UK Consumer Pulse Snapshot

July 2024



Despite more positive macroeconomic factors, over half of consumers say they feel the same about their financial security as at the start of the year

No more or less secure

Less secure 27% of 35-54 feel less secure 23%

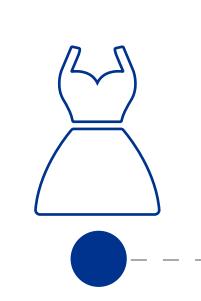
More secure 24%

43% of 25-34 year olds feel more secure

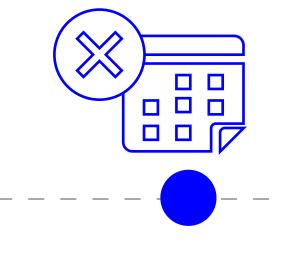
How secure do you feel with your financial circumstances vs the beginning of the year?*



They continue to take steps to manage their spending



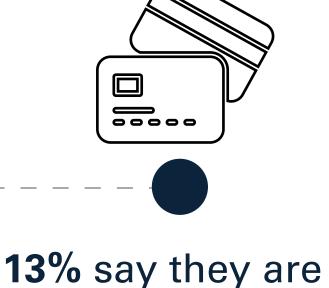
29% of **18-24** year olds have switched to a cheaper brand in clothing



1 in 5 of **25-44** year olds say they have cancelled monthly subscriptions



32% of **25-44** year olds are using savings to meet household costs



spending more on credit cards (vs 7% this time last year)

32% Buy more products on promotion or discount

Buy more own brand / value products

Buy fewer items

30% Making use of retailer loyalty schemes to get lower prices

Buying lower price branded produce

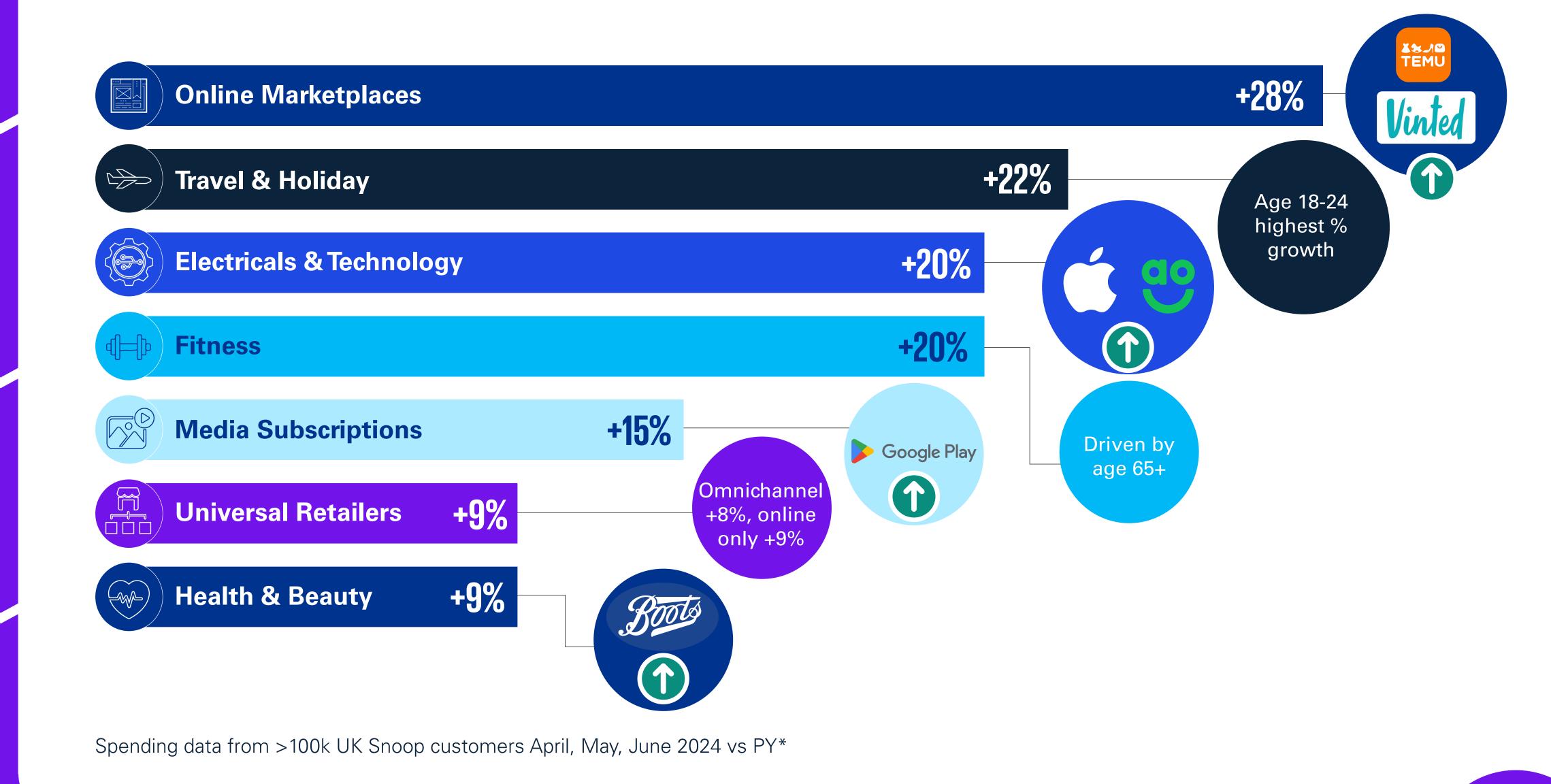
Things consumers say they have done more of when shopping in 2024*

Yet some appear to have cut back less than they thought they would...



May 2024 "I have cut back in 2024"

...and some consumers show an increase in discretionary spend YoY



So there are winning categories, but caution remains



57% don't expect their financial

security to change for the rest of 2024*



remain a priority, growing 7% vs PY**

67% Value for money

and savings

And expectations of savvy consumers are high

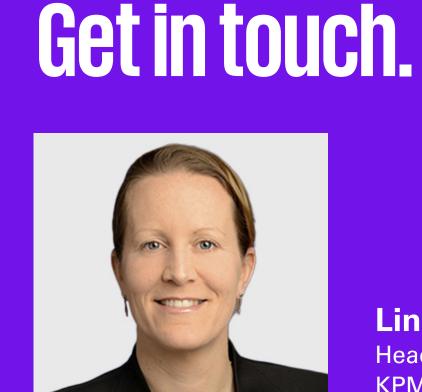
31% Loyalty benefits 23% Customer service 23% Choice 23% Quality Thinking about your favourite retailers or brands to purchase discretionary goods/services from, which of the following elements that they offer are most important to you?*

Where should retailers & brands focus to win?



Integrate channels to enable **seamless** commerce

Invest in stores, staff & digital to enhance experience



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consumers in May 2024. **Snoop spending data YoY April-June 2024 from transactions of over 100k nationally representative UK users. https://www.kpmg.com/uk/consumer

*KPMG survey of 3000 nationally representative UK

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Dive into the data with us to understand what it means for you.

