



UK Consumer Spending

Q1 2026 Analysis &
2026 Future Outlook



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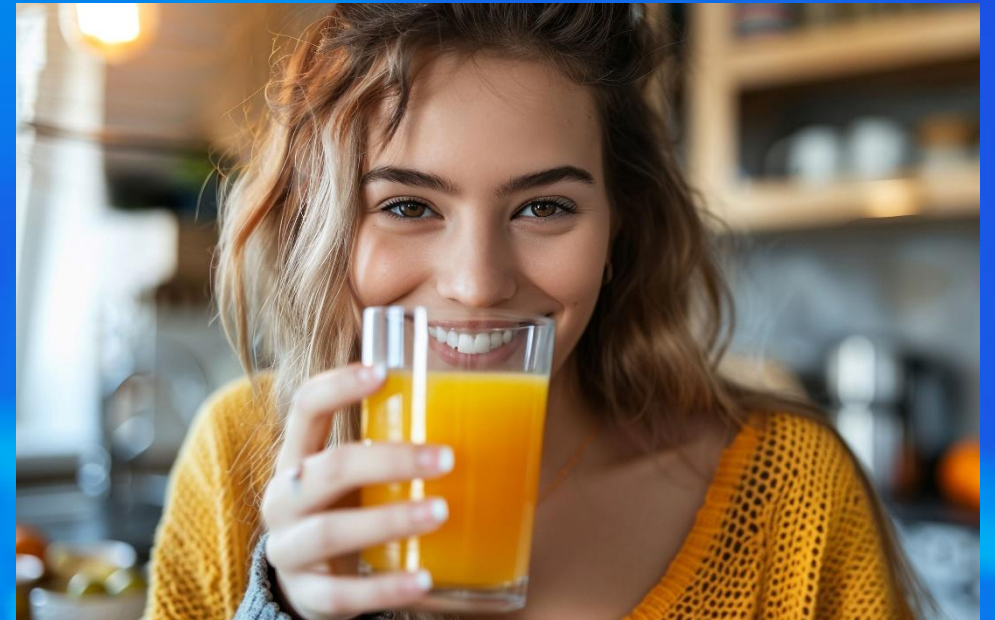
Outlook for the rest of 2026.

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01

The world around us

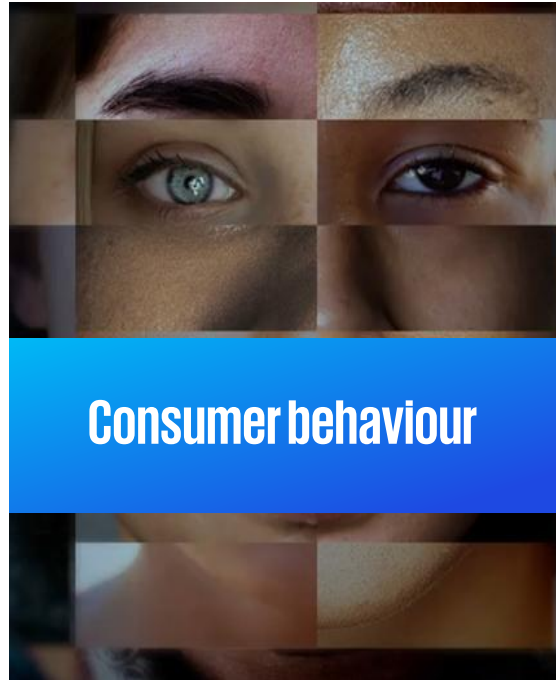


The backdrop to Consumer & Retail is evolving rapidly



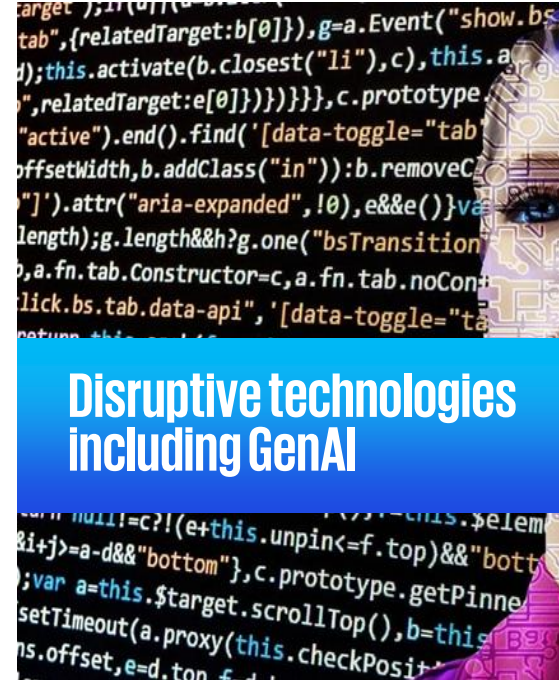
Macroeconomic and geopolitical environment

No consumer-led business is immune to economic and geopolitical turbulence. Global inflation drives input costs and interest rates affect investment. Conflict in the Middle East has introduced even more uncertainty into the macroeconomic and geopolitical environment. Low business confidence reduces investment and employment. Even those consumers comfortable in their personal finances worry about the economy and adapt their spending.



