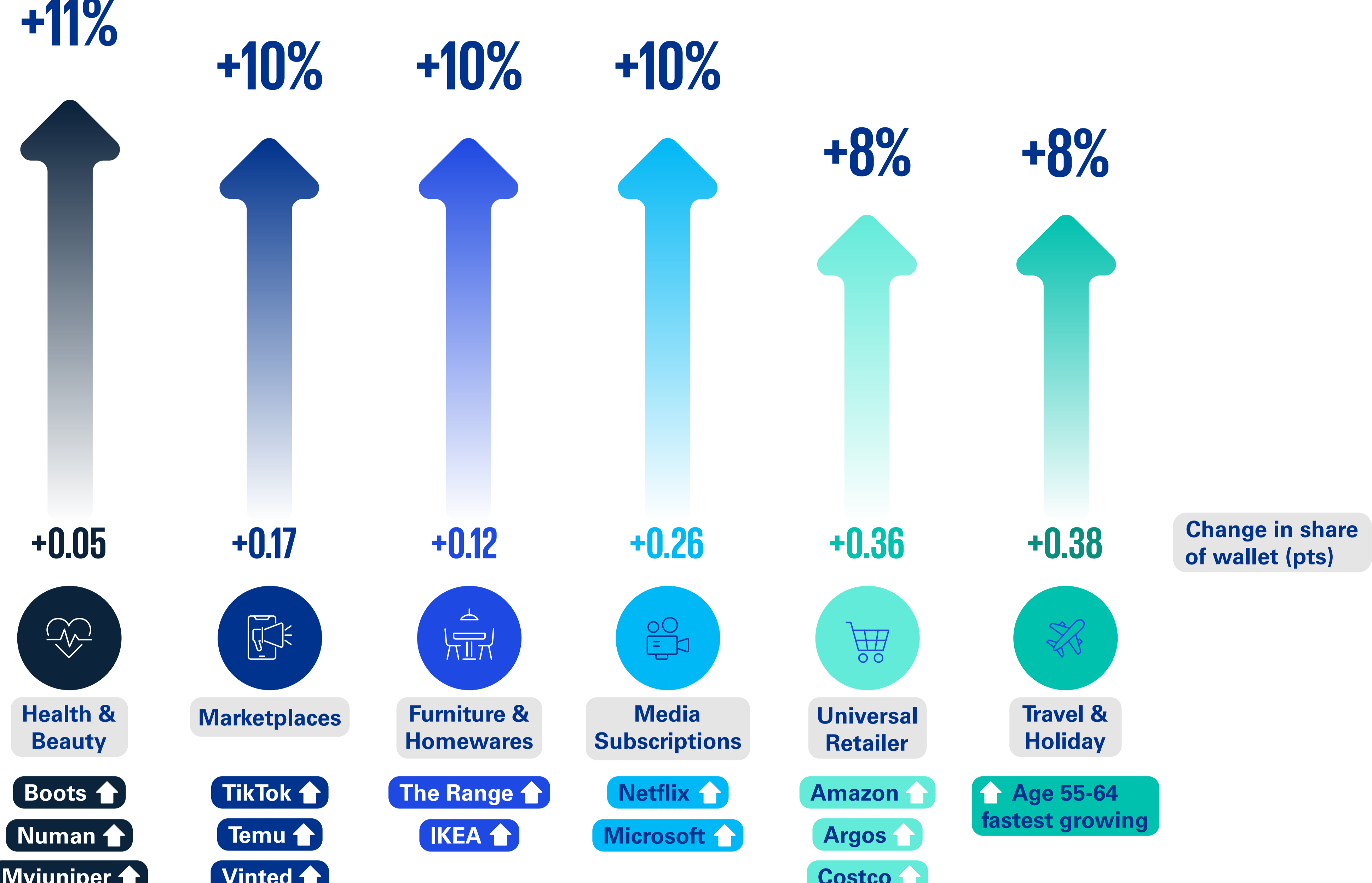


UK Consumer Pulse Snapshot

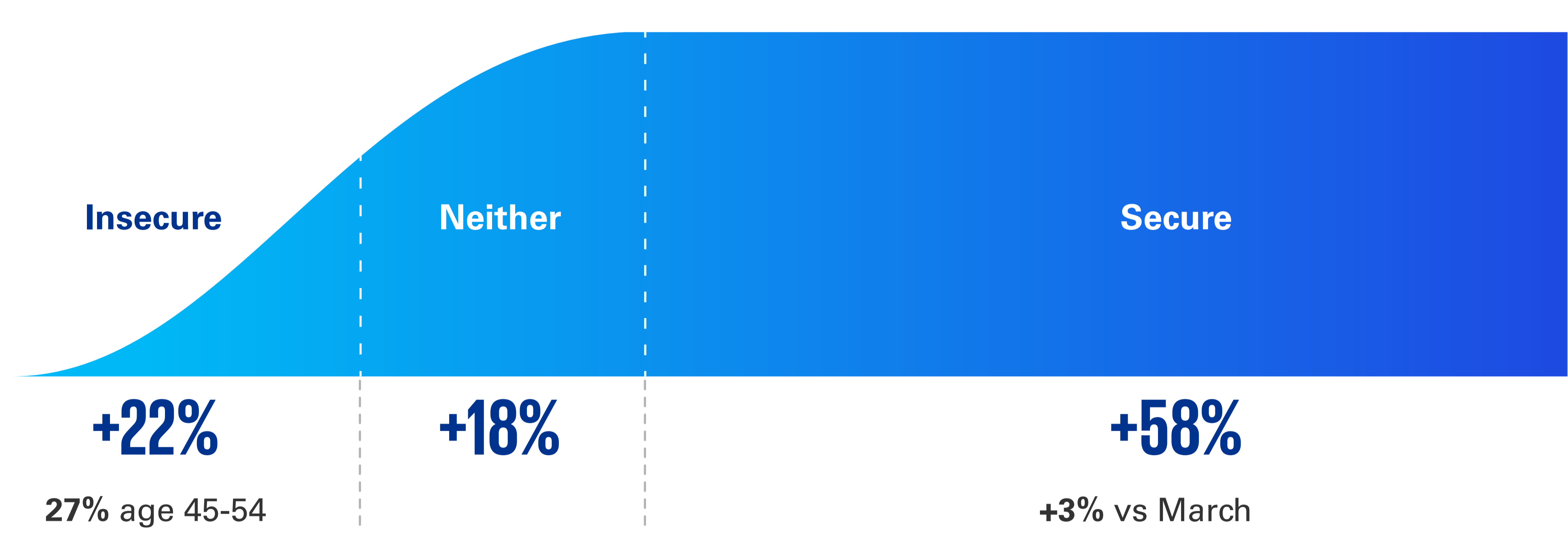
