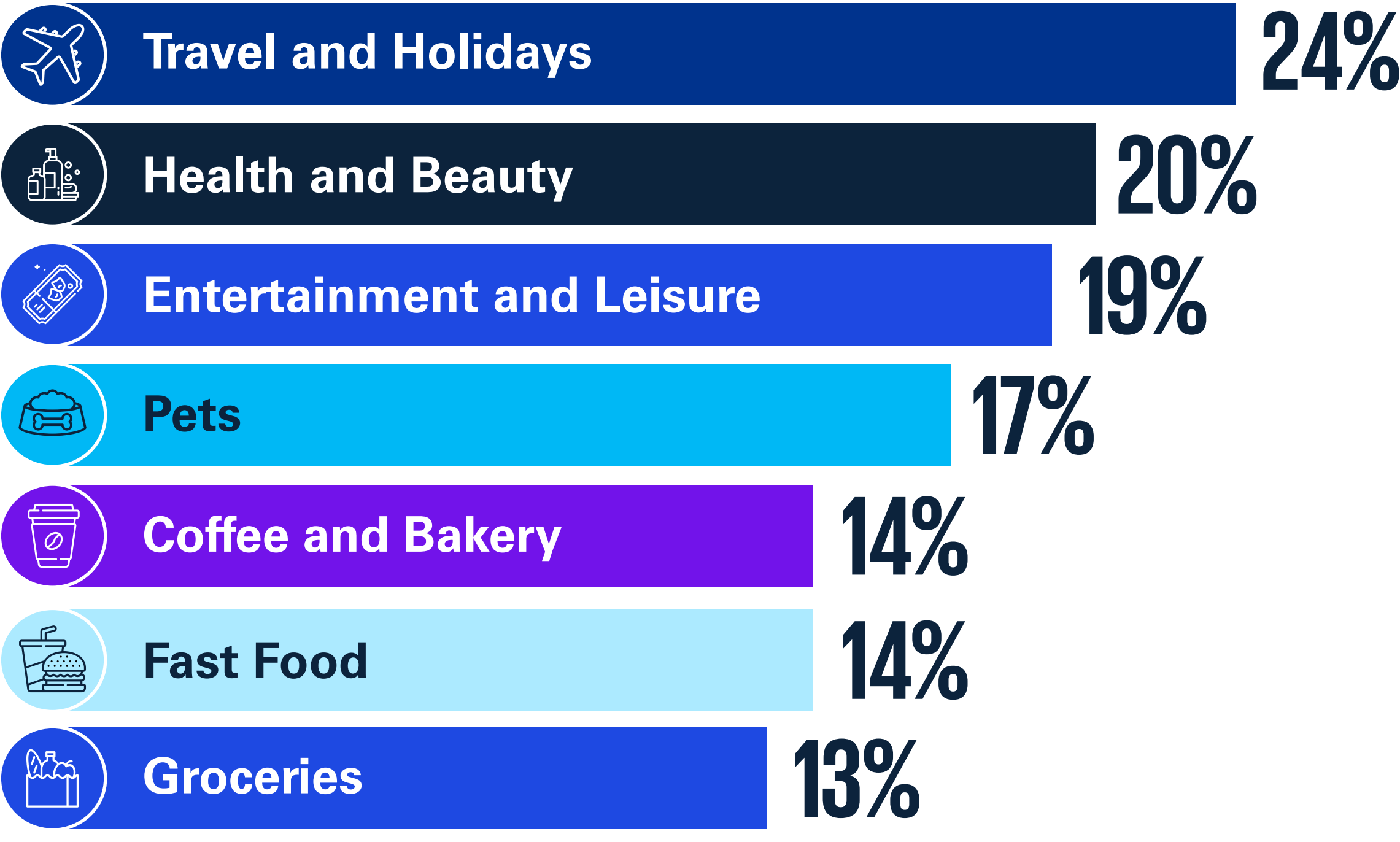
