

Consumers and the Economic Outlook: Quarterly Update - UK - April 2015

Report Price: £995.00 | \$1611.35 | €1263.96

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



“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the years of austerity.”

– Jessica Morley, Financial Services Analyst

This report looks at the following areas:

- Improvements at the household level leave consumers cautiously optimistic
- The Capital continues to be predominantly responsible for consumer spend

Lessons learned mean that people are still cautious with savings safety nets still being important and concern about future prospects still being common. As this is likely being exacerbated by uncertainty related to the election it is plausible to expect caution to abate slightly once the results have been announced, but it will take time before consumers feel completely comfortable in their new found freedom.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Consumers and the Economic Outlook: Quarterly Update - UK - April 2015

Report Price: £995.00 | \$1611.35 | €1263.96

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

Table of Contents

Key Findings

Improvements at the household level leave consumers cautiously optimistic

The Capital continues to be predominantly responsible for consumer spend

Key economic indicators

Figure 1: Key economic indicators, March 2015

Current Financial Situation

Economic expectations provide focus for the election campaign

Figure 2: "How would you generally describe your financial situation at the moment?", March 2015

Caution limits levels of improvement in consumer sentiment

Economic factors have different effects on different households and this affects average consumer sentiment

Figure 3: Financial wellbeing index, 2009-15

Lagging economic recovery in Wales dampens consumer wellbeing

Figure 4: "How would you generally describe your financial situation at the moment?", by region, March 2015

Changes in Financial Wellbeing

26% feel they are better off than a year ago

Figure 5: "How would you describe your finances compared to a year ago?", March 2015

Figure 6: The recovery index, 2011-15

The influence of house prices

Sentiment is rising more strongly in the Midlands

Figure 7: "How would you describe your finances compared to a year ago?", March 2015

Financial Confidence

Majority of consumers are cautiously optimistic...

Figure 8: "And how do you feel about your financial situation over the next year or so?", March 2015

...as conditions improve but uncertainty prevails

Figure 9: Financial confidence index, 2009-15

London commuter effect boosts confidence of surrounding regions

Figure 10: "And how do you feel about your financial situation over the next year or so?", by region, March 2015

Spending Plans

Easing of the income squeeze boosts spending....

Figure 11: "Thinking about how you spend your money, which of the following have you done over the last three months? And which do you plan to do over the next three months?", March 2015

...but election concerns dampen future spending intentions

Figure 12: Spending index, 2012-15

Londoners most likely to continue spending in the run-up to the election

Figure 13: Spending plans, by region, March 2015

What It Means

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Consumers and the Economic Outlook: Quarterly Update - UK - April 2015

Report Price: £995.00 | \$1611.35 | €1263.96

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

Election related uncertainty delaying the return to confidence
Consumers relax in the presence of a safety net

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com