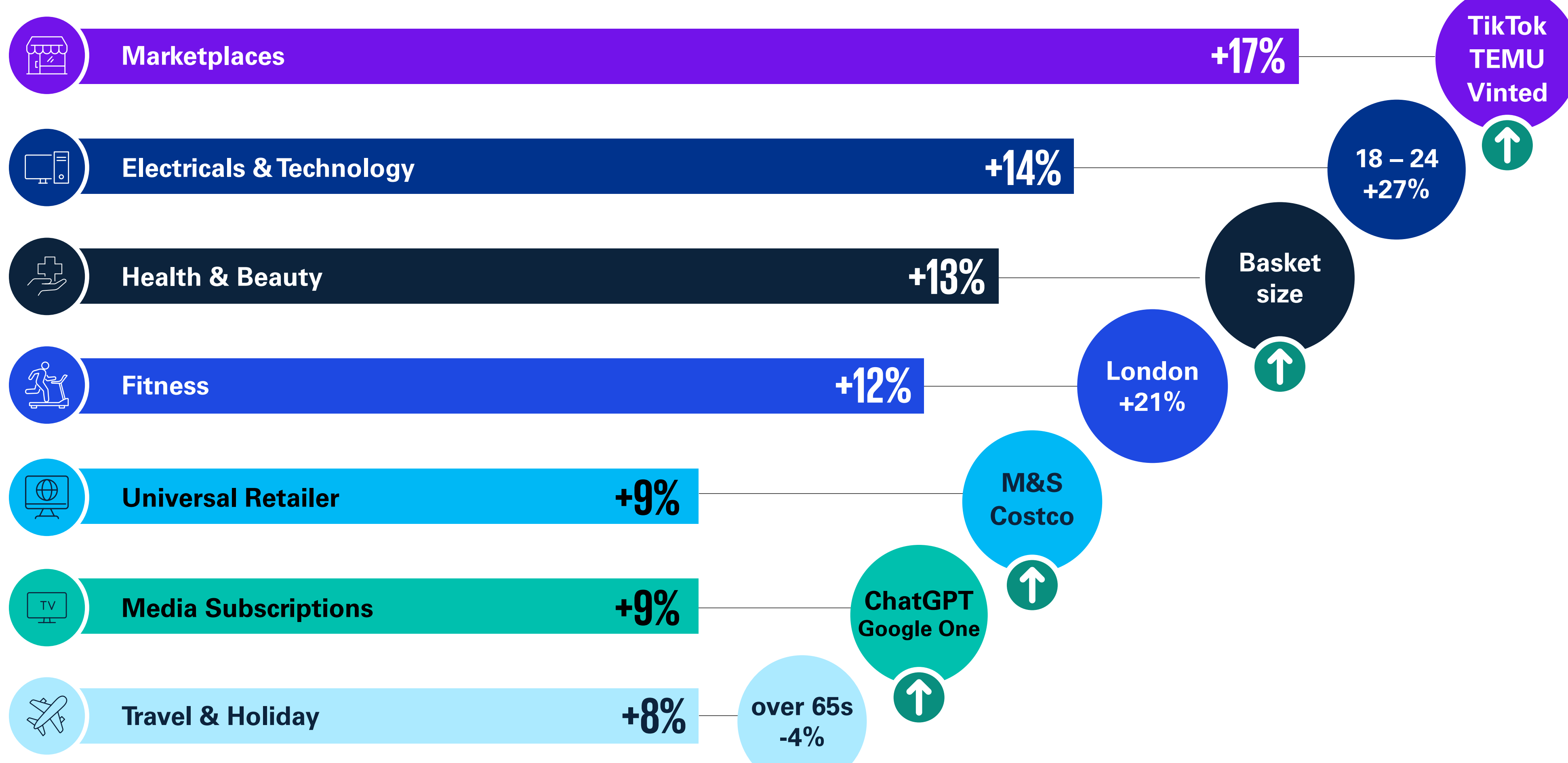


UK Consumer Pulse Snapshot

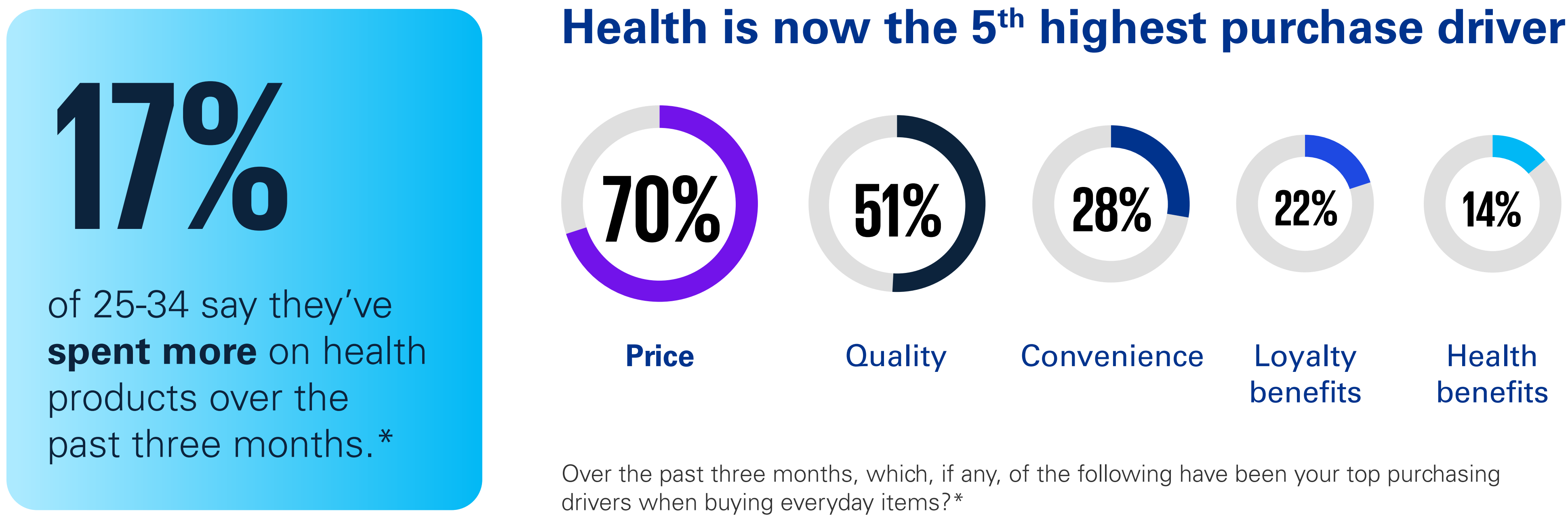