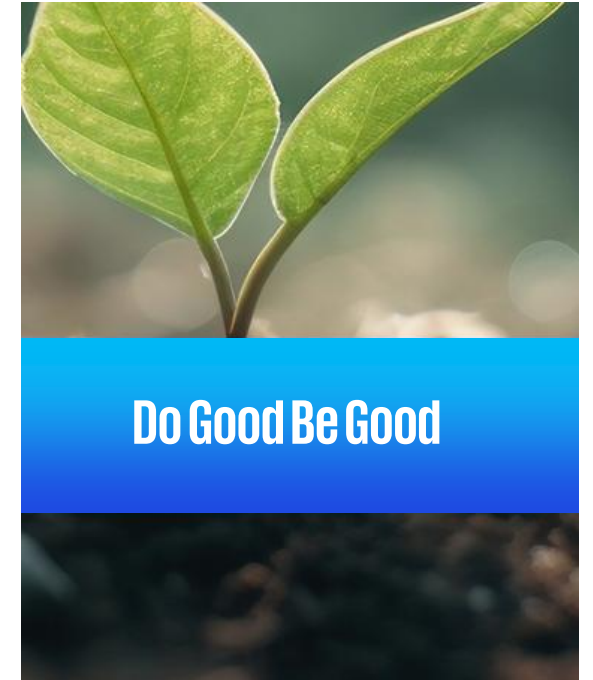
Consumer behaviour

Consumer behaviour continues to evolve, reflecting both longer-term trends such as health and digital, and more medium-term variations on the interplay between price, quality and convenience. Social media, smart phones and wearable tech, agentic commerce, payment methods such as contactless and BNPL, and more, are influencing consumer discovery, engagement, decision-making and purchasing behaviour.



Disruptive technologies including GenAI

Technology and AI are transforming all businesses, from customer engagement to predictive supply chains through to reporting and back-office processes. Robust and reliable data is a competitive advantage but only if it is leveraged to make better decisions. AI and agentic AI is driving next level personalisation and seamless experiences. However, new technology brings greater cyber threats, outage risks, and skills and capability challenges.



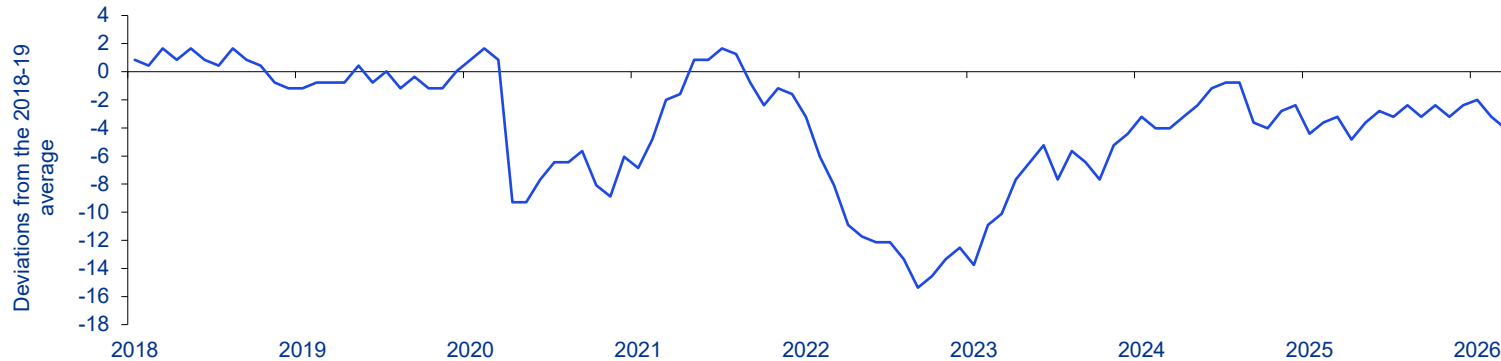
Do Good Be Good

Resilience is a critical focus for many businesses, with sustainability and broader ESG supporting risk mitigation, such as regenerative agriculture and traceable product flows. Regulatory and reporting requirements have increased the requirement and value of ESG actions. Societal expectations mean getting it wrong can damage brand reputation. And ESG can align to cost opportunities, such as optimised logistics energy usage.

UK consumer sentiment remains subdued in 2026, despite improved confidence in personal finances

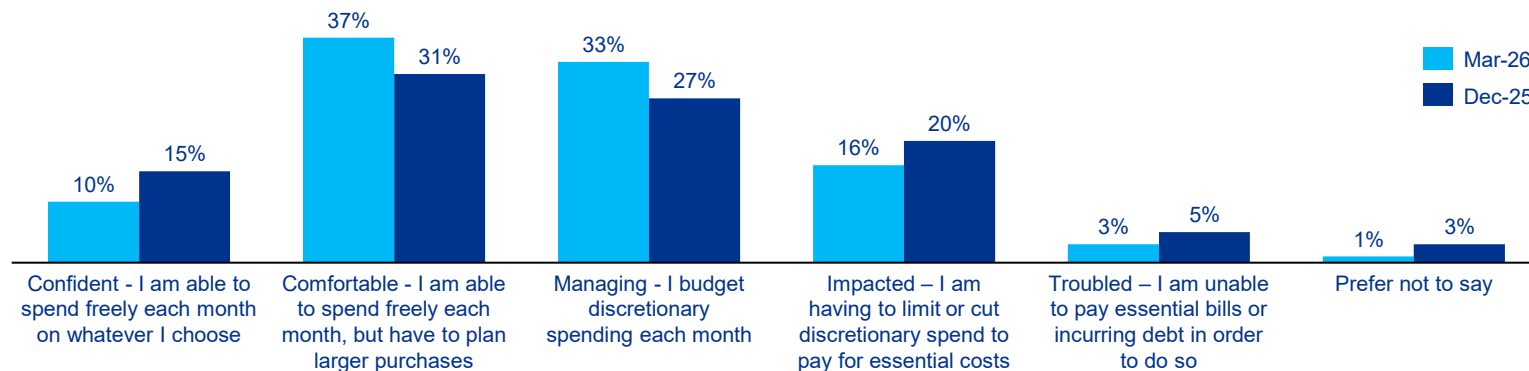
UK consumer sentiment has faltered in 2026 after a period of recovery^(a)

GfK consumer confidence index, 2018 – 2026.



Consumers are feeling more confident about their finances^(b)

“Which, if any, of the following best describes your current financial situation?”



Source: (a) UK GfK Consumer Index, KPMG analysis; (b) KPMG March Consumer Pulse Survey (n = 3000)

Consumer confidence remains fragile, with Q1'26 again pointing to limited signs of recovery.

