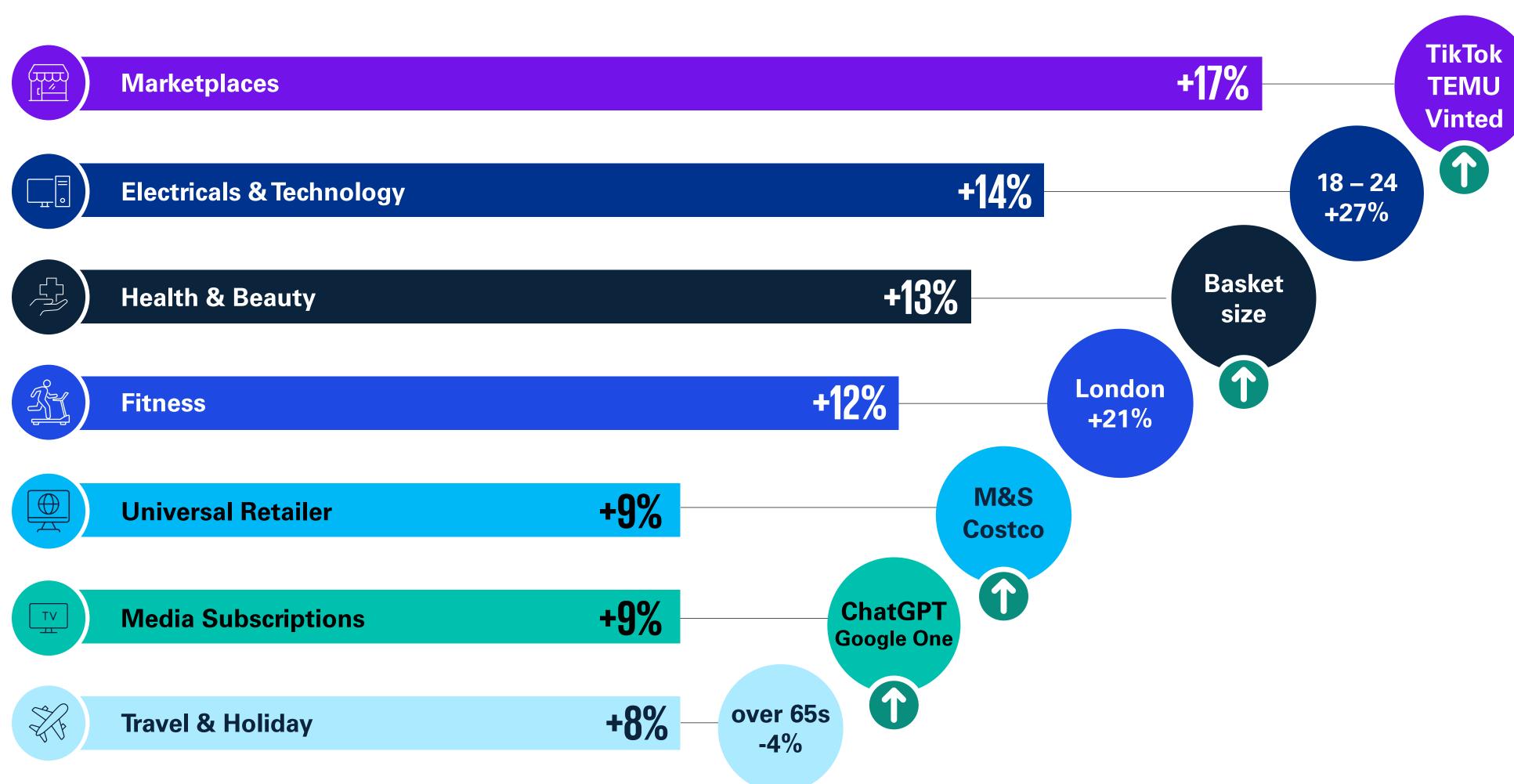
UK Consumer Pulse Snapshot

Q1 2025



Q1 saw an increase in discretionary spend for some categories



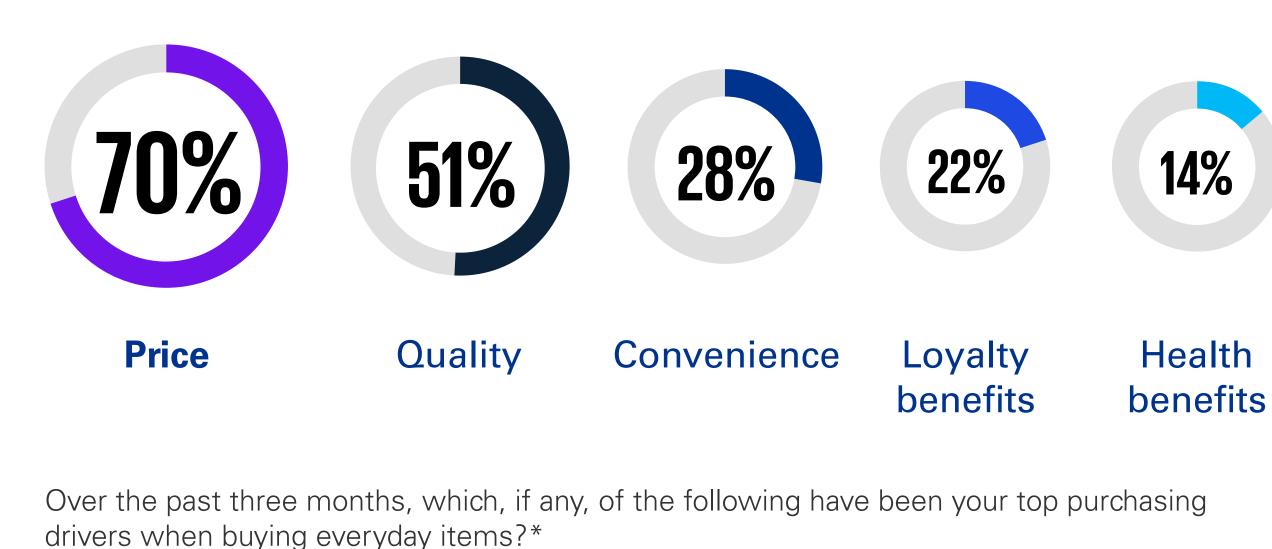


with health taking priority for many

