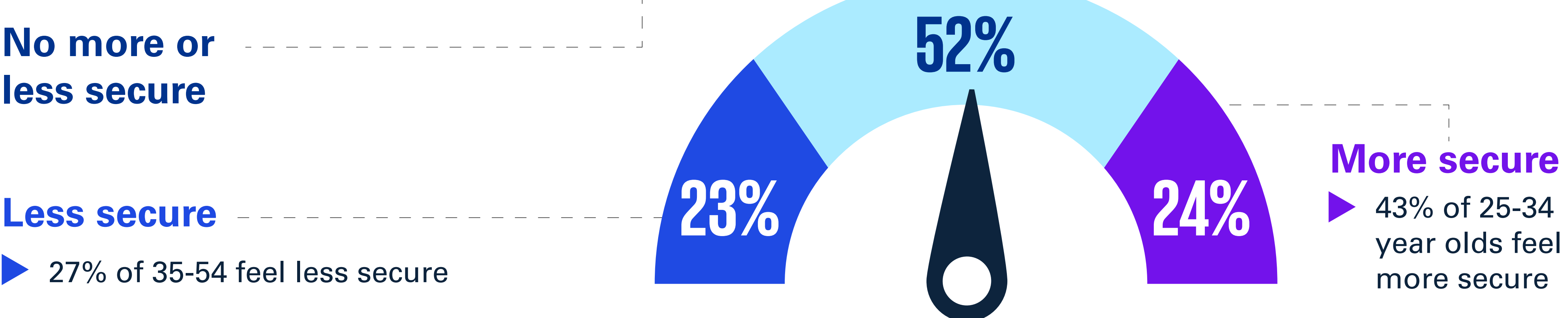


UK Consumer Pulse Snapshot

July 2024

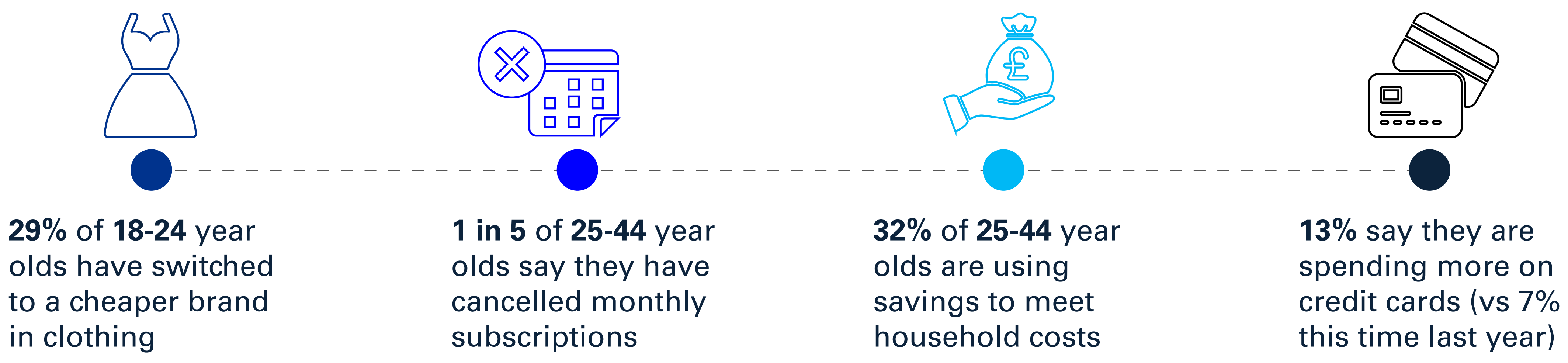


Despite more positive macroeconomic factors, over half of consumers say they feel the same about their financial security as at the start of the year