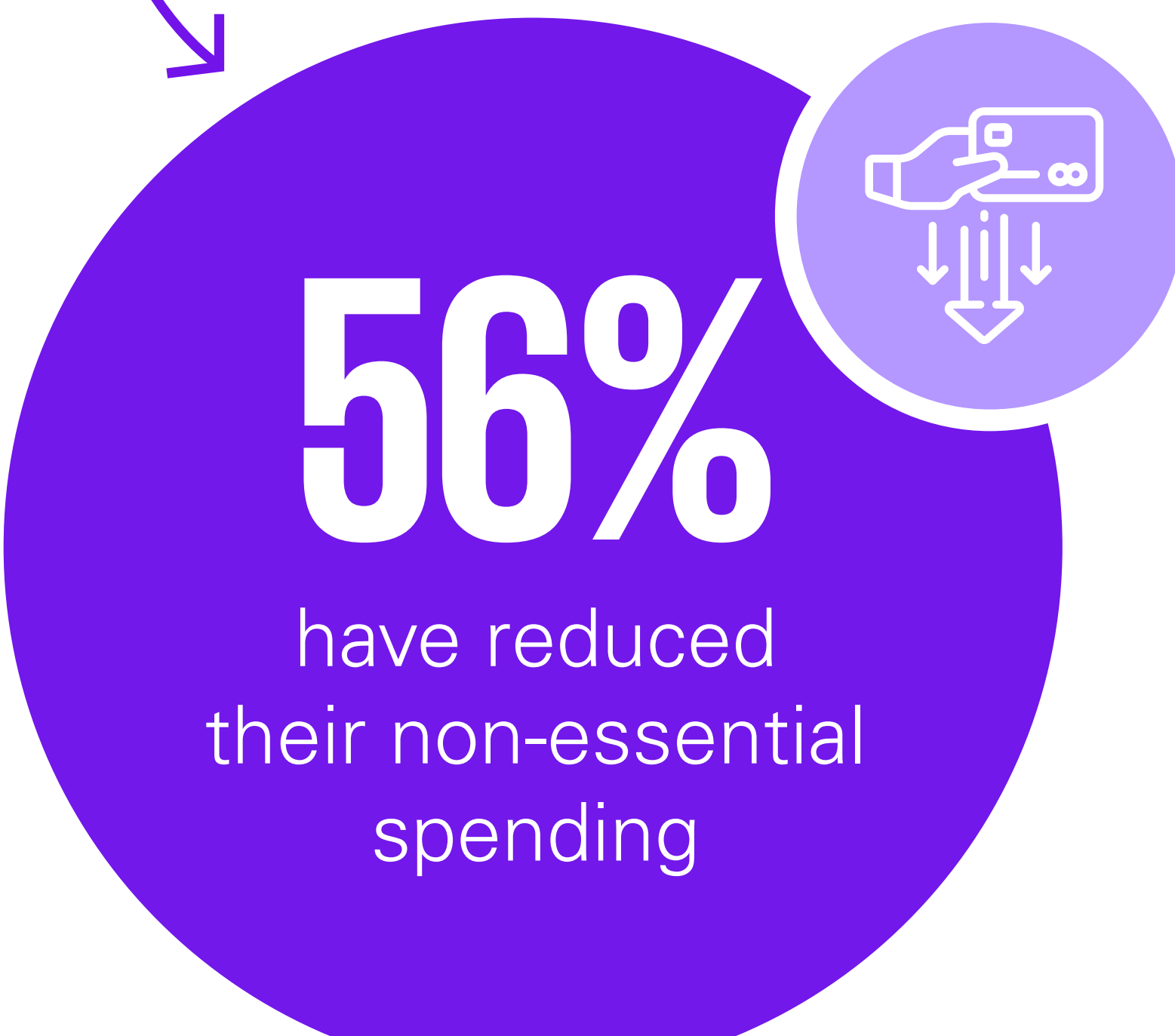


