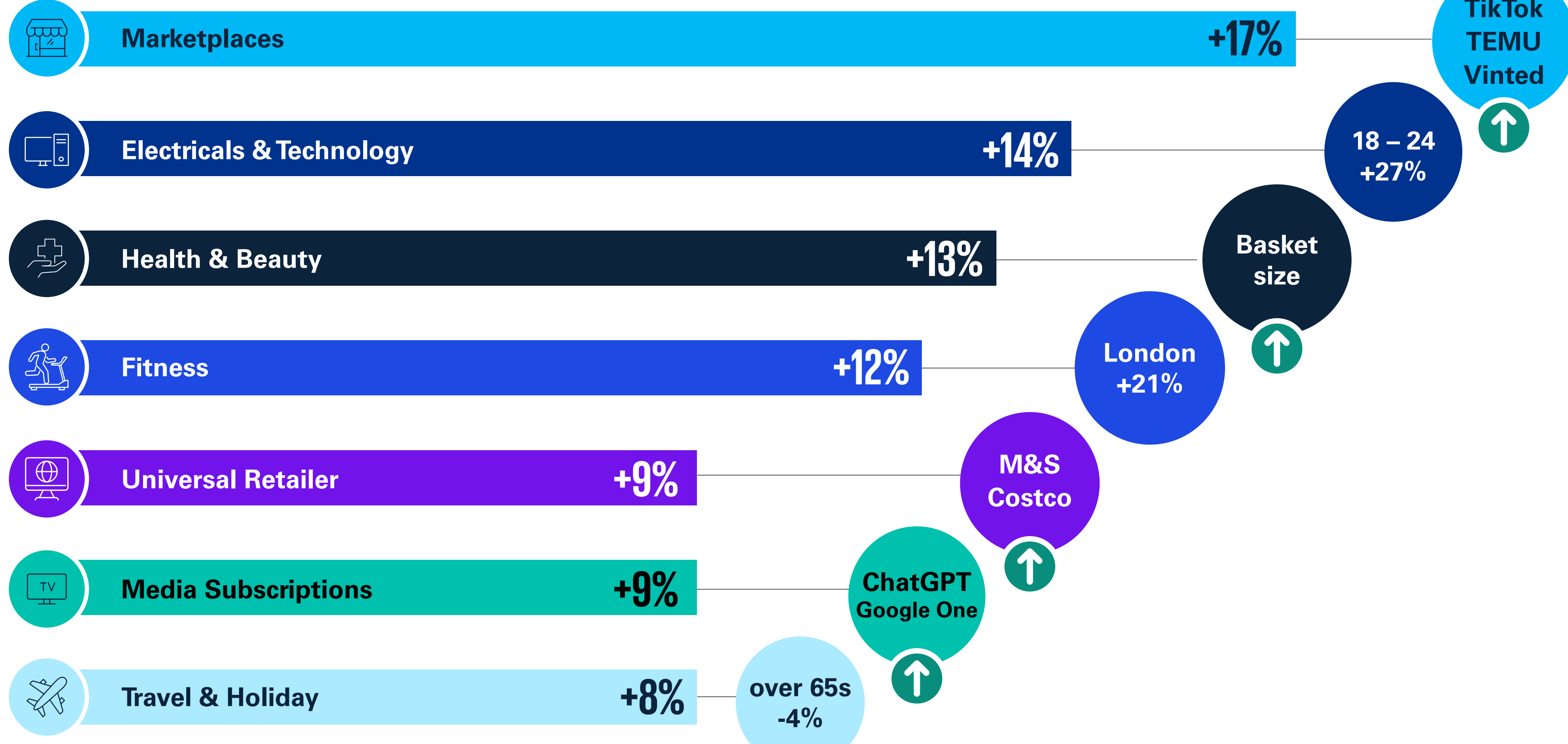


# UK Consumer Pulse Snapshot

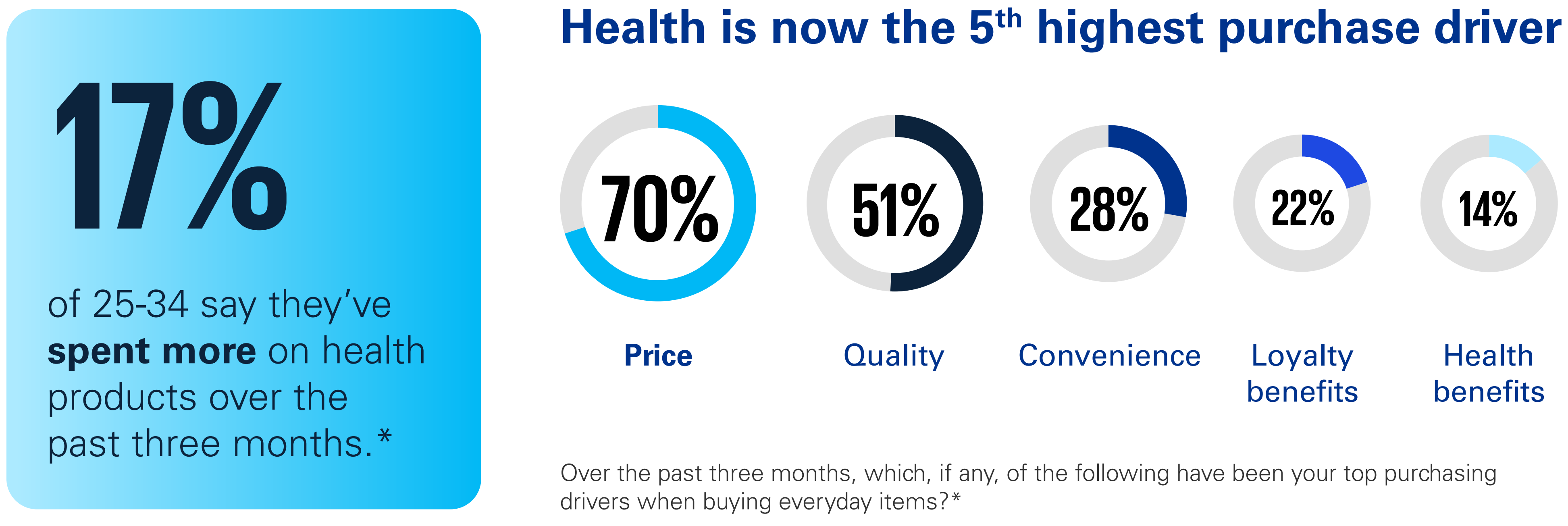
