grow their savings**

Figure 18: Changes in levels of savings since the start of the outbreak, 2021

- **Opportunity to engage with consumers about how and where they save**

## TOP CONSUMER LIFESTYLE PRIORITIES

- **Consumers look to enjoy life more...**

Figure 19: Current top three consumer lifestyle priorities, 2021

- **...posing opportunities for equity release market**

- **Health proves a key priority for all financial groups**

Figure 20: Proportion of adults who say that "improving their physical/mental health" is a priority, 2021

- **Meeting the needs of the growing Sandwich Generation**

Figure 21: Proportion of all adults who include 'caring responsibilities' among their top three lifestyle priorities, by age, 2021

## LIFESTYLES CHANGES AND EXPECTATIONS

- **A shaky environment as the young start their careers**

Figure 22: Lifestyle changes experienced in the last 12 months and changes expected in the next two years, 2021

- **Pent-up demand spurs on the housing market**

Figure 23: Proportion of adults who have moved house in the last 12 months or expect to in the next two years, by age, 2021

## FINANCIAL PRIORITIES NOW AND IN THE NEAR FUTURE

- **Pandemic raises awareness of need for emergency savings**

Figure 24: Current and future financial priorities, 2021

- **Even affluent households need encouraging to save**

- **The young still prove focused on the home...**

Figure 25: Proportion of adults who indicate that "saving for a new home/home improvements" is a current or future priority, by age, 2021

- **...paving the way for campaigns and automated saving features**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## FACTORS MOST IMPORTANT TO FINANCIAL HAPPINESS

- **Income central to financial confidence**

Figure 26: Factors consumers consider most important to financial happiness, 2021

- **Home ownership becomes more important with age**

Figure 27: Proportion of adults who consider 'owning your own house' as a key factor for financial happiness, 2021

- **Older age groups more focused on having savings to fall back on**

Figure 28: Proportion of adults who consider 'having savings to fall back on' as a key factor for financial happiness, 2021

## ATTITUDES TOWARDS FINANCIAL PLANS AND PLANNING

- **Young adults demand more personalised support**

Figure 29: Attitudes towards financial plan and planning, 2021

- **Age-centric marketing deemed clichéd at every life stage**

Figure 30: Proportion of adults who agree "I find financial products and services targeted to my age/generation to be clichéd", by age, 2021

- **Helping newfound younger savers with financial planning**

Figure 31: Financial lifestages and financial priorities – CHAID analysis – Tree output, 2021

- **Younger women find money a stressful topic**

Figure 32: Proportion of adults who agree that "I find it stressful to think about financial matters", by age within gender, 2021

Figure 33: First Direct

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**

- **Consumer research methodology**

- **Supporting data**

Figure 34: Changes in spending habits compared to before the COVID-19 outbreak, 2021

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.