The disconnect between personal finances and consumer perception of the broader economy has increased, with almost 50% of consumers stating that they feel **confident or comfortable**, and able to **spend freely**^(b).

80% of consumers say they don't have to limit or cut discretionary spending to cover essentials.

19% of consumers this quarter stated that they are either **impacted or troubled in paying for essential costs**, down by 6 percentage points from Q4'25, suggesting gradual improvement in near term affordability.

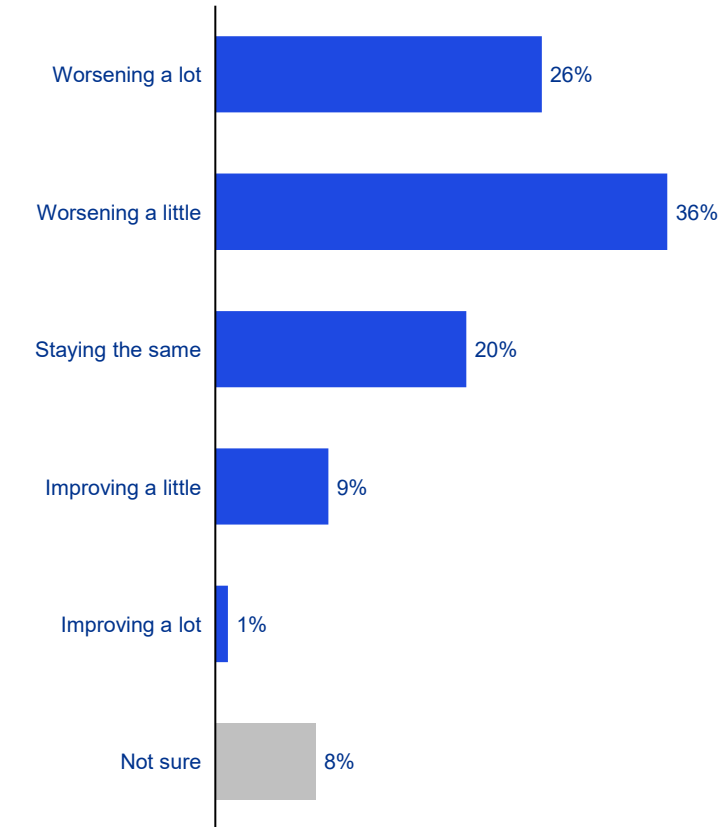
6% of consumers aged 18-24 report themselves as being in a **troubled financial situation**, down from 10% in Q4'25.

These data continue to highlight that pockets of financial vulnerability persists across the UK, including amongst younger adults, many of whom are concerned about employment opportunities.

Consumers' concerns about the UK economy persist, with perceived costs of essentials the key driver

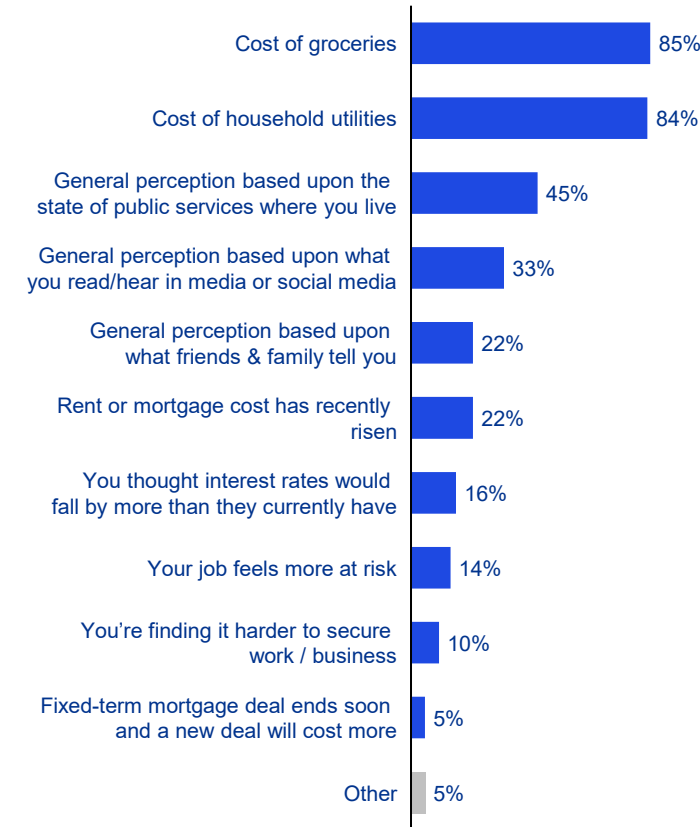
Consumers are pessimistic on the UK economy⁽¹⁾

"Is the health of the UK economy improving or worsening?"



Consumers are wary of rising cost of essentials⁽¹⁾

"What is making you feel that the UK economy is worsening?"



Source: (a) KPMG March Consumer Pulse Survey (n = 3,000)

Consumers remain gloomy about the UK economy, with **62% of consumers** believing the UK economy is worsening (up from 58% in Q4 2025). Just 10% of consumers are expecting improvement.

The **rising cost of essentials**, particularly **groceries (85%)** and **household utilities (84%)** continues to drive this outlook.

Consumers have spent several years finding ways to reduce spending in these areas, and **these cost increases are now increasingly difficult to avoid.**

82% of consumers feel the economic situation is either deteriorating or stagnant

Reacting to their concerns about the economy, **half of consumers are seeking to reduce their monthly spending. 4-in-10 are saving more as a contingency and 4-in-10 are deferring big ticket purchases.**

02

Outlook for the rest of 2026



There are ten prevailing themes in consumer behaviour that will continue, with trust critical to winning in many of them

Choice drivers

Consumers make purchasing choices based on trusting Value, Quality and Convenience. Value is not just about price, it's about what value is relevant for the mission - or the dopamine hit from a great offer!