UK Consumer Pulse Snapshot

October 2023



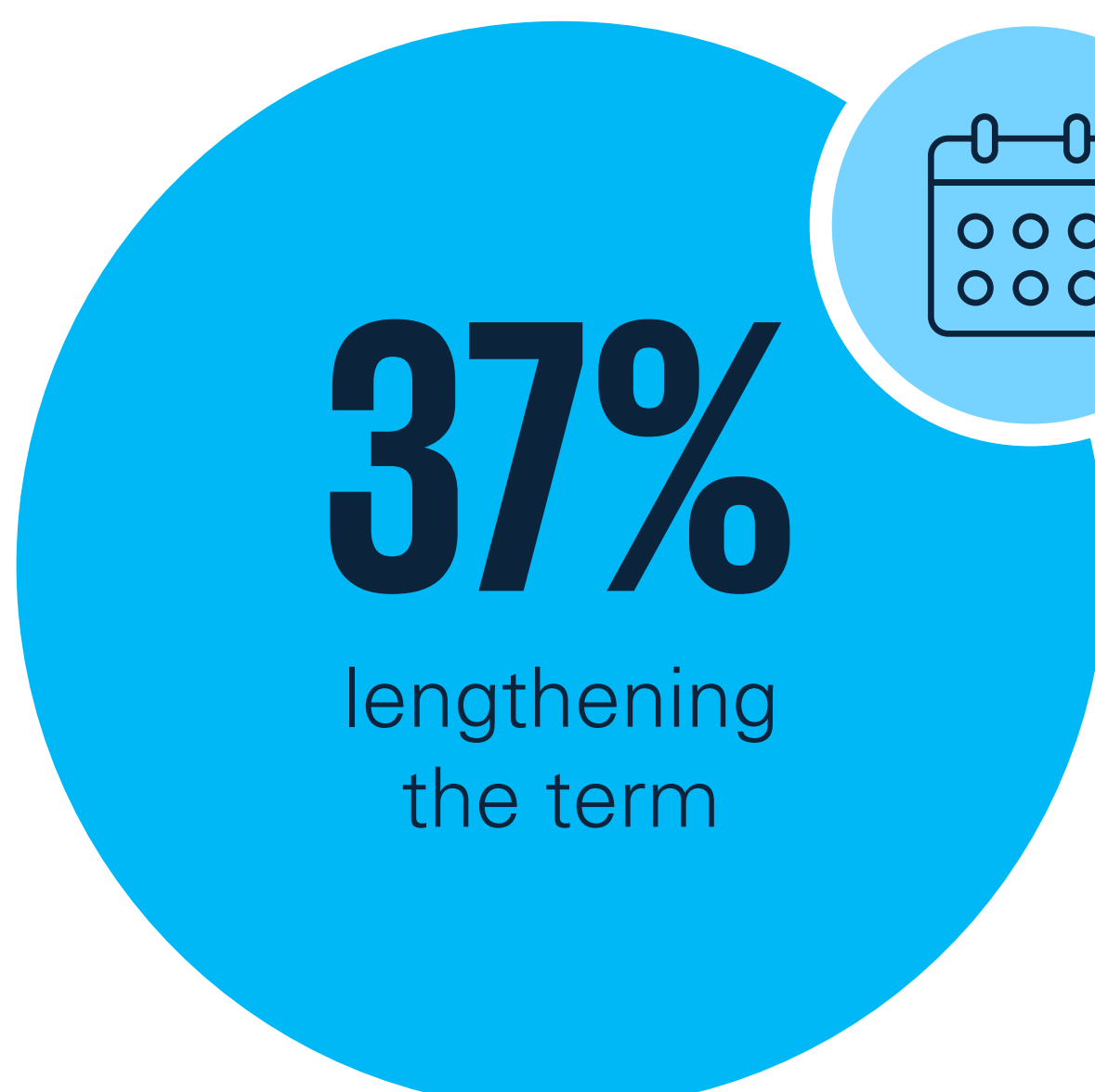