Q2 2025



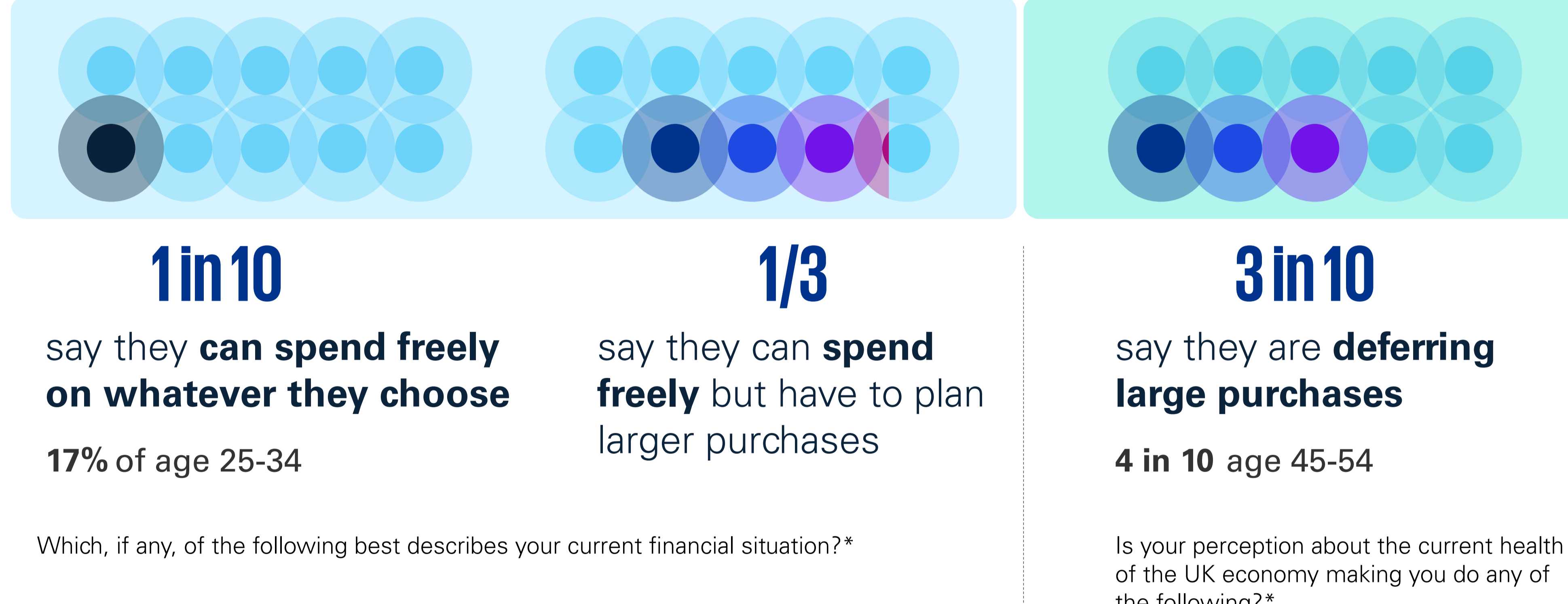
Q2 saw an increase in discretionary spend for some categories