Multi channel => Seamless Commerce

Physical retail experience is still important, digital is key with online, apps, social media and increasingly agents, it needs to be seamless.

Time expectations

Increasing demand for things to be faster and frictionless – instant answers, easy checkout and rapid delivery.

Personal data vs. personalisation

Consumers give away personal data for offers/deals but also worry about privacy. To be successful and built future trust promotions need to be relevant in when as well as what.



Always on digital

Millennials average ~7 hours on screens per day; plus more and more wearable tech, retail and transport media, making contact constant.

Payment method choices ever increasing

Cash / credit card / debit card / contactless / digital wallets / BNPL Will shopping agents transacting for us become a widespread reality?

Engaging with brands

Human connection is more important than ever but algorithmic viewing and agentic shopping is making it harder than ever to get seen by new customers. Interactive media – where consumers are contributors – is rising.

Interest in environment & ethics

Consumers want this but not at the expense of time or cost. For example, they recycle only when it's easy. They want to trust brands and retailers to do it for them. And get it wrong at your peril.

Focus on personal health

Consumers are increasingly actively managing their health, engaging health retailers, advisers and more; accelerated by availability of GLP-1s.

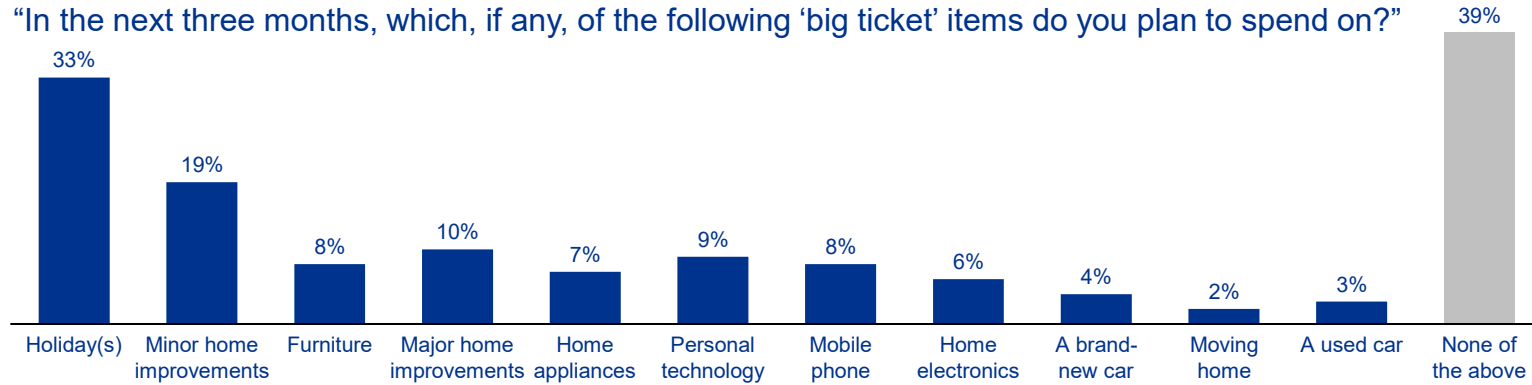
Budget

Continued concerns about the future economy means more careful everyday spending with selective indulgence; and a focus on value.

As consumers remain cautious on big ticket items, holidays remain the top choice

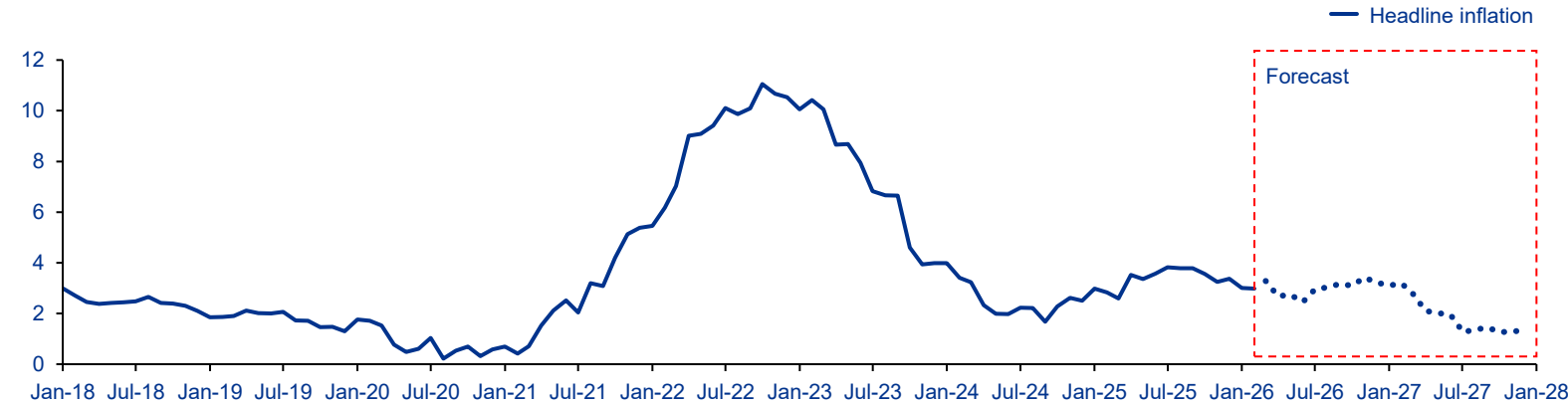
Holidays and home improvements remain the top planned big-ticket purchases in early 2026^(a)

“In the next three months, which, if any, of the following ‘big ticket’ items do you plan to spend on?”



Growth in headline inflation is adding pressure to household budgets^(b)

Headline inflation (2018-2026).



Source: (a) KPMG March Consumer Pulse Survey (n = 3000) (b) ONS, KPMG projections

Holidays continue to be a top priority for consumers, with **33% of consumers planning to spend on holidays** in the next quarter.