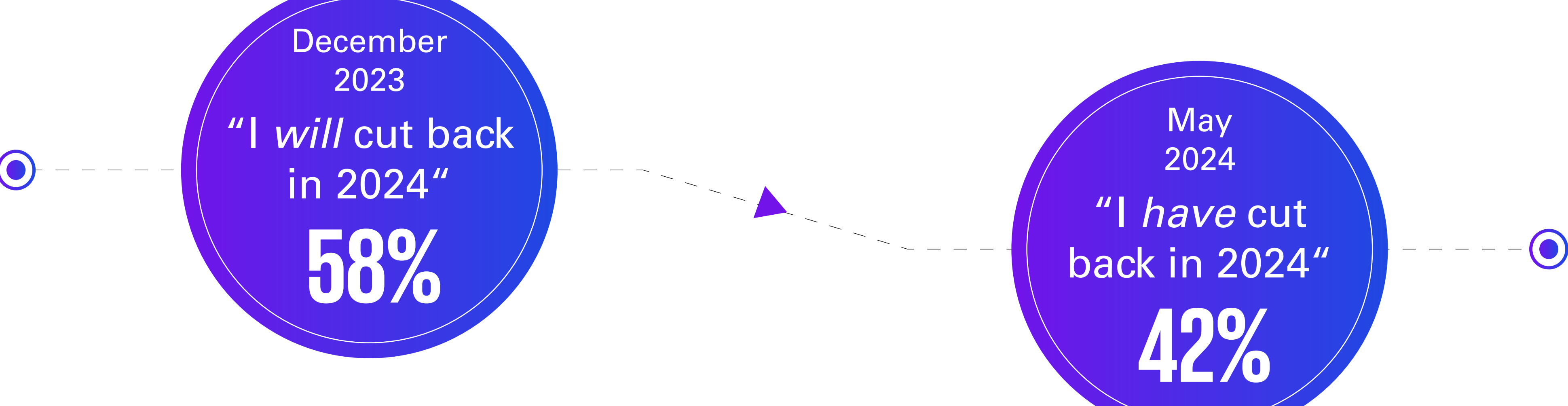
How secure do you feel with your financial circumstances vs the beginning of the year?*

They continue to take steps to manage their spending



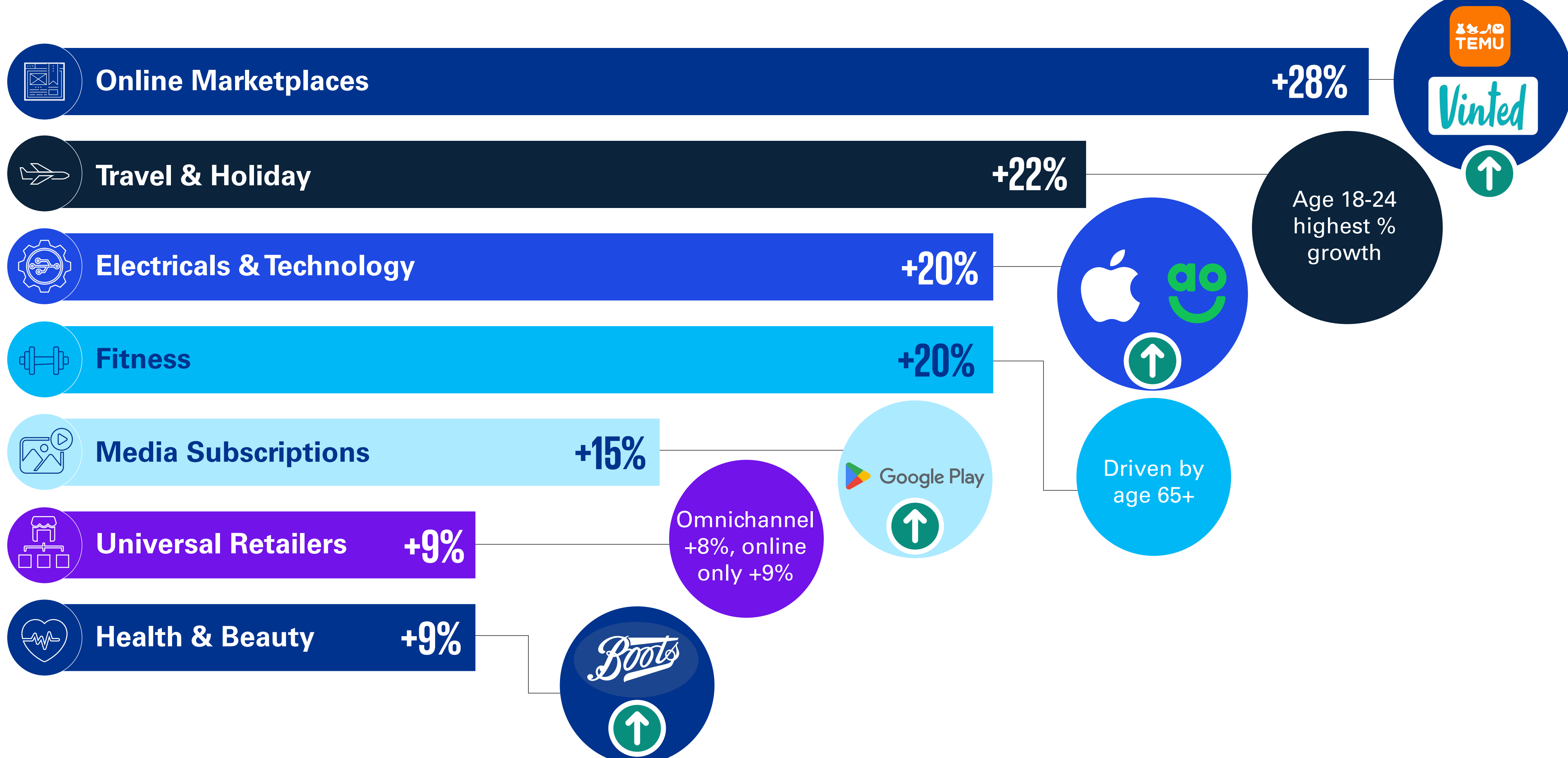
Things consumers say they have done more of when shopping in 2024*