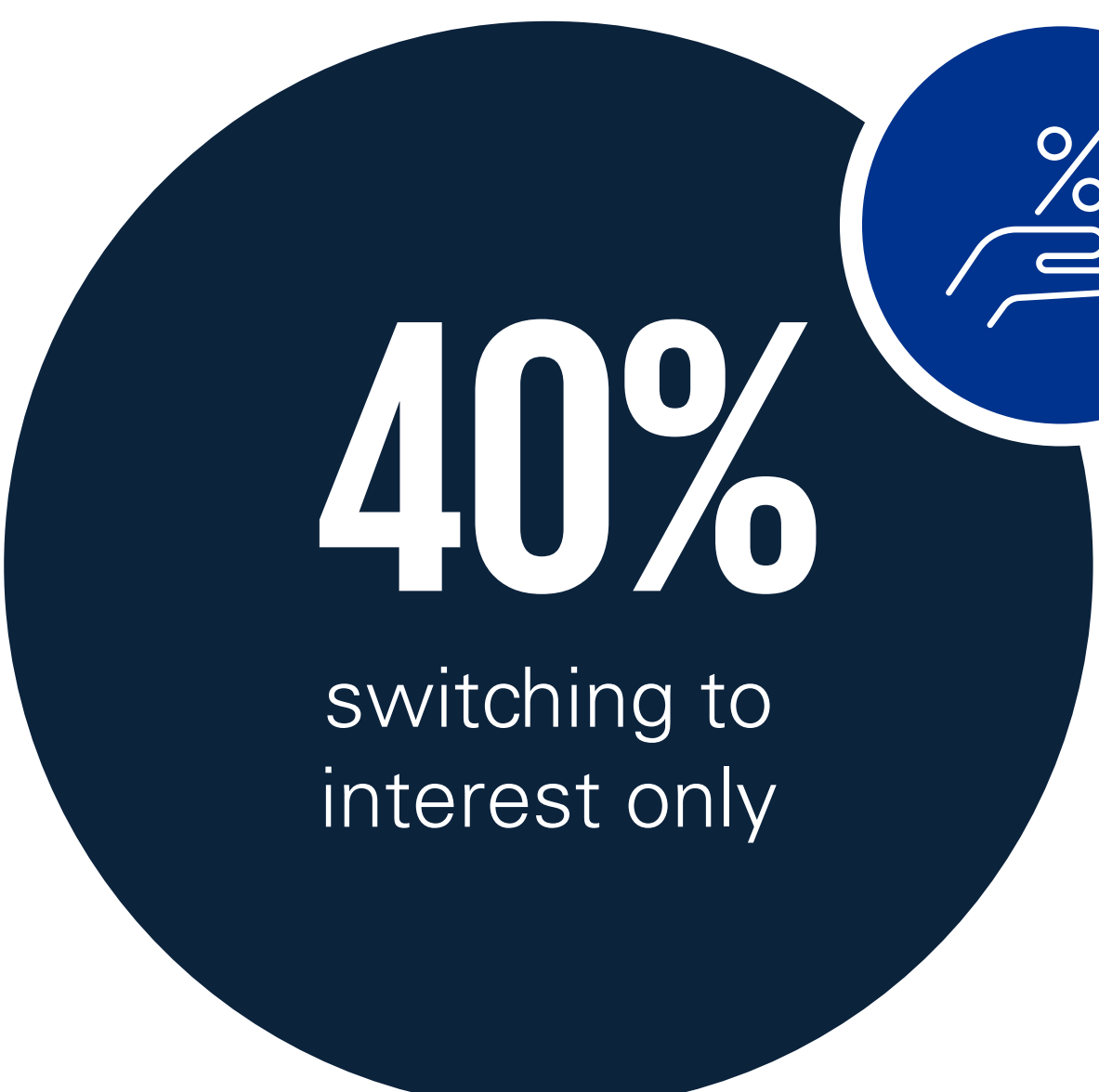
Times remain tough...but consumers are still treating themselves