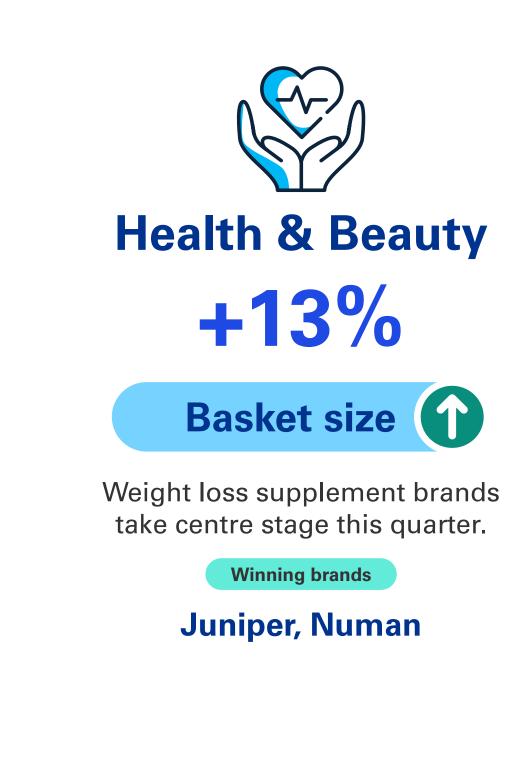
Spending data of >100k Snoop customers Jan-Mar 2025 vs PY**

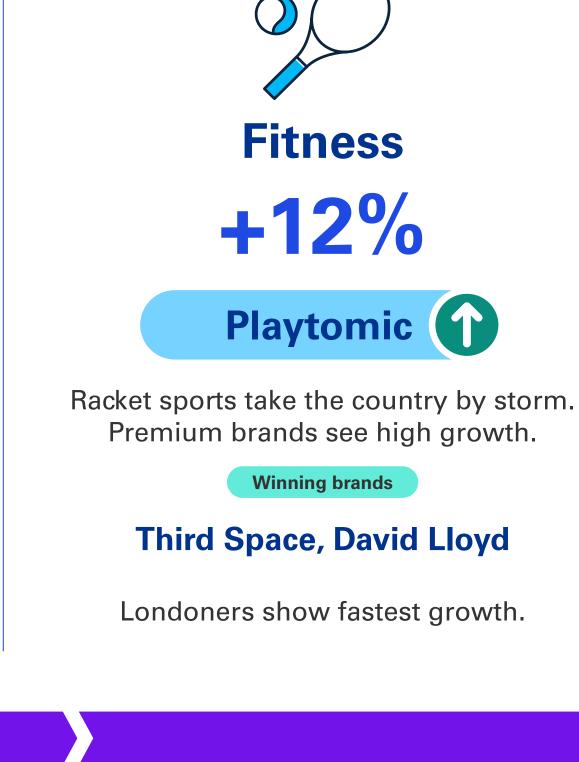
of 25-34 say they've spent more on health products over the past three months.*

