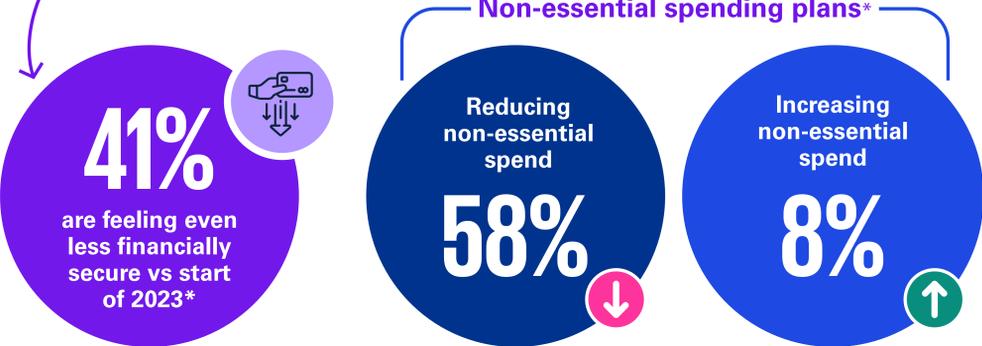


UK Consumer Pulse Snapshot

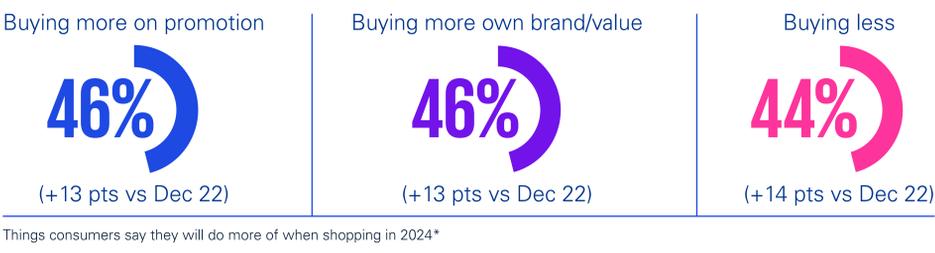
January 2024



Consumers are feeling nervous... and still planning to cutback



As a result, they say they will seek value and buy less in 2024...

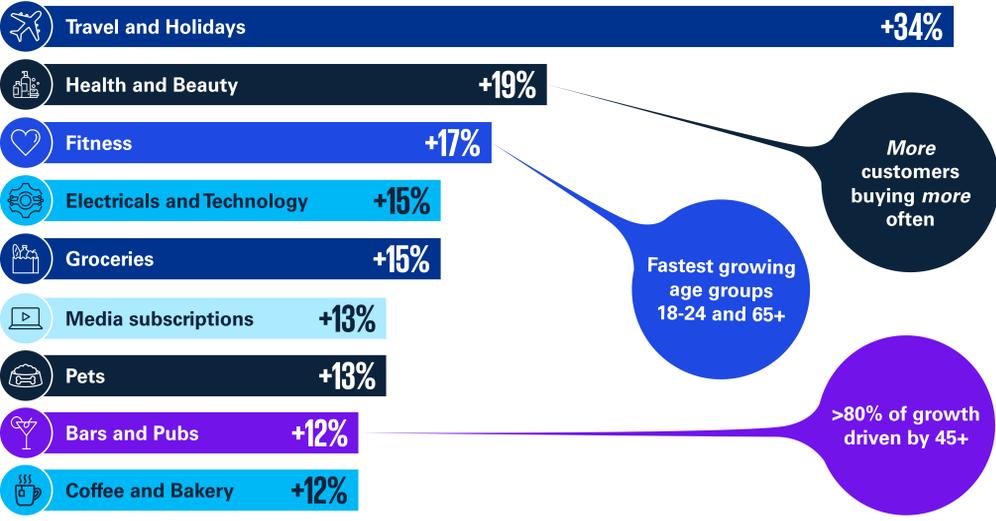


...but in Q4 they used credit and savings to boost their spending



Snoop spending data YOY Oct-Dec 2023**

Yet in Q4 some categories had reasons to be cheerful



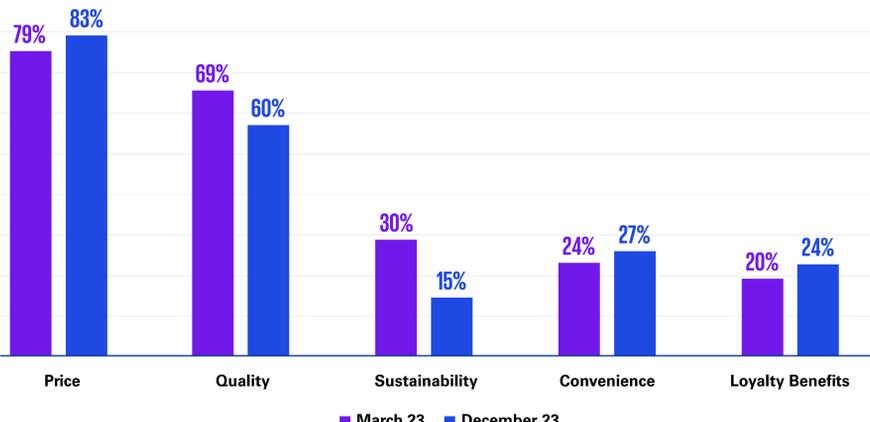
Snoop spending data YOY Oct-Dec 2023**

Some consumers prioritised discretionary spend over savings



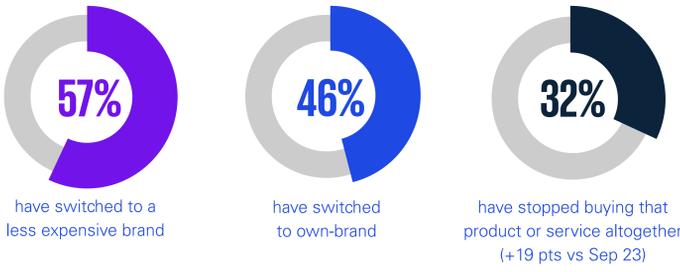
Snoop spending data YOY Oct-Dec 2023**

Price remains king, so cost-saving loyalty schemes increasingly appeal



Top 3 considerations when purchasing goods and services

But this didn't stop consumers switching



Top 5 categories where consumers say they have switched



Want to dive deeper and understand what to do next? Get in touch.



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

*KPMG survey of 3000 nationally representative UK consumers in December 2022 and March, September and December 2023
**Snoop spending data YOY Oct-Dec 2023 from transactions of approx. 100k nationally representative users.

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