

Consumers and the Economic Outlook - Quarterly Update - UK - March 2018

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“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasing more slowly than prices, the gap between the two has narrowed slightly.”
– Toby Clark, Director of Research EMEA

This report looks at the following areas:

- **A strong Christmas reflects stabilising consumer confidence**
- **February confidence data was particularly strong**
- **The generational divide is still stark**
- **Spending intentions reflect strong consumer confidence**

Although most of the measures tracked by Mintel are below their pre-referendum peak, they're still much higher than they were during the long post-financial crisis austerity years. February 2018's results were particularly positive, with a spike in the proportion of people saying that their finances had improved over the last year, and a corresponding increase in the number of consumers who are positive about how their finances should shape up over the next year.

“This, in turn, has fed through into spending intentions, particularly among younger generations. Life on the high street is still difficult, as proved by the struggles of a number of high-profile retail brands. By the same token, though, Christmas trading results show that when retailers get their product and messaging right, then people will respond positively. It's very obvious from Mintel's data that consumers' concerns over the potential impact of Brexit isn't yet stopping them from spending.

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

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The generational divide is still stark

Spending intentions reflect strong consumer confidence

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