Planned spending on big-ticket items remains subdued, with **39% of consumers not intending to make any major purchases**, underscoring a continued sense of caution amid ongoing cost pressures and macroeconomic uncertainty.

Despite this, categories such as **minor home improvements (19%)** and **major home improvements (10%)** continue to see steady interest; one example of where, despite caution, consumers still make selective and value-driven spending.

33% of consumers say they'll spend on holidays, while many others remain cautious and avoid big-ticket purchases amid cost pressures.

Inflation expectations have risen again from current macroeconomic and geopolitical instability, with likely pressure to essentials such as food and energy, sensitive categories for consumers.

03

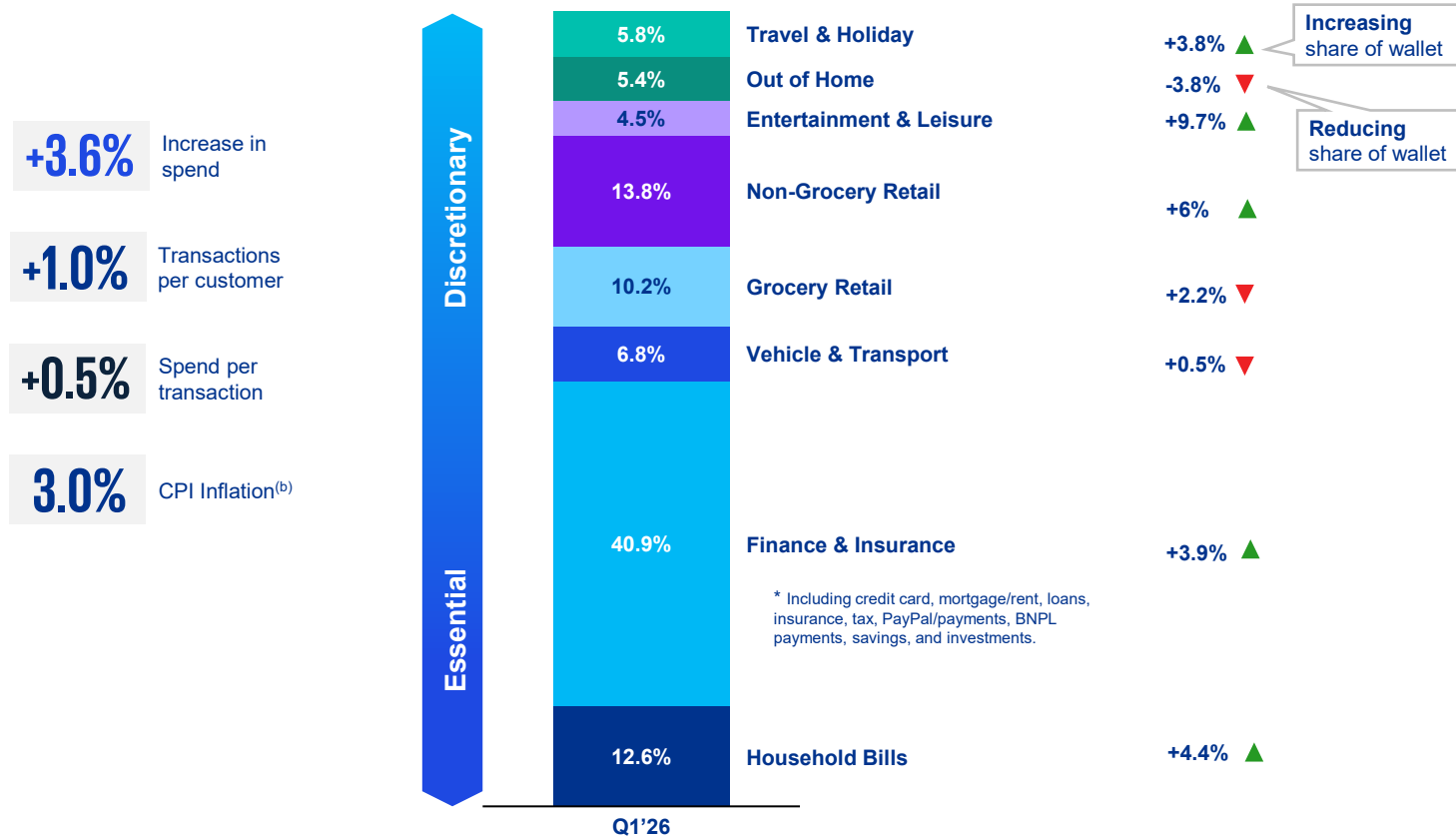
Q1'26 trading overview



Q1 performance: Moderate growth overall with strong performance in Non-Grocery Retail

Change in consumer spend across primary categories

Proportion of spend on Primary Categories, Q1'25 vs Q1'26 and breakdown of growth drivers Q1'25 vs Q1'26^{(1)(a)}



Consumer spending on essentials of Finance & insurance (+3.9%) and Household Bills (+4.4%) increased their share of wallet grew in Q1'26 both in absolute terms and as a share of wallet.

Whilst grocery retail declined as a share of wallet, absolute growth of +2.2% will have continued to influence consumers watching the price of their weekly food shop as an indicator of economic prospects.