Q1 2025



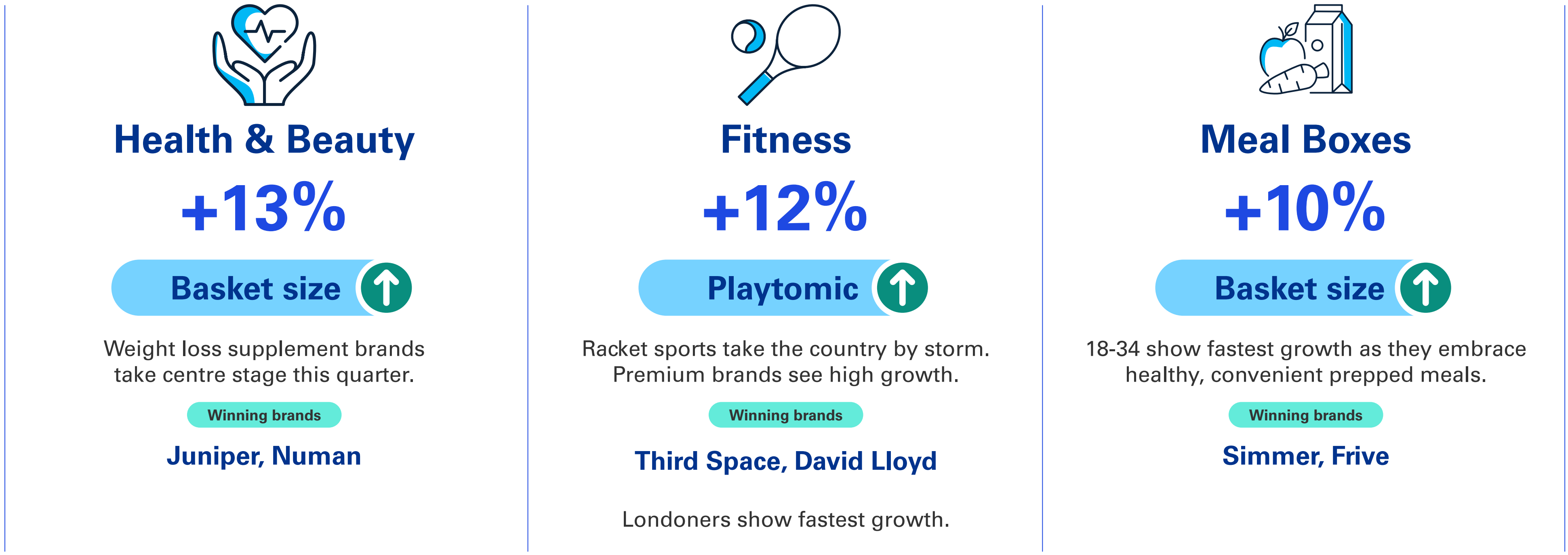
Q1 saw an increase in discretionary spend for some categories