Q1 2025



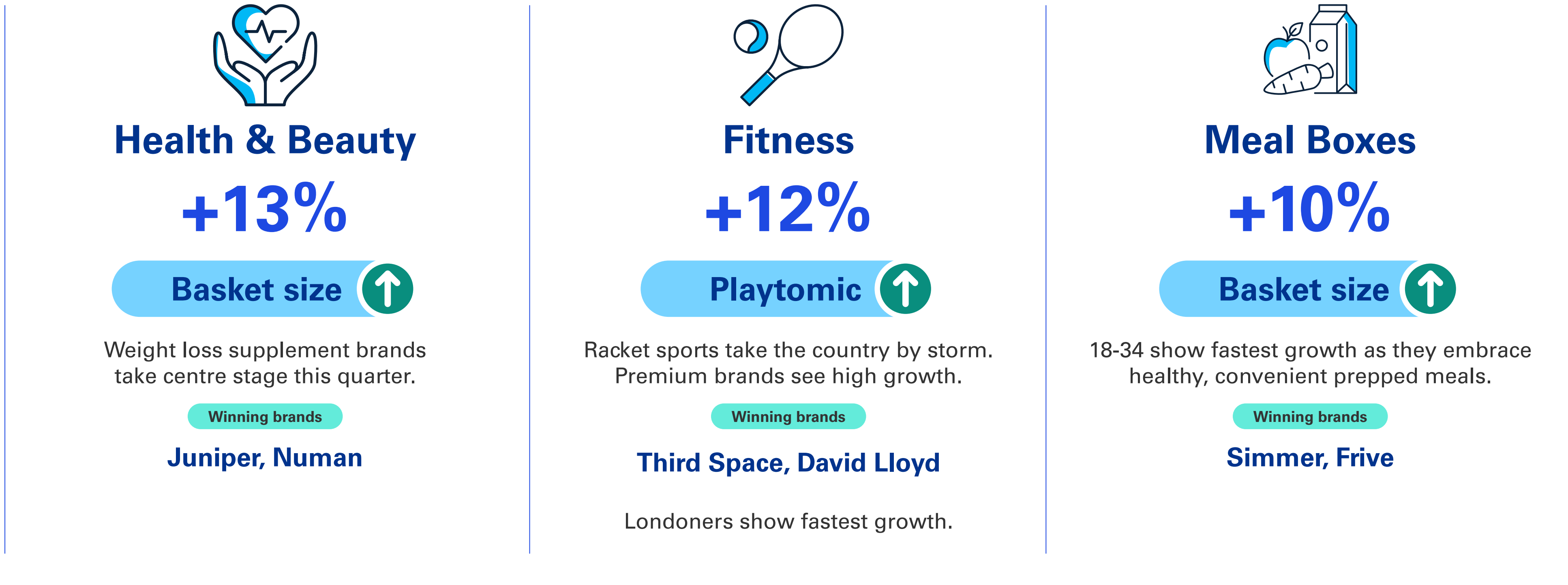
## Q1 saw an increase in discretionary spend for some categories