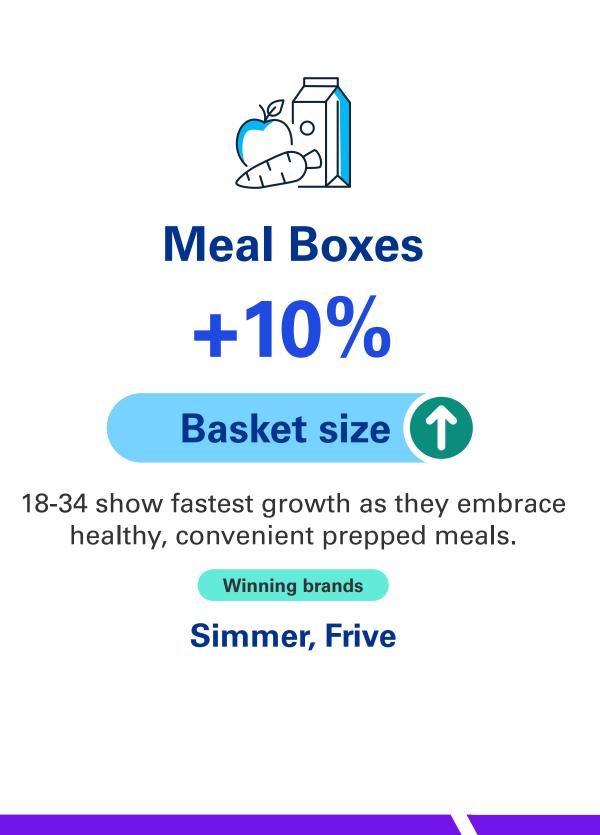
Health is now the 5th highest purchase driver



Where are consumers spending?







What the spending data says...



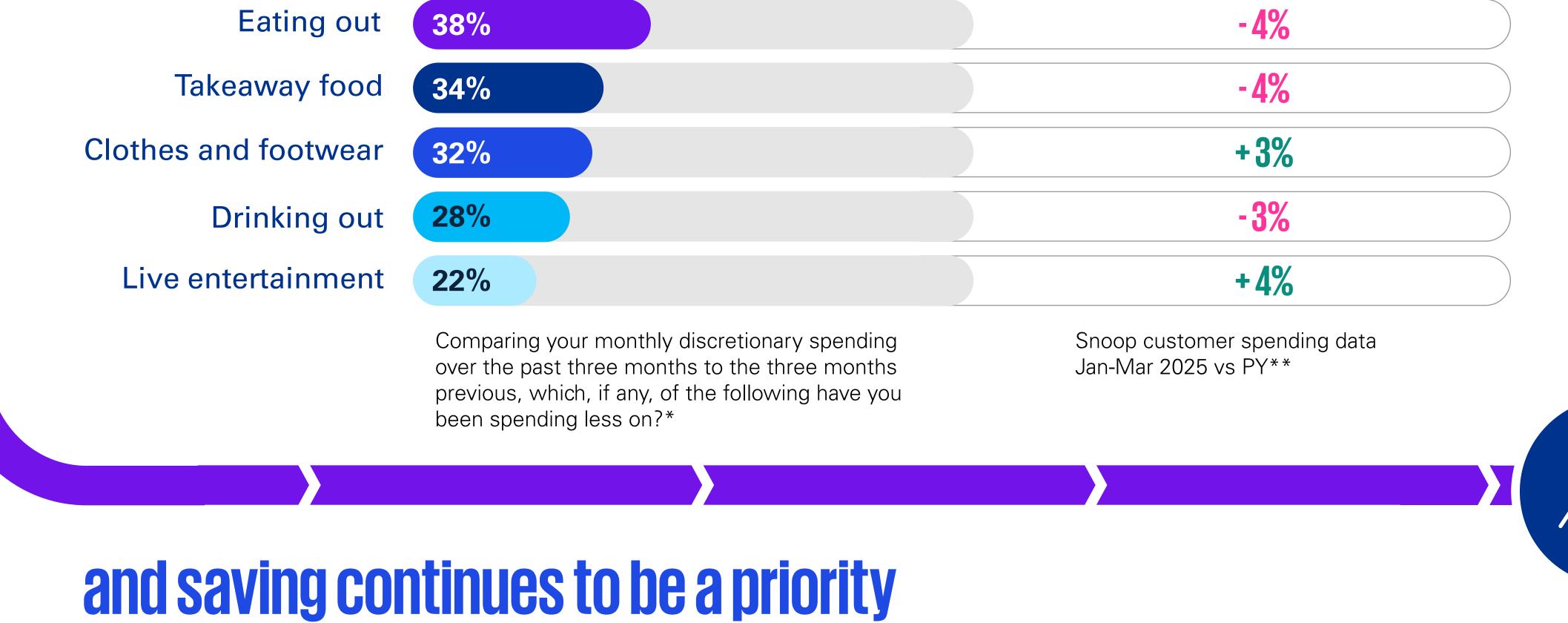
55% of consumers say they are feeling financially secure Neither secure or insecure