3.6% year-on-year growth in all category spending and saving, underpinned by CPI inflation of 3.0%

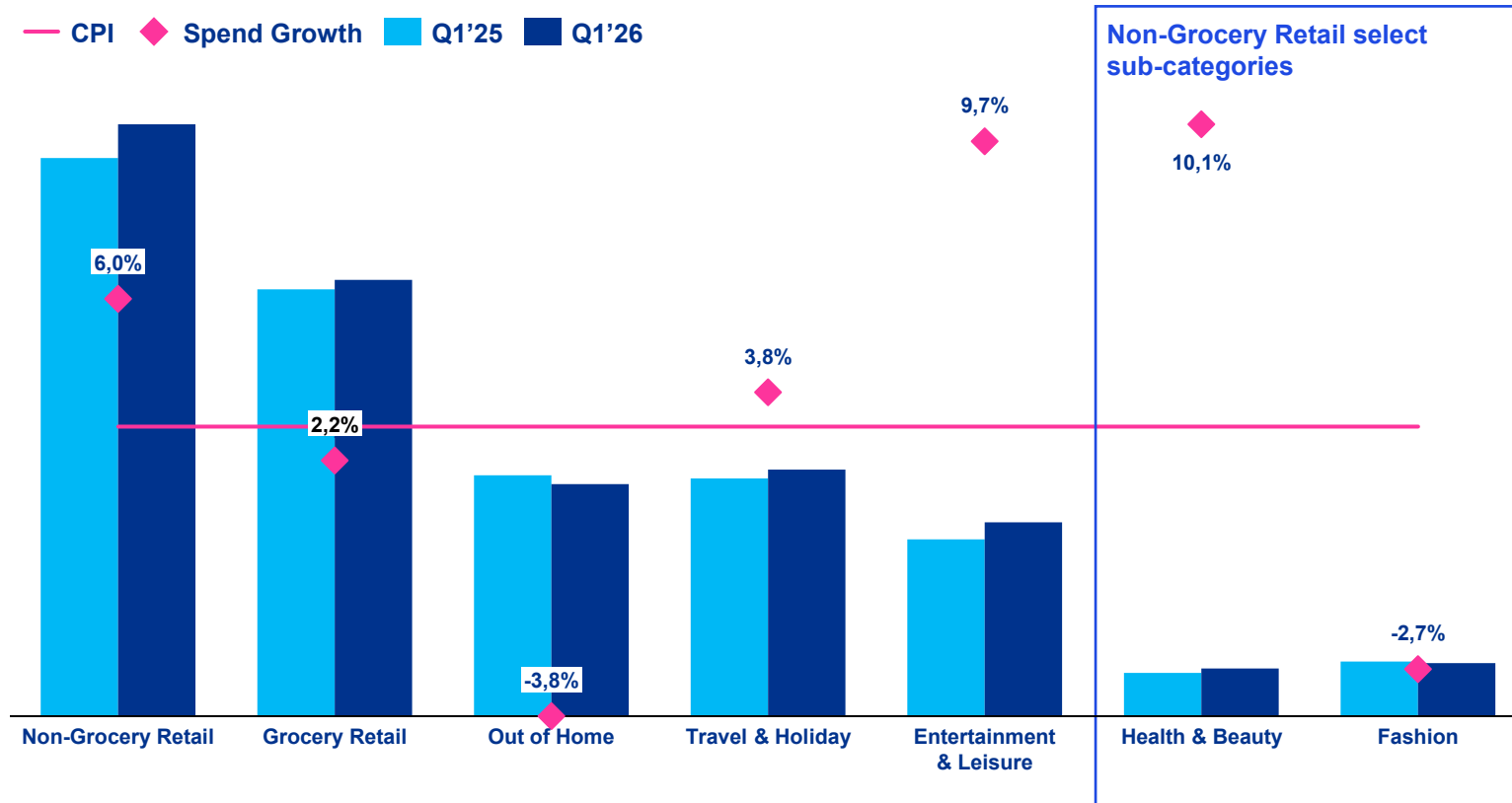
Growth in more discretionary categories was led by Entertainment & Leisure (+9.7%) and Non-Grocery Retail (+6%), both increasing their share of wallet.

Note: (1) Quarterly basis: refers to values from the months of January, February, March
 Source: (a) KPMG analysis, Customer card transaction data (n = 154,218); (b) Office for National Statistics

Q1 performance: Consumers looked to treat themselves in Entertainment & Leisure and Beauty

Growth in consumer spending varied significantly by category⁽¹⁾

Absolute value and growth rate of Q1'25 vs Q1'26^{(2)(a)}, selected categories and sub-categories shown.



Whilst Q1'26 saw strong growth in non-grocery retail, there was a stark difference in category performance. For example, **Health & Beauty** continued its long run performance with +10.1% (see [page 21](#)) where **Fashion Retail** continued to be challenged with -2.7% (see [page 22](#)).


As consumers increase their discretionary spending they continue to show preference for experiences, with the **Entertainment & Leisure** category growing +9.7%, which includes both out of home and in-home entertainment choices (see [page 20](#)).

Non-Grocery Retail and Entertainment drove growth in Q1'26, supported by continued strength in discretionary spend.

Growth continued in **Travel & Holiday** with +3.8% growth in Q1 '26, off the back of growth of +8.7% in Q1 '25 and +22.5% in Q1 '24.

Note: (1) The spend values for "Health & Beauty" and "Fashion" sub sectors form part of the overall Non-Grocery Retail number; (2) Quarterly basis: refers to values from the months of January, February, March; (3) Consumer Price Inflation.
Source: (a) KPMG analysis, Customer card transaction data (n = 154,218); (b) Office for National Statistics


Four winning themes continue to stand out across categories:

 **Scaled players**

Example winners:

Tesco +5%	Booking.com +15%
Amazon +7%	McDonalds's +8%


- Scaled players continued to capture growth in categories such as Travel & Holiday, Grocery and Out of Home.
- A common theme among successful scaled players was the deployment of loyalty schemes, promotions and discounts to help attract price conscious consumers.
- This strategy works for scaled players as they are well positioned to utilise data gained from these loyalty schemes and invest in effective personalised promotions. Smaller retailers, or those with less frequent purchasing, found this harder as friction of sign-up discourages consumers.

 **Clear value proposition**

Example winners:

Tu Clothing +36%	Temu +27%
Farmfoods +15%	Lidl +12%


- Value is always important to consumers. For some categories, and some consumers, value means price.
- Depending on the spending mission, the majority of consumers are able and willing to pay for other definitions of value. Typically, a decision is made on preferred quality and convenience, and at that point the consumer wants to feel like they've got a good price, or a deal.
- All this played into the hands of those players with a clear value proposition. Companies with a business model and operating model aligned to their customer proposition on Value, Quality and Convenience were well positioned to take advantage of increasing consumer wallets.