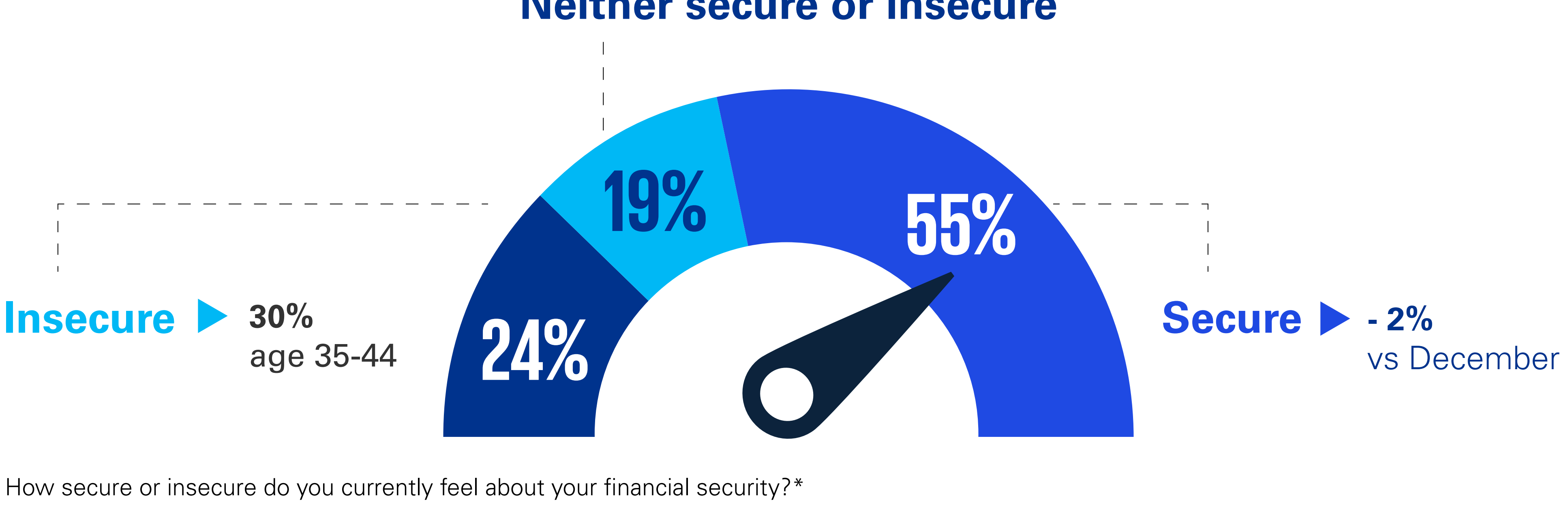
## with health taking priority for many



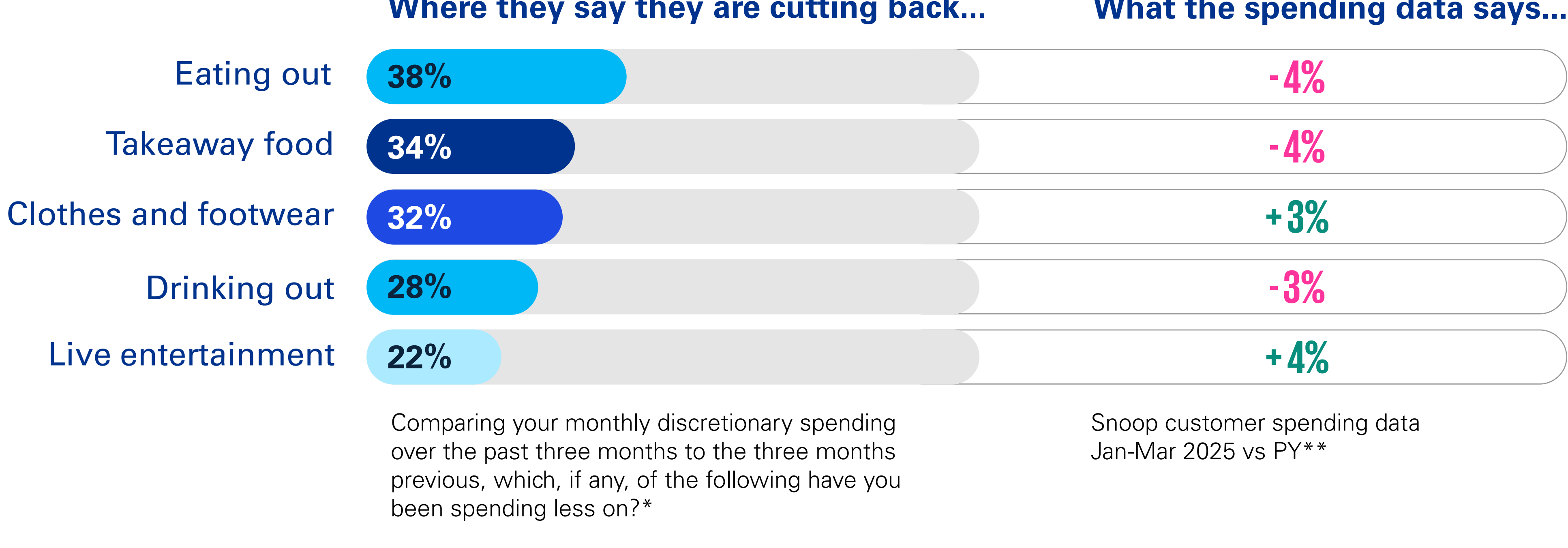