Snoop customer total spend change YoY Jun-Aug 2023**

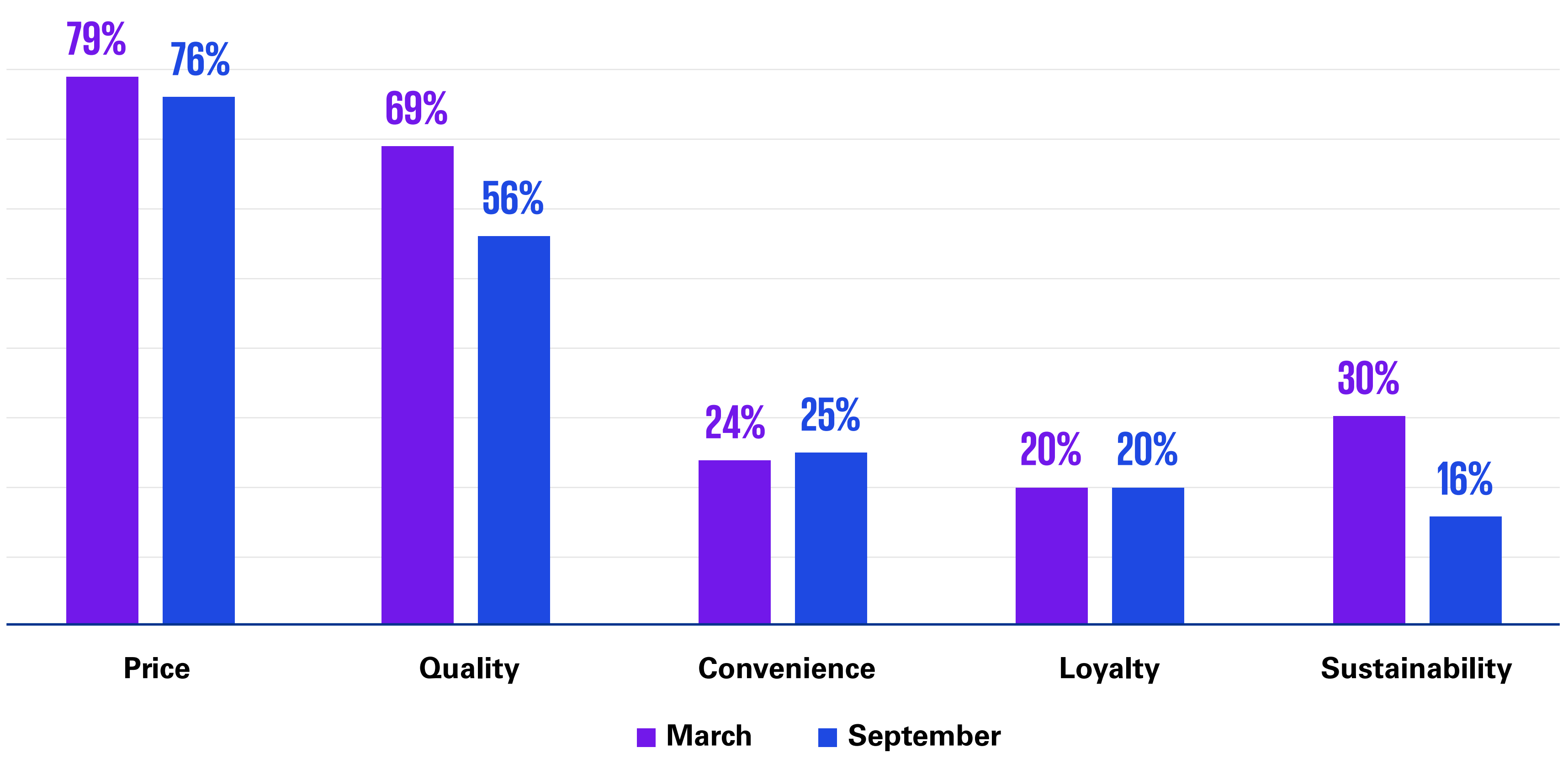


As mortgage rate increases hit, consumers are