 **Online platforms**

Example winners:

Vinted +30%	Trip.com +55%
MyJuniper +55%	Deliveroo 11%

- Online penetration continues to grow across retail and has held up growth through much of 2024 and 2025 as some in-store purchasing declines.
- This is seen across multiple categories, including Food Retail partnering with delivery providers, Travel & Holiday platforms, or in Entertainment & Leisure.
- Marketplaces are proving successful business models for some, with traditional retailers launching their own platforms to both leverage and capture broader customer data.
- Key to platform success is the supply chain and the delivery of the promise to the customer, in line with the brand.

 **Industry disruptors**

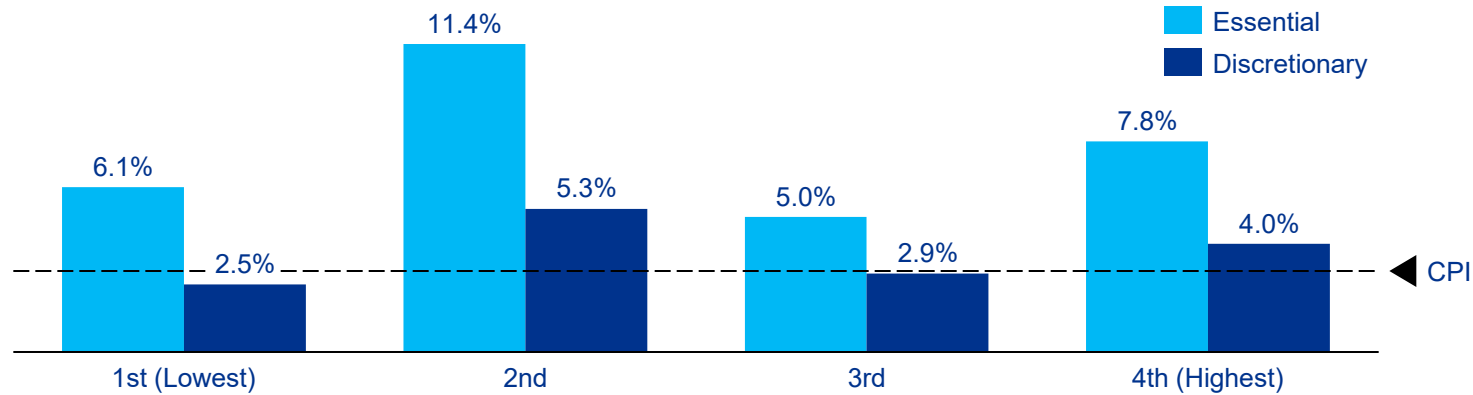
Example winners:

Manual +100%	TikTok +19%
Simmer +42%	ChatGPT +108%

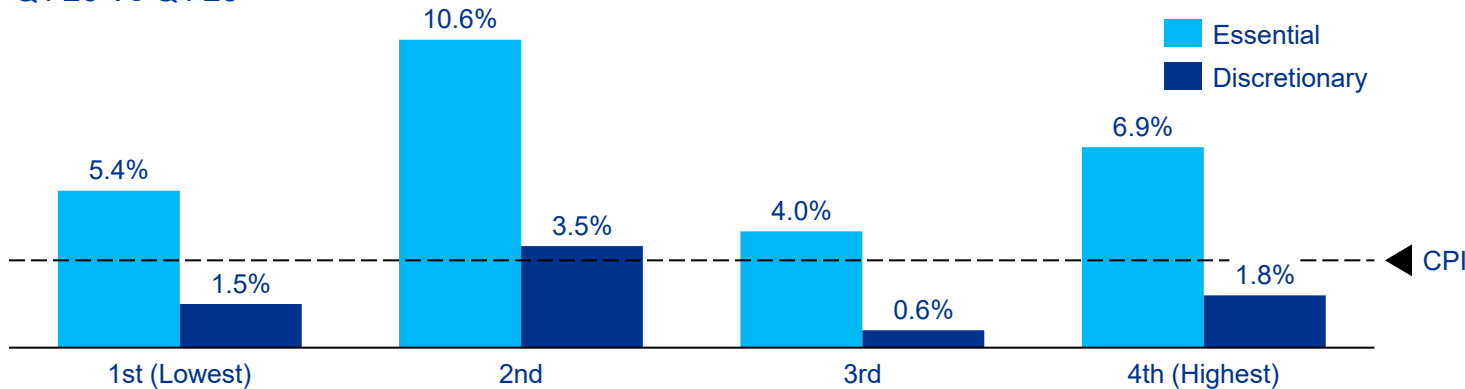
- Disruptors often show rapid growth. Some of these have found new business models that capture the consumer, such as social commerce leveraging consumer data to personalise ads and then offer a seamless shopping experience.
- Others are capturing smaller markets of consumers, with greater spending power, looking for brands that resonate with their personal values – whether that is ethical beauty products or pre-owned items.
- But with the rise and fall of some disruptors, such as meal kits who had a challenging 2024 but have rebounded in 2025, the question for these fast-growth players is whether the novelty will wear off for consumers or be here to stay.

UK consumer wallets are re-balancing toward essentials, with category shifts led by middle-income consumers

Breakdown of growth in spend by income quartile and essential vs discretionary
Q1'26 Vs Q1'25



Breakdown of growth in average transaction value by income quartile and essential vs discretionary
Q1'26 Vs Q1'25



Note: Spending excludes the General category. Categorization of 'discretionary' and 'non-discretionary' is done by the consumer
Source: (a) KPMG analysis, Customer card transaction data (n = 154,218)

UK consumers increased essential spend above CPI (3.0%) across all income quartiles, reflecting both higher than CPI price increases in these categories, as well as some trading up.