as 58% of consumers say they are feeling financially secure



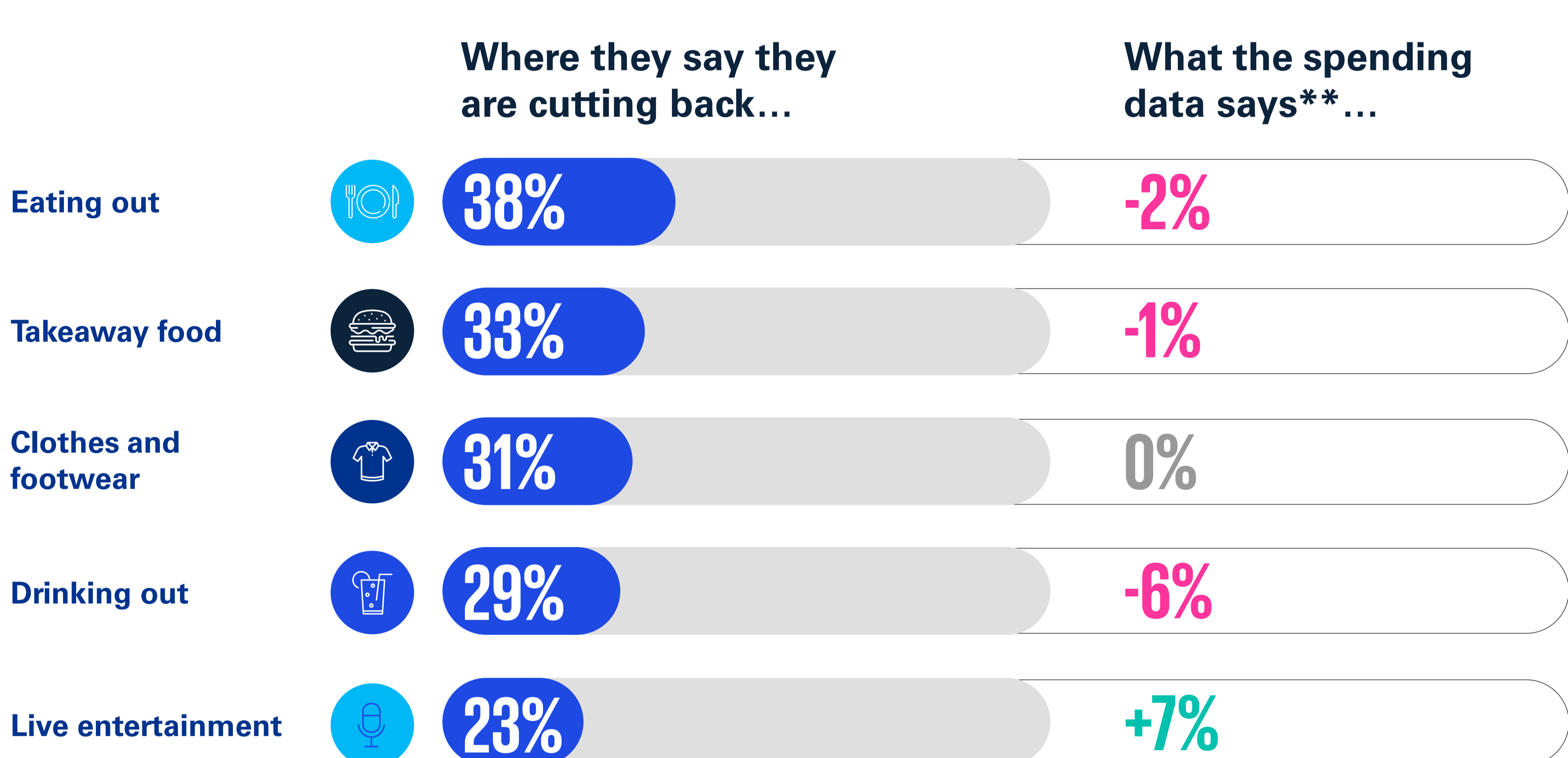
Yet spending on larger purchases remains muted for many