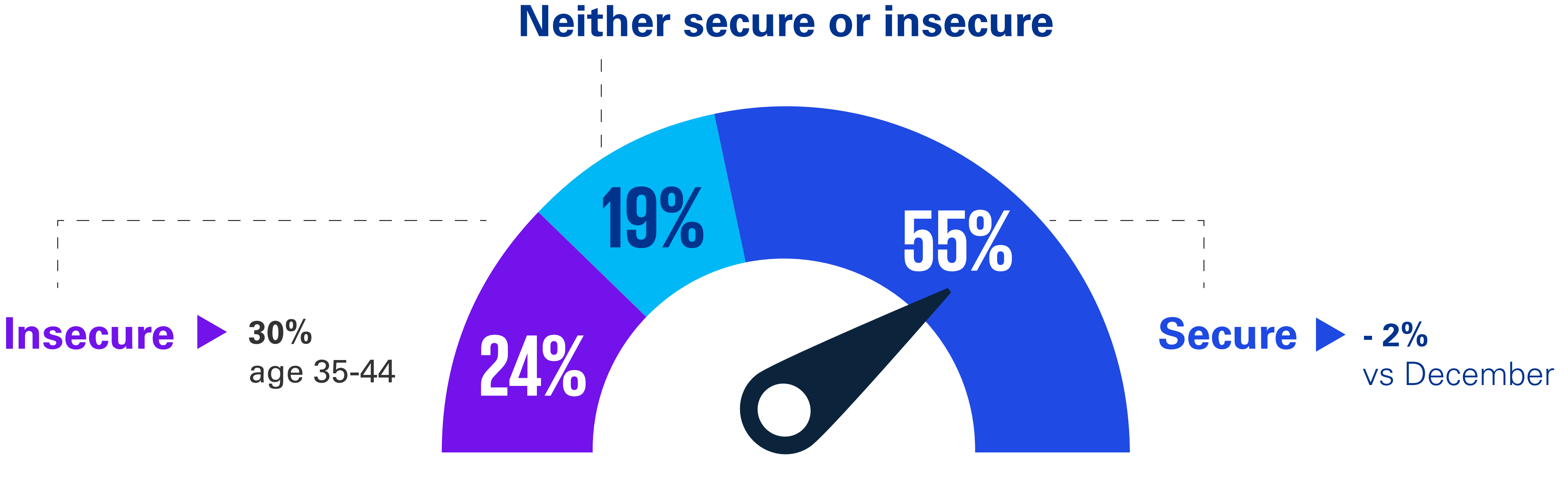
with health taking priority for many



Where are consumers spending?