making choices to mitigate



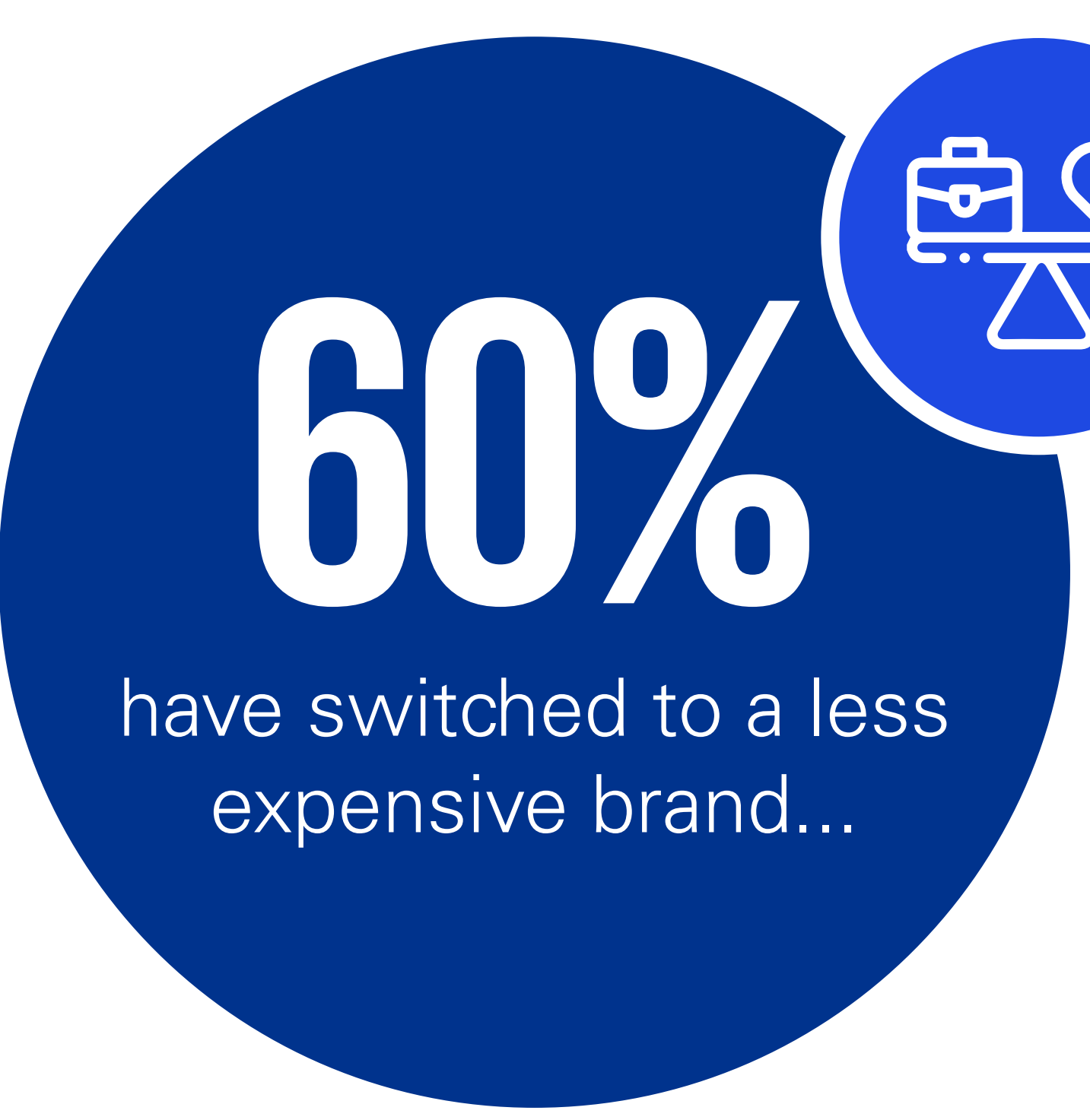
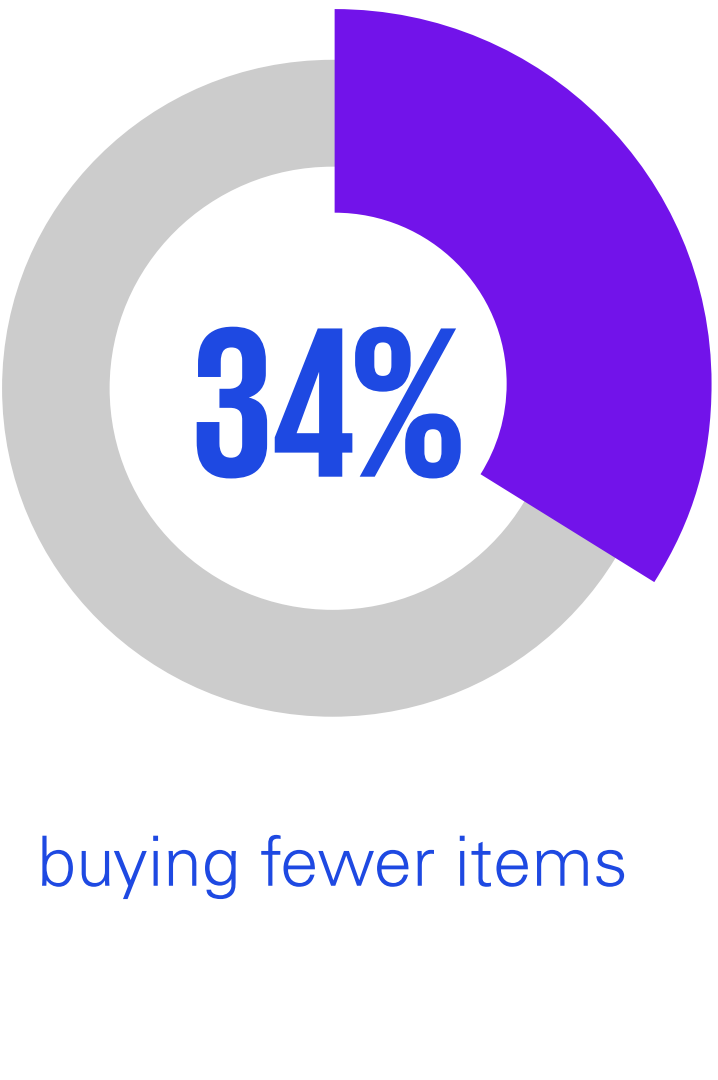
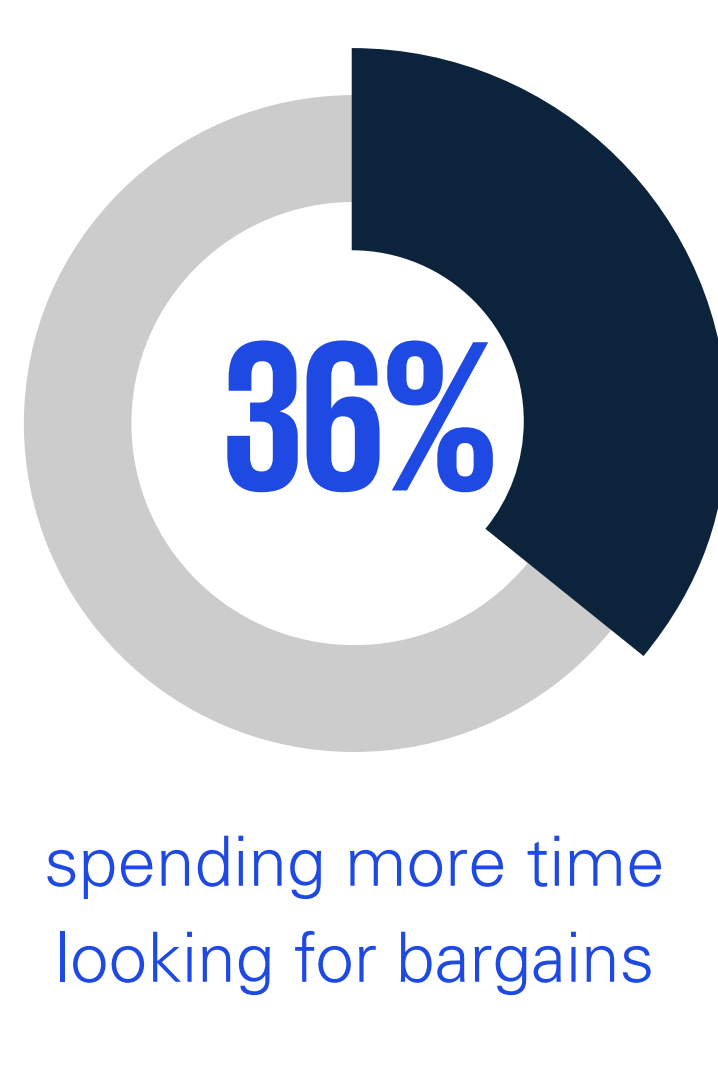