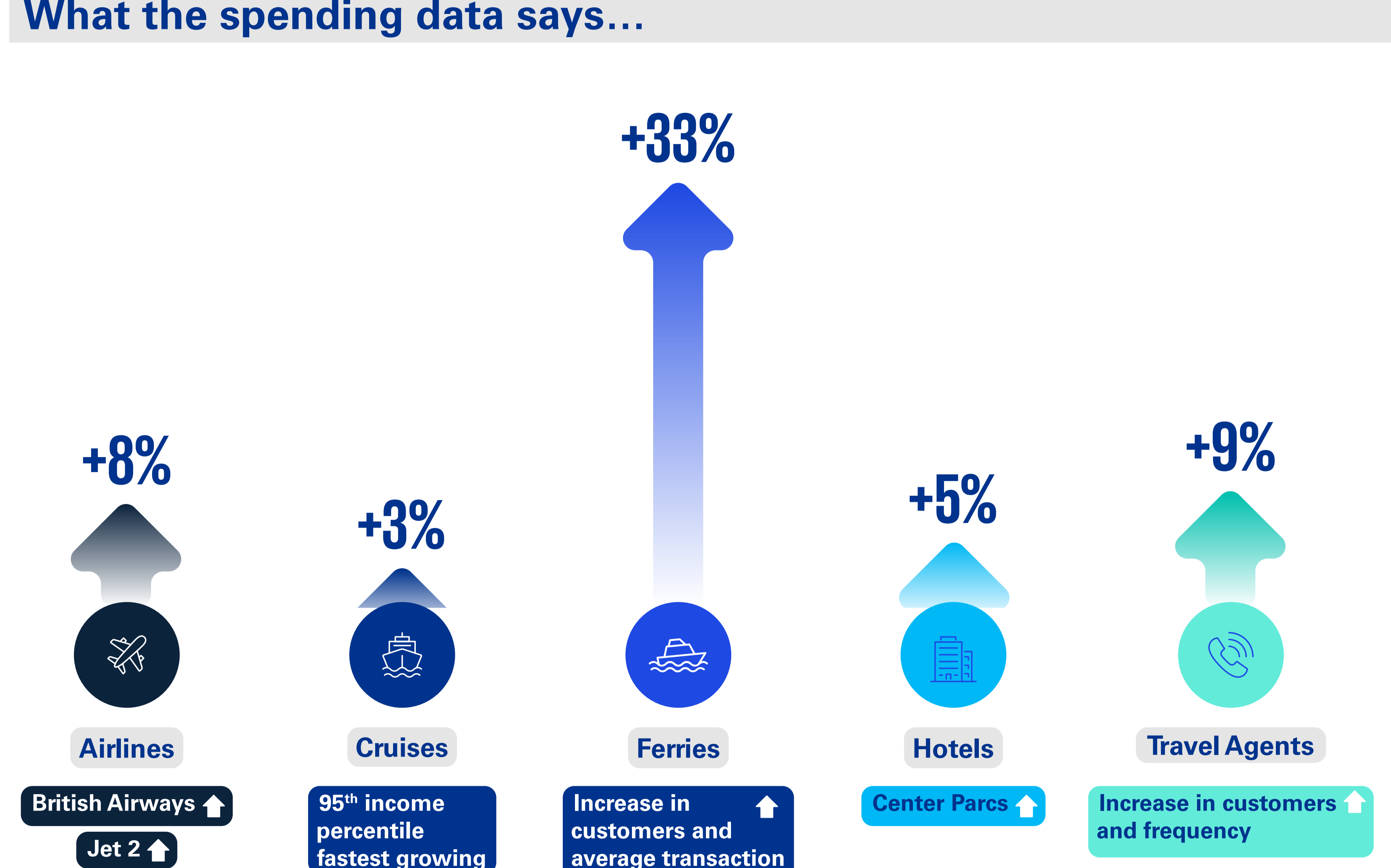
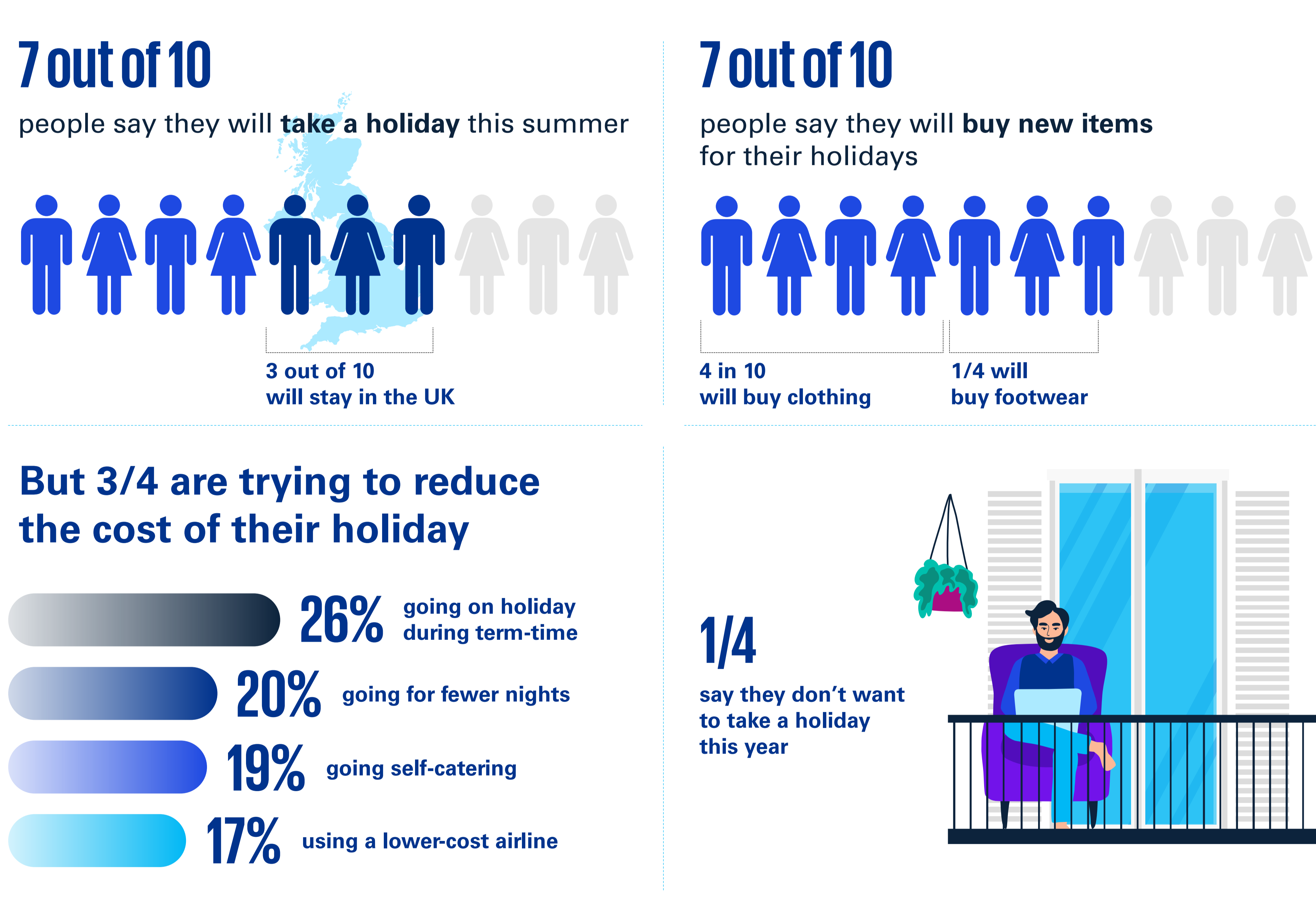
...and savvy shopping behaviours remain



Some say they have cut back on certain categories



Yet summer spending is on the cards for many!



Where should you focus to unlock spending opportunity?

- Assess how you are using your **data**, move from overload to insight-driven decisions
- Adapt to changes in consumer **value perceptions** depending on their mission
- Use **personalised experiences** to balance **privacy concerns**
- Assess the value of **AI** as part of your wider technology strategy and seamless commerce experience

Intrigued? Get in touch to receive our full spending report

Linda Ellett
Head of Consumer, Retail & Leisure
KPMG in the UK
E: linda.ellett@kpmg.co.uk

*KPMG survey of 3000 nationally representative UK consumers in June 2025
**Snoop spending data YOY Apr-Jun 2025 from transactions of approx. 130k nationally representative users.
<https://www.kpmg.com/uk/consumer>