

Seasonal Shopping (Autumn/Winter): Inc Impact of COVID-19 - UK - April 2020

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

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“Seasonal spending and participation for the Autumn/Winter events continued to grow in 2019/20 and consumer confidence held up well. Despite this, consumers cut back spending on Back-to-School and Bonfire Night while Halloween continued to inch up and Valentine’s Day became the biggest seasonal event for Autumn/Winter months surpassing Back-to-School.”
 – Emily Viberg, Retail Analyst

This report looks at the following areas:

- How can retailers help shoppers be more mindful at seasonal events but still spread the festive mood?
- How can retailers capture and attract more spend for in-home food and drink at seasonal events?

The impact of the COVID-19 outbreak on consumer confidence has been significant, with consumers fearing the future impact it will have on household income and the UK economy. This report covers the major shopping events in the autumn and winter season, and since most the spending related to these events is essentially discretionary, this hit to consumer confidence will lead to subdued spending in 2020. If there is a lingering consumer concern about the risk of being exposed to COVID-19 at social gatherings then this, too, will affect the level of spending.

Looking back to pre-COVID-19, consumer confidence towards the end of 2019 had held up well with the vast majority of people feeling they would be OK, financially, in the year to come. This was reflected in the continued growth of spending on some seasonal events during the autumn and winter months. In 2019/20 spending on Autumn/Winter events totalled an estimated £3.5 billion, with Valentine’s Day driving much of this growth, although Back-to-School and Bonfire Night saw declines in consumer spending.

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DID YOU KNOW?

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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Valentine's Day

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The facts

Implications

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Bonfire Night

Valentine's Day

The Market – What You Need to Know

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