

Consumers and Saving - UK - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on the savings market, exploring both the opportunities and threats of the crisis.
- Savings product ownership, recent savings activity and plans over the next 12 months.
- Important factors when choosing a new savings account.
- Attitudes towards savings accounts, including interest in savings marketplaces, the impact of an ultra-low rate environment.



“Much of the extra saving during the pandemic has been accidental, forced by the conditions rather than choice. It is therefore understandable that many will be keen to enjoy spending this money when the situation allows.”

– Douglas Kitchen, Financial Services Analyst

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