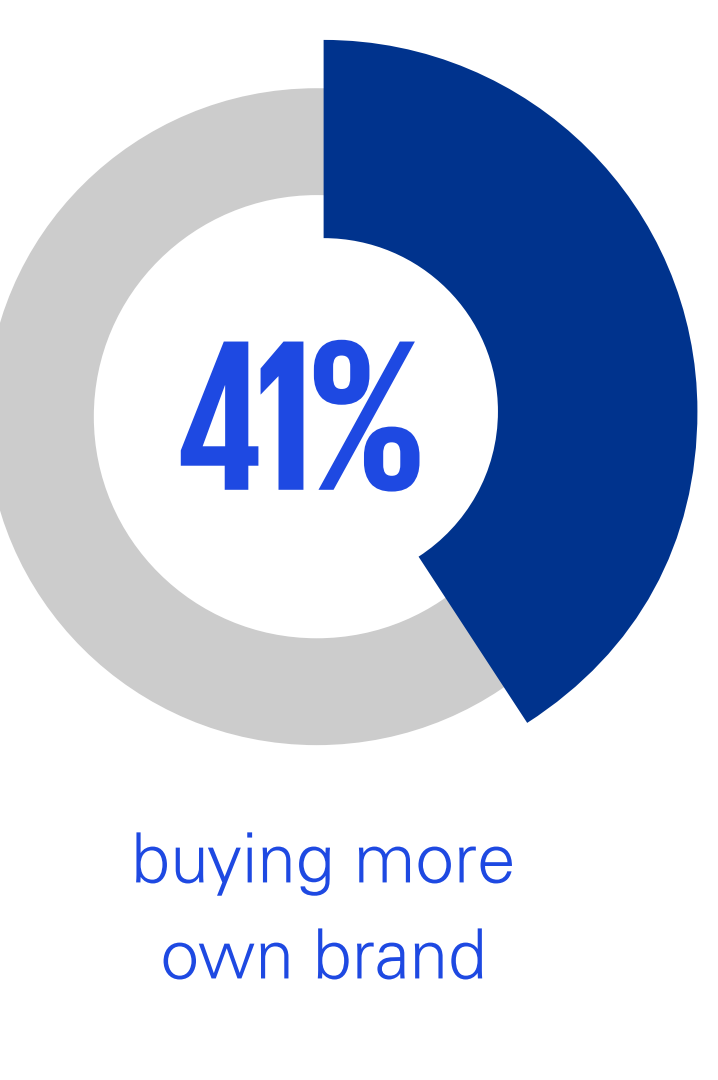
The top 3 things people are doing or considering doing to manage their higher mortgage rates