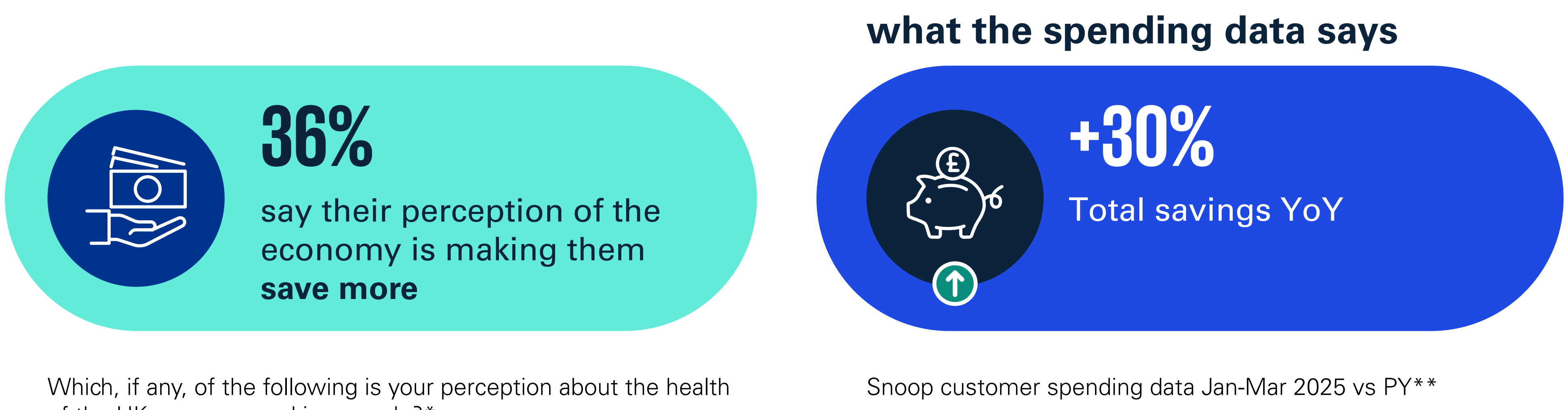
55% of consumers say they are feeling financially secure



Yet caution remains, as consumers say they have further cut back on some categories in the past three months