## Where are consumers spending?



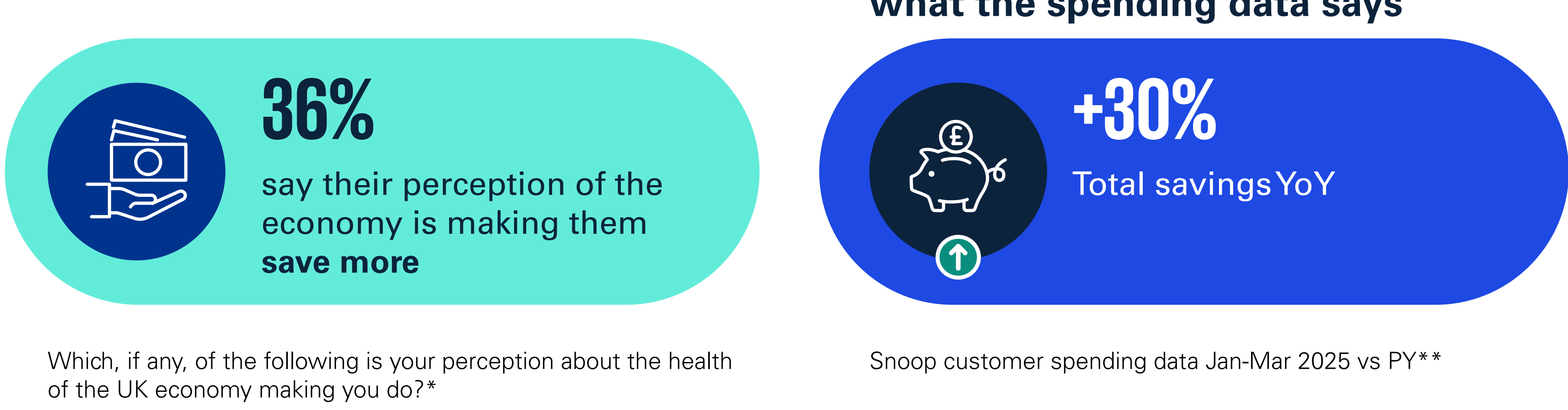
## 55% of consumers say they are feeling financially secure



