

## British Lifestyles - UK - April 2018

Report Price: £2195.00 | \$2963.91 | €2470.25

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This report looks at the following areas:

Consumer spending grew steadily in 2017, supported by generally positive consumer confidence, which was in turn buoyed by the largely resilient wider economy.

However, inflation has outstripped wage growth since February 2017, and while there are signs that this is starting to ease, significant wage growth is still not expected in 2018. Additionally, whether for or against the UK's exit from the EU, consumers are sensitive to the Brexit negotiations narrative, which remains a threat to their financial confidence. Collectively, this suggests that a significant upturn in consumer spending during the year is unlikely, which could in turn undermine wider economic growth.

“The UK’s simmering identity crisis has significant commercial implications, particularly for brands that have come to leverage their British identity as a way of appealing to both domestic and foreign audiences.”

- Jack Duckett, Senior Consumer Lifestyles Analyst

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