

## Consumers and the Economic Outlook - UK - June 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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



“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances and for the broader economy.”

– **Toby Clark, Director of Research EMEA**

This report looks at the following areas:

What’s really striking, though, is how strong consumer confidence is. Even when people were dealing with pre-Brexit jitters in March, they were still confident about their own financial situation. Now that Brexit has been put on hold until October, confidence has risen even further.

Short-term, this is all positive for anyone operating in consumer-facing markets. There are few signs that people are cutting expenditure. But there is a fine line between confidence and complacency. There is a real danger that too few consumers have the financial resilience that’d let them negotiate even a relative short period of economic disruption.”

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://store.mintel.com)

**CALL:**  
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

**EMAIL:**  
[reports@mintel.com](mailto: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 - UK - June 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## Table of Contents

### Key Findings

Confidence is at a post-recession high...  
 ...reflecting rising real wages and low unemployment  
 Spending intentions are holding up well  
 People are significantly more optimistic about the impact of Brexit  
 But...how long can the good times last?  
 Key economic indicators  
 Figure 1: Key economic indicators, June 2019

### Consumers' Response to the EU Referendum Result

What you need to know  
 A dramatic improvement in Brexit-related sentiment  
 Figure 2: Overall level of concern over the impact of the EU referendum, July 2016-May 2019  
 A fundamental shift in opinions, or just a temporary reprieve?  
 Figure 3: Consumer views on the impact of the EU referendum on the UK economy, May 2019  
 More evidence of a divided nation

### Current Financial Situation

What you need to know  
 A third of people say that their financial situation is healthy  
 Figure 4: "How would you generally describe your financial situation at the moment?", May 2019  
 Sentiment hits a post-recession high...  
 Figure 5: The financial well-being index, January 2015-May 2019  
 ...but a demographic analysis shows that for some, austerity is still having an impact

### Changes in Financial Situation

What you need to know  
 Three in ten people say their finances have improved over the last year  
 Figure 6: "How would you describe your finances compared to a year ago?", May 2019  
 A reverse to the downward trend  
 Figure 7: Changes in household finances, January 2015-May 2019  
 The link between improving household finances and employment status

### Financial Confidence

What you need to know  
 A new high for Mintel's financial confidence index  
 Figure 8: "And how do you feel about your financial situation over the next year?", May 2019  
 Figure 9: The financial confidence index, January 2015-May 2019  
 Over-65s lead the way

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)  
**CALL:** 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 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Consumers and the Economic Outlook - UK - June 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

### Planned Financial and Spending Activity

What you need to know

Both past and planned financial activity measures are holding up well...

...reflecting "real world" retail sales figures

Figure 10: The financial activity index, January 2015-May 2019

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?", May 2019

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)