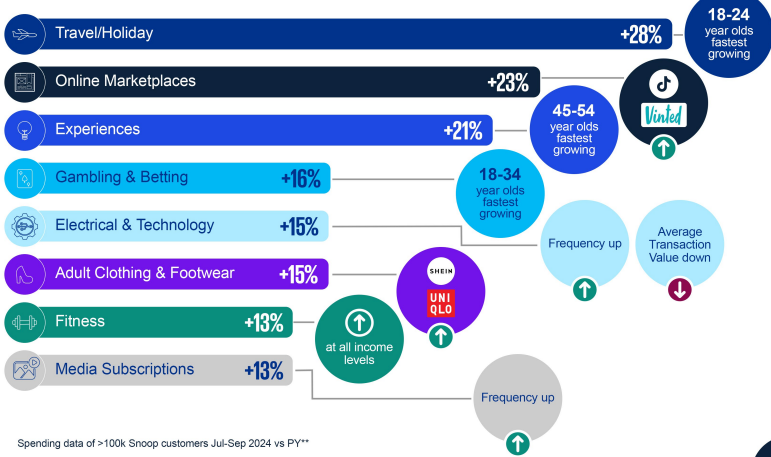


# UK Consumer Pulse Snapshot

October 2024



## Q3 saw an increase in discretionary spend for some categories



## Yet 44% of consumers don't expect their financial security to change over the next 6 months



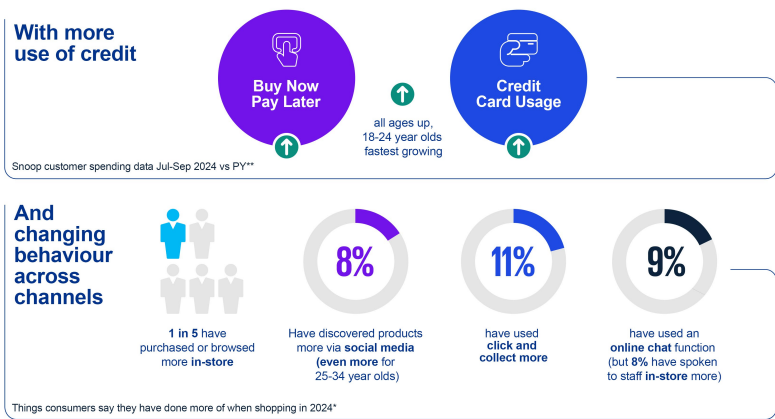
## Unsurprisingly, price remains the primary decision driver for most...



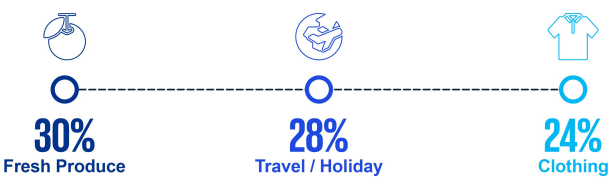
## ...and savvy shopping behaviours continue



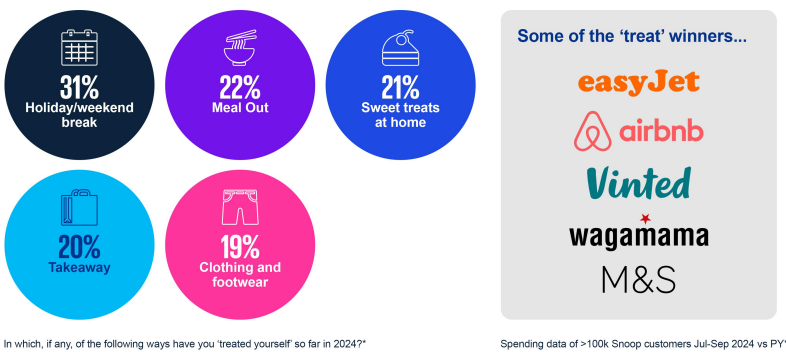
## How and where consumers are buying continues to evolve...



## Despite a focus on price, some say they'll pay more for better quality



## ...and they have still been treating themselves



## Our predictions for Q4



## Intrigued? Get in touch to receive our full spending report.

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\*KPMG survey of 3000 nationally representative UK consumers in September 2024.  
\*\*Snoop spending data YOY Jul-Sept 2024 from transactions of approx. 100k nationally representative users.  
<https://www.kpmg.com/uk/consumer>

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