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



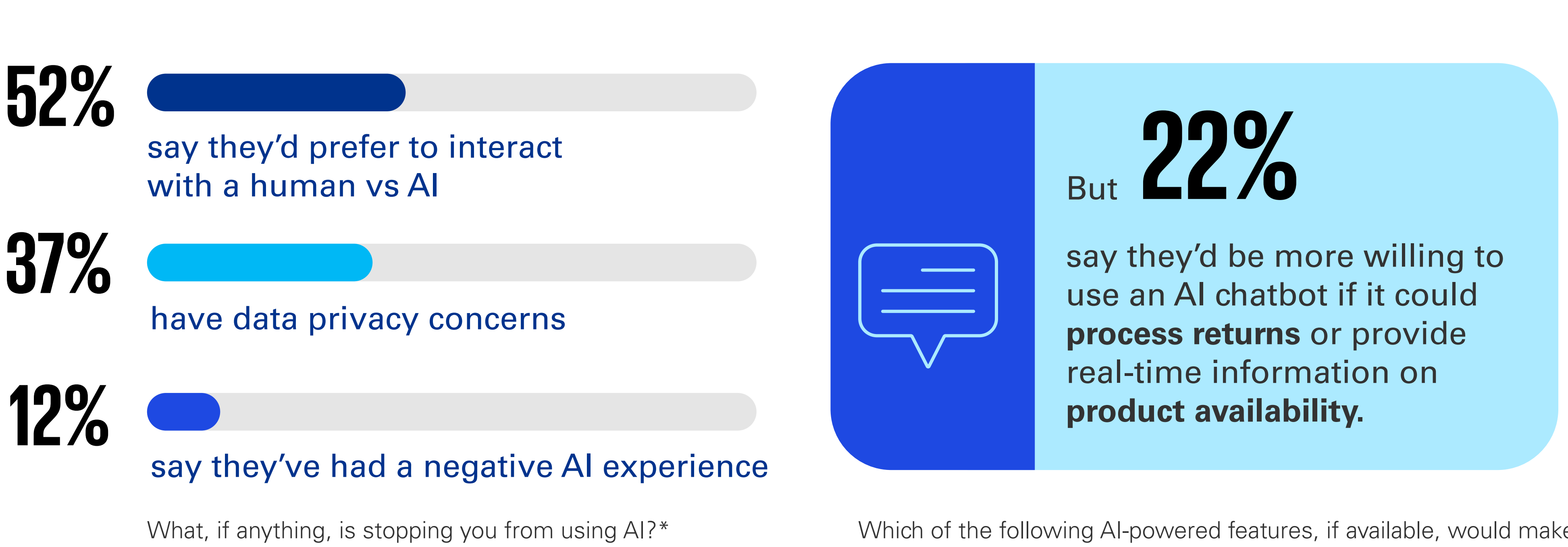
## and saving continues to be a priority



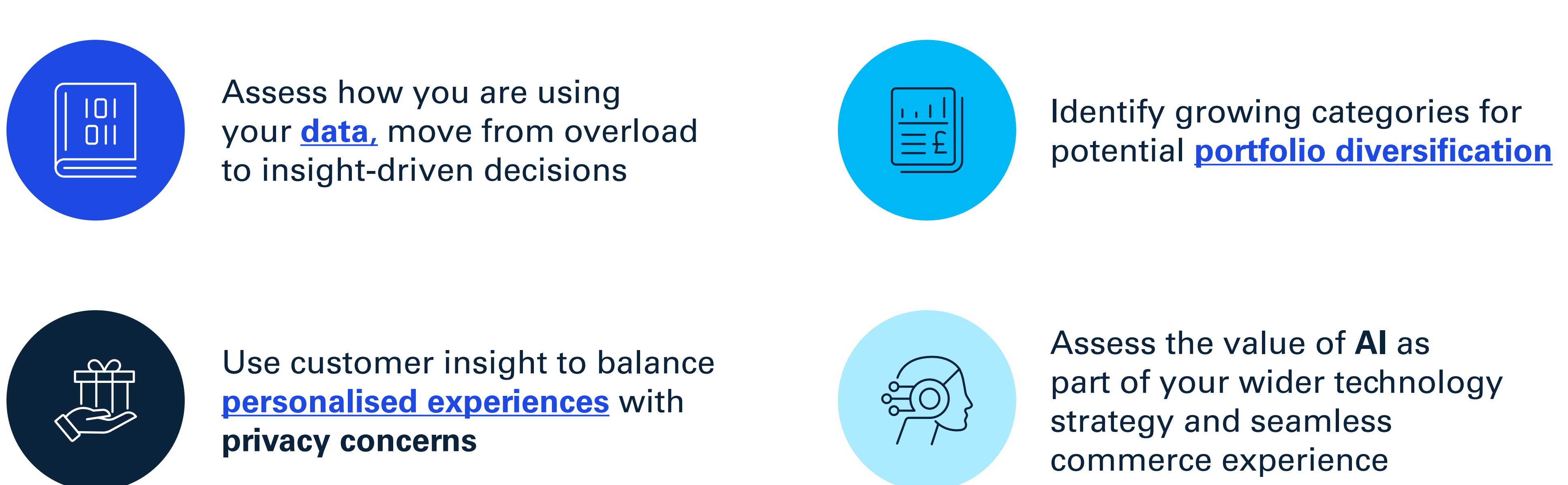
## they continue to expect channel choices



## 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>