Price remains the top of mind purchase consideration



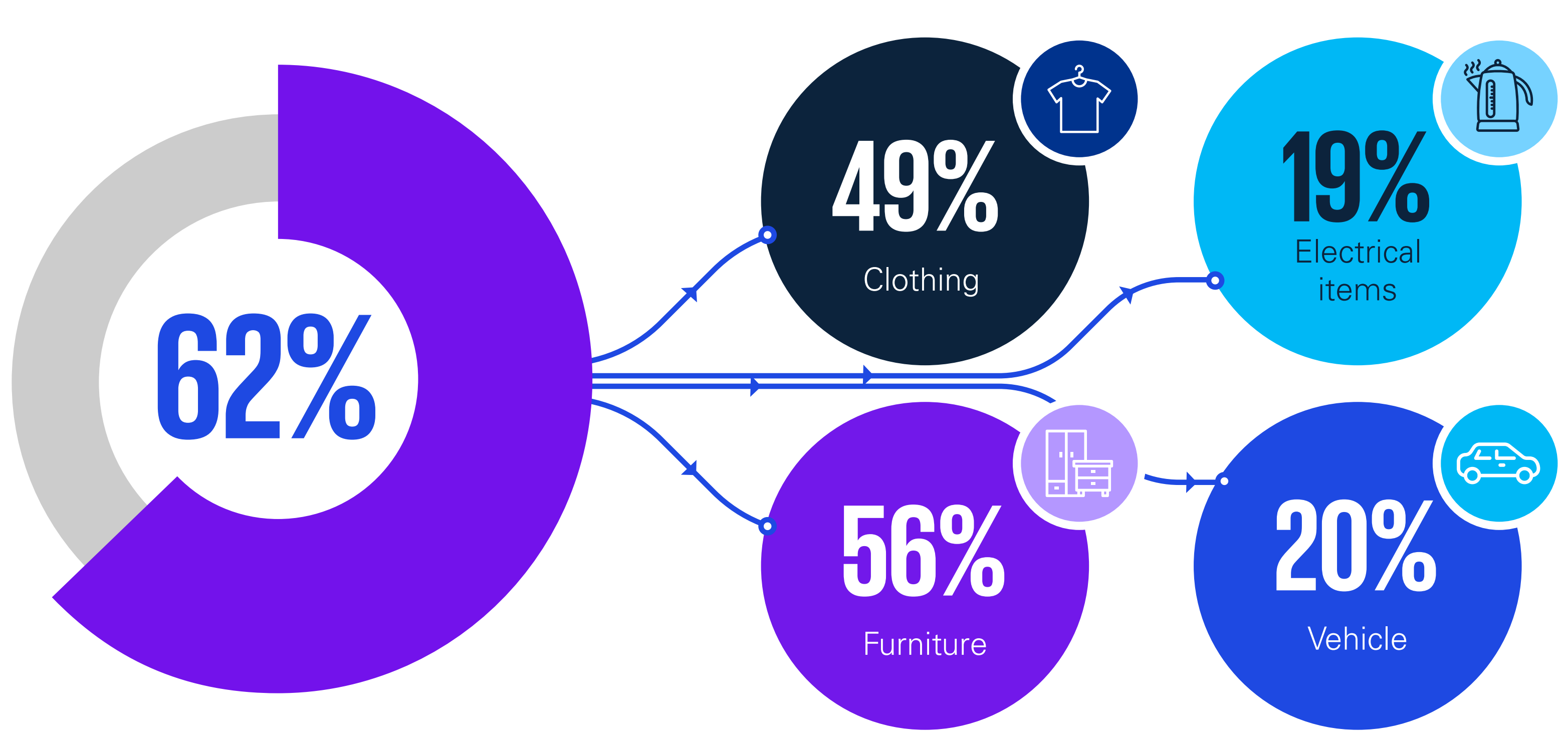
Top 3 considerations when purchasing goods and services

So they continue to search for bargains



...but only **1 in 10** are willing to trade down on their pet products

Buying pre-loved hits the sustainability-value sweet spot



↑ **musicMagpie**
↑ **Vinted**
Snoop customer total spend YoY Jun-Aug

Despite all the switching... loyalty schemes continue to appeal



Want to continue the story? Get in touch.



Linda Ellett
Partner, UK Head of Consumer Markets, Leisure & Retail

*KPMG surveys of 3000 UK consumers in June and September 2023
**Source: Snoop, a financial management app, who anonymised and aggregated the Jun-Aug transactions of approx. 100k users; a sample population generally aligned to the latest ONS national demographics

<https://www.kpmg.com/uk/consumer>