

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK - November 2020

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

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



"The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK's economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels by the end of 2022."

 Rich Shepherd, Associate Director - Financial Services

This report looks at the following areas:

Consumers' financial wellbeing continues to defy the pandemic, however. People are more likely to feel worse off than better off compared to last year, but not enough to cause a real harm for most households. The furlough scheme has played a huge role in this, and its success has driven down expectations for unemployment. However, significant challenges remain in the months ahead, compounded by the end of the Brexit transition period at the end of the year.

BUY THIS REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533

> Brazil 0800 095 9094

Americas +1 (312) 943 5250

+86 (21) 6032 7300

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: Inc Impact of COVID-19 - UK - November 2020

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

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

Table of Contents

Key Findings

The outlook for 2021 has worsened...

... but the forecast for unemployment has eased

Consumers still feel pretty good, but spending remains down

The end of the Brexit transition period will be met with pessimism

Key economic indicators

Figure 1: Key economic indicators, November 2020

Consumers' Response to the EU Referendum Result

What you need to know

Brexit sentiment has improved since summer, but pessimism still rules

Figure 2: Level of concern over the impact of the EU referendum, July 2016-November 2020

Prices remain the top consumer concern as the end of the transition looms...

Figure 3: Consumer views on the impact of the EU referendum, November 2020

... but consumers separate macro impacts from their personal fortunes

Positivity is reliant on current wellbeing

Figure 4: Consumer views on the impact of the EU referendum - any positive response, by current financial wellbeing, November 2020

Current Financial Situation

What you need to know

Household finances continue to defy the COVID-19 crisis

Figure 5: The financial wellbeing index, January 2015-November 2020

Three quarters have healthy or OK finances

Figure 6: "How would you generally describe your financial situation at the moment?", November 2020

More than half of over-65s have healthy finances

Figure 7: Current financial wellbeing, by age, November 2020

Changes in Financial Situation

What you need to know

The impact of COVID-19 is seen when comparing finances to last year

Figure 8: Changes in household finances, January 2015-November 2020

Three in 10 feel worse off than a year ago

Figure 9: "How does your own financial situation compare to how it was a year or so ago?", November 2020

Renters are feeling extra strain

Figure 10: Changes in household finances, by housing situation, November 2020

One in eight households have experienced redundancy due to COVID-19

Figure 11: How consumers have been affected or changed their behaviour as a result of COVID-19, 10-19 November 2020

Financial Confidence

What you need to know

BUY THIS REPORT NOW **VISIT:** 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



Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK - November 2020

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

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

Confidence reached a post-COVID high in November

Figure 12: The financial confidence index, January 2015-November 2020

The vast majority expect to be fine over the next year

Figure 13: "And how do you feel about your financial situation over the next year or so?", November 2020

Higher earners are more confident, but lower earners should still be fine

Figure 14: Financial confidence, by annual household income, November 2020

Planned Financial and Spending Activity

What you need to know

Planned financial activity remains low heading into the Christmas period

Figure 15: The financial activity index, January 2015-November 2020

Lack of social events is a blow for fashion retailers

Figure 16: "Which of the following have you done over the last 3 months? And which do you plan to do over the next 3 months?", November 2020

Household products continue to enjoy an uplift in spending focus

Figure 17: Changes in expected spending habits over the next month, 10-19 November 2020

Most are still uncomfortable with going to leisure venues

Figure 18: Consumers' level of comfort doing various activities, 10-19 November 2020

APAC +61 (0) 2 8284 8100 | **EMAIL:** reports@mintel.com