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

Where they say they are cutting back...



what the spending data says



+30% Total savings YoY

What would stop them buying online?

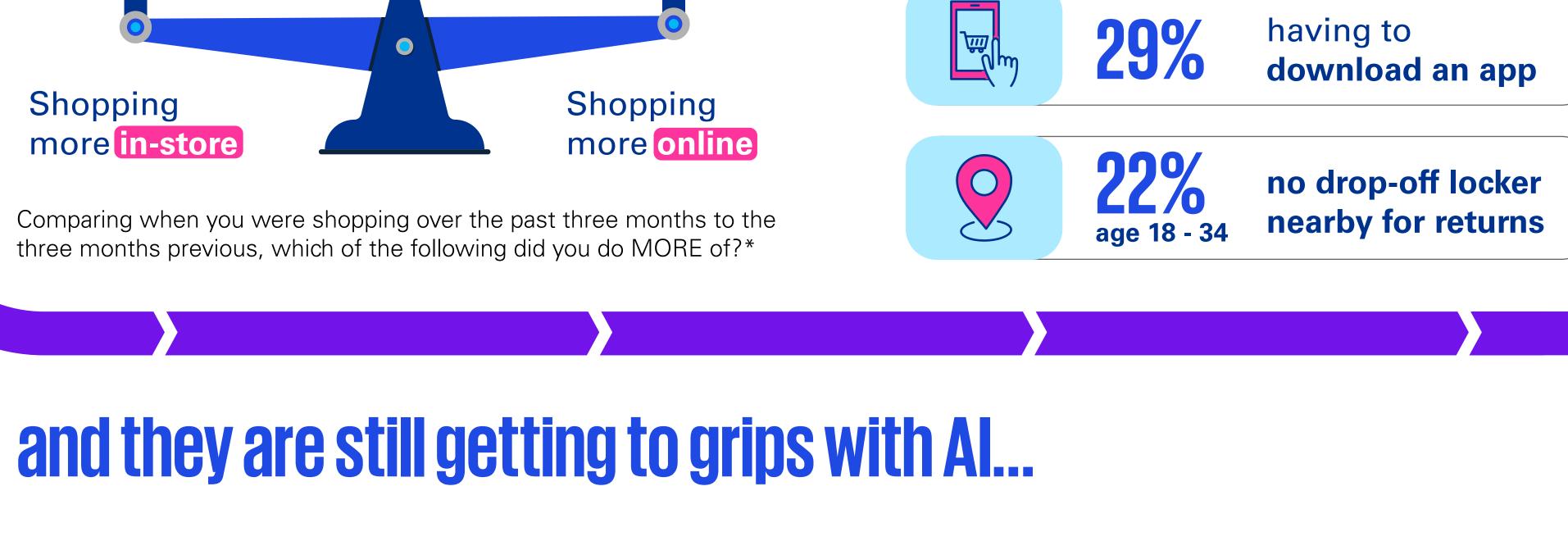
no free delivery

42%

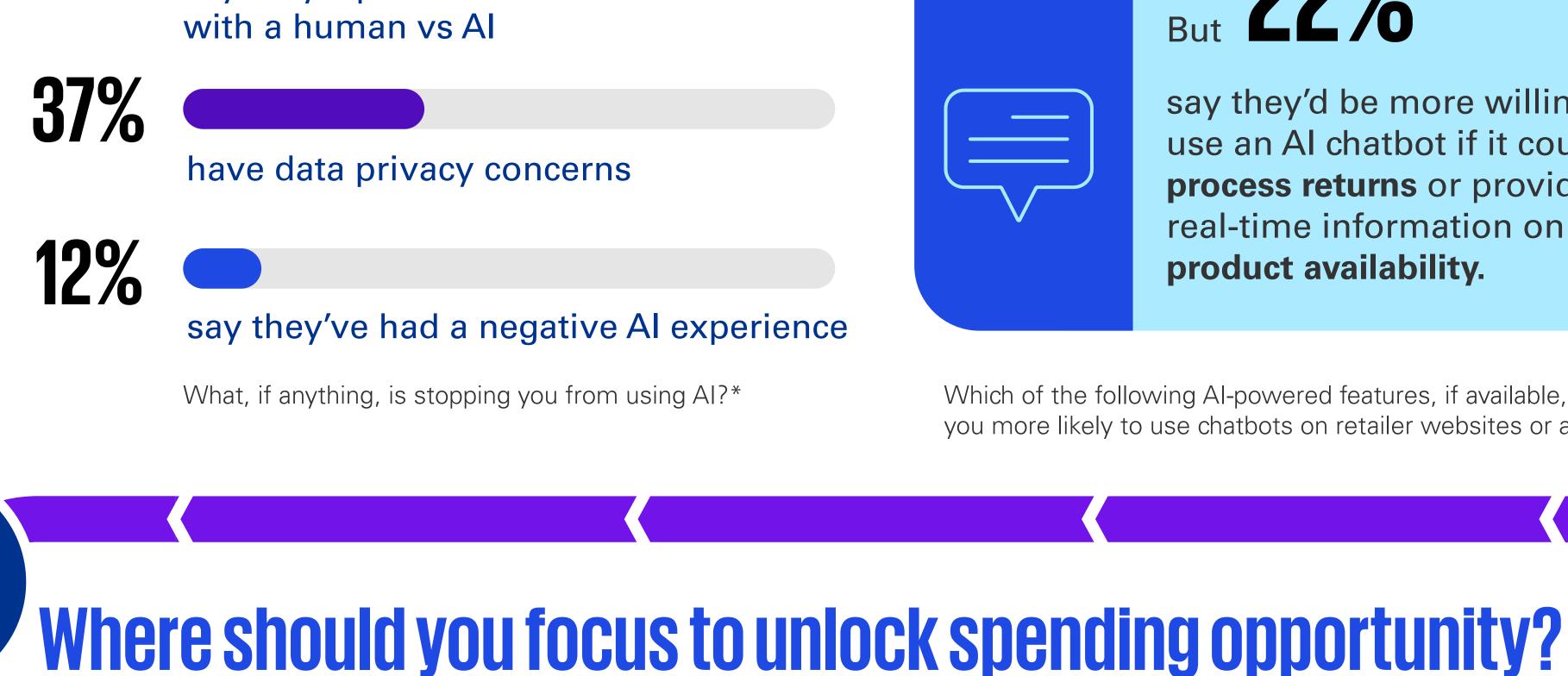
Snoop customer spending data Jan-Mar 2025 vs PY**



13% 14%

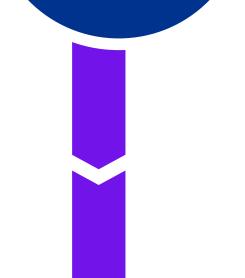


52% say they'd prefer to interact

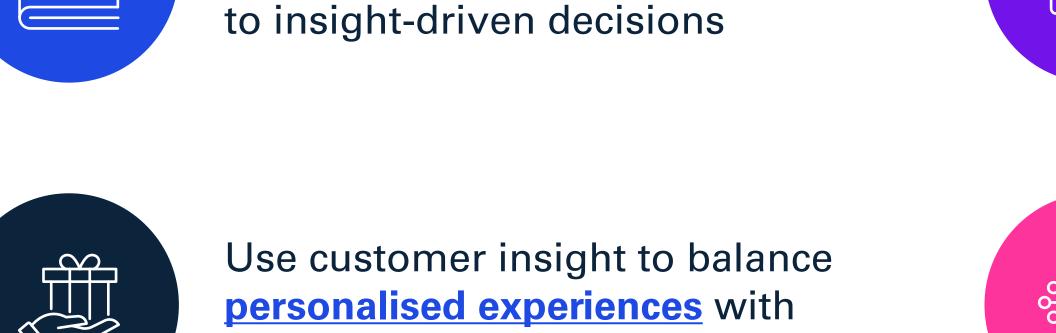




you more likely to use chatbots on retailer websites or apps?*



Assess how you are using



privacy concerns

your data, move from overload

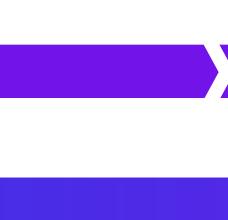


Assess the value of Al as part of your wider technology strategy and seamless

Identify growing categories for

potential portfolio diversification





100k nationally representative users.

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

commerce experience

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.

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