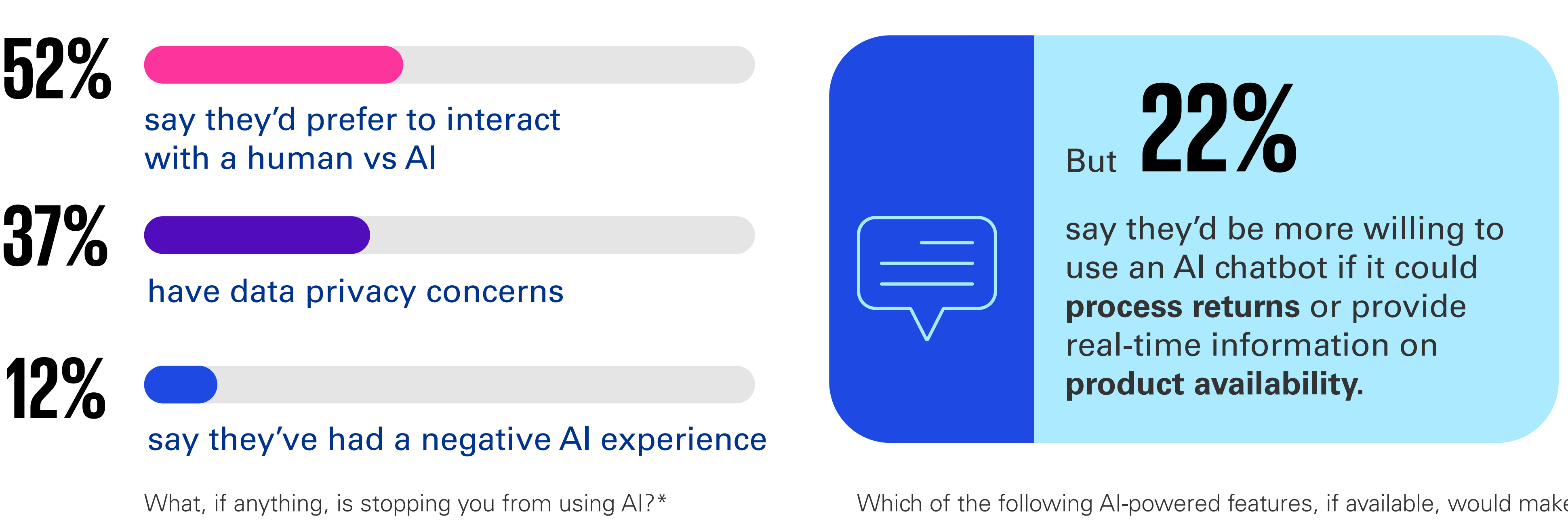
and saving continues to be a priority



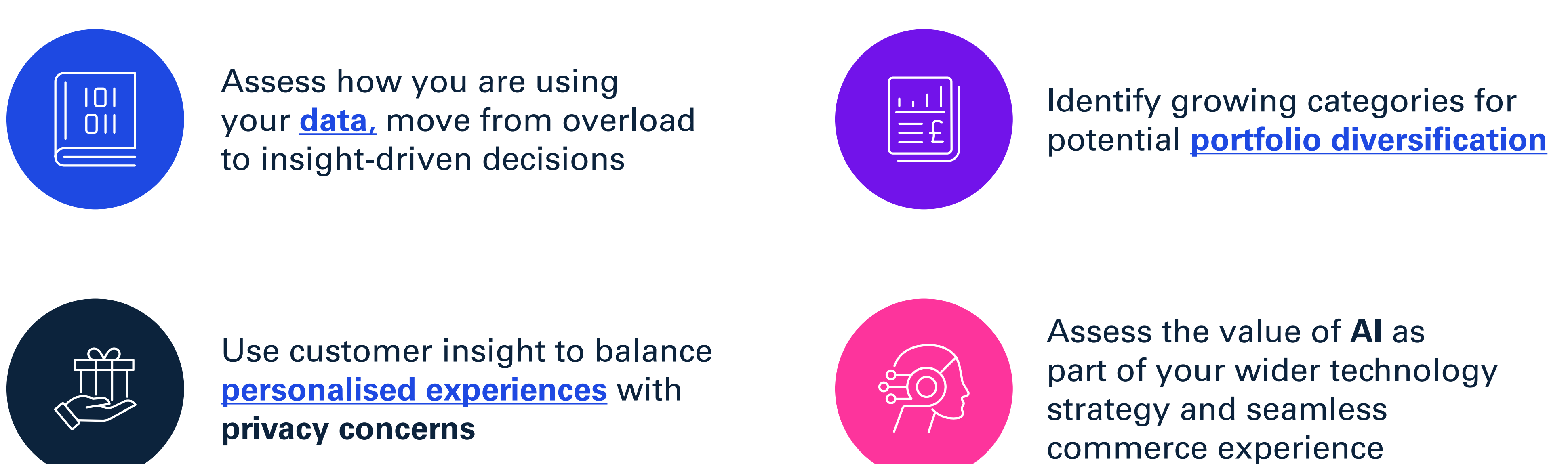
they continue to expect channel choices



and they are still getting to grips with AI...



Where should you focus to unlock spending opportunity?



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



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*KPMG survey of 3000 nationally representative UK consumers in March 2025
**Snoop spending data YOY Jan-Mar 2025 from transactions of approx. 100k nationally representative users.
<https://www.kpmg.com/uk/consumer>