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



How essential costs are affecting discretionary spending*

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

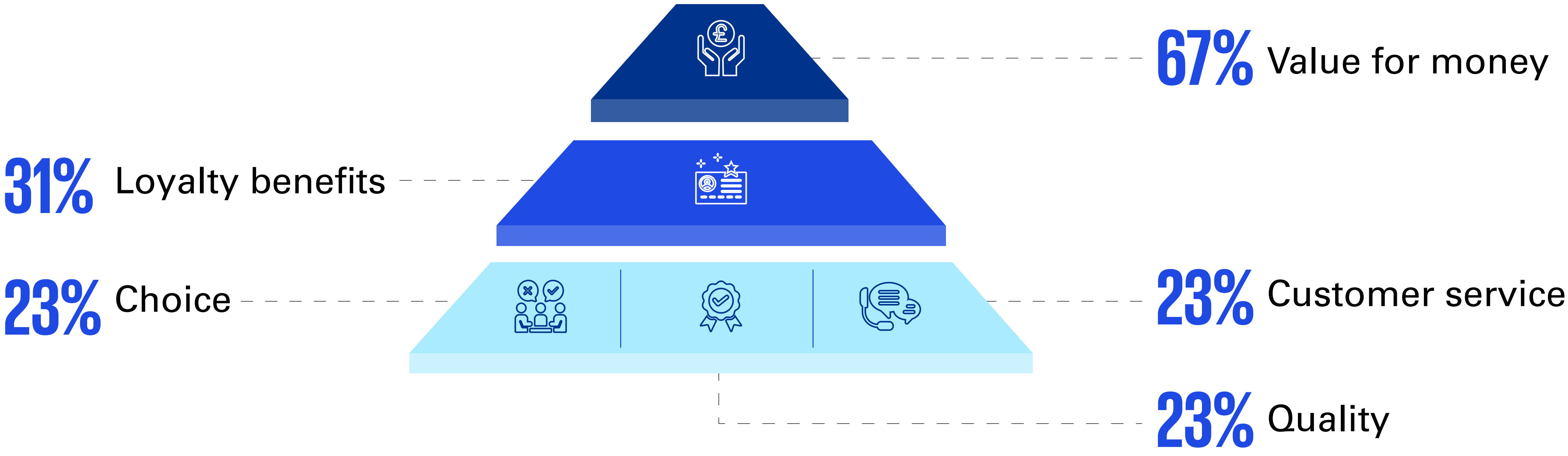


Spending data from >100k UK Snoop customers April, May, June 2024 vs PY*

So there are winning categories, but caution remains



And expectations of savvy consumers are high



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?



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



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*KPMG survey of 3000 nationally representative UK 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>