

British Lifestyles 2014: The British Dream - UK - April 2014

Report Price: £2195.00 | \$3554.69 | €2788.33

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“Post-recession consumers will shift some of their focus away from their finances to taking care of their physical health and nurturing personal relationships. As recession fatigue sets in, sectors that saw mixed fortunes during the downturn will see higher demand from consumers eager to give themselves time out.”

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

In 2014 the recovery in the economy is gathering force. In March 2014 official forecasts for UK economic growth have been raised for the next two years. However the wider economic improvement has yet to trickle down to the household level – for the average Briton, wages are still playing catch-up with the rising prices of goods and services. As consumer spending remains the key driver of growth, 2014 could be a pivotal year for several markets that suffered during the downturn. With Britain currently at a crossroads, consumers are feeling cautiously optimistic about their prospects for the near future.

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