Those in the second quartile noticeably increased their essential spending, with this primarily coming through increased average transaction value over 10%. Whilst consumers are still finding ways to save money in areas they are less interested in, easing of household budgets has enabled some consumers to return to brands they prefer and to premium ranges and additional treats.

Average transaction value in essentials increased across income quartiles, reflecting higher prices and trading up across brands as household budgets eased for some.

The lowest income quartile continue to have to increase spending on essentials, with lower than CPI growth in discretionary categories. 80% of consumers in our research told us they were not having to limit spending, but many do.

04

Category deep dives for Q1'26 spending



Grocery Retail: The limited growth was captured by scaled players and discounters

	Total spend	=	Number of customers	x	Ave. transactions per customer	x	Ave. transaction value
Q1'25 Vs Q1'26	+2.2%		+0.0%		-0.9%		+3.1%

Category top winning players⁽³⁾

Absolute increase and growth rate of sales, Q1'25 vs Q1'26^{(2)(a)} (scale not comparable between charts).



Category top lagging players⁽³⁾

Absolute decrease of sales, Q1'25 vs Q1'26^{(2)(a)} (scale not comparable between charts).



Note: (1) Total spend = Customer Participation x Average transactions per customer x Average transaction value; (2) Quarterly basis: refers to values from the months of January, February, March; (3) Top winning and lagging players defined by highest increase/decrease in absolute spend in the category/channel; (4) See Consumer Pulse survey for more detail
Source: (a) KPMG analysis, Customer card transaction data (n = 154,218)

Grocery Retail saw modest growth in Q1'26, rising **2.2% year-on-year**, which was below inflation. Growth was driven by an increase in **average transaction value (+3.1%)** but saw a decline in **transaction frequency**. Fewer transactions with increased spend suggest consumers feel marginally more comfortable in doing more shopping in one go.

Total spend below CPI suggests **continued competition to keep prices down**, and continued consumer behaviour to save money⁽⁴⁾.

Lidl continues to perform well with double digit growth, outperforming most major supermarkets.

Tesco continues to maintain its leadership with strong performance, whilst the discounters **Lidl** and **Farmfoods** performed well, maintaining momentum through value-focused propositions.

ASDA has remained among the lagging players continuing to lose market share, with **Co-op** and **LS Campus&Co** also lagging.

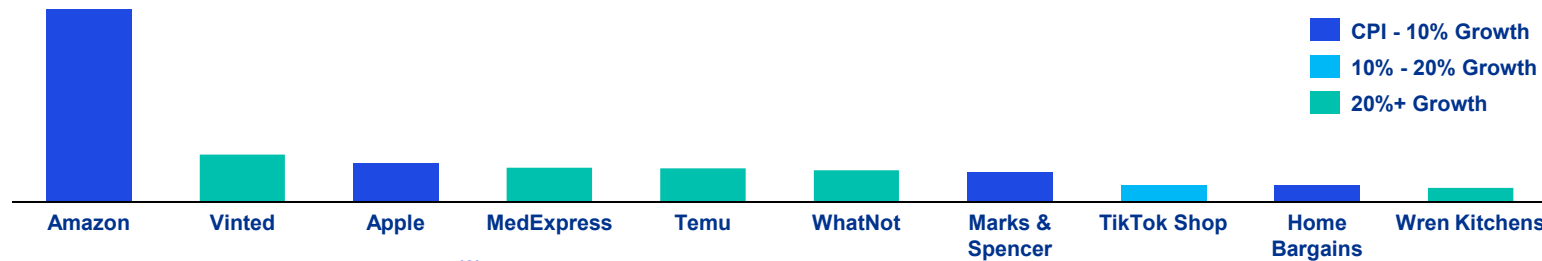
Food prep innovators, **Simmer** and **Frive** continue to disrupt the market, posting strong growth again. numbers.

Non-Grocery Retail: Digitally focused players continue to capture modest growth

	Total spend	=	Number of customers	x	Ave. transactions per customer	x	Ave. transaction value
Q1'26 Vs Q1'25	+6%		+1.2%		+3.8%		+0.9%

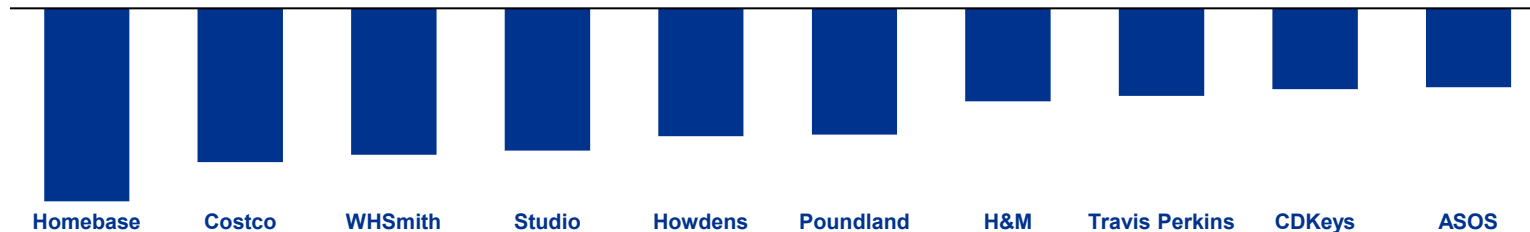
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 Source: (a) KPMG analysis, Customer card transaction data (n = 154,218); (b) KPMG March Consumer Pulse Survey

Q1'26 proved to be a strong quarter for **Non-Grocery Retail**, with spend rising **6% year-on-year**. Growth was primarily driven by an **increase in transaction frequency**.

Amazon continues to lead the category again, suggesting consumers value convenience of choice, delivery and returns experience.

Whilst Retail is a broad and diverse category, the success of digital disruptors like **Temu**, **Vinted**, and **WhatNot**, who all saw 20%+ gains, was a consistent theme. Indicating consumer appetite for value, and for digitally native experience continues to persist. For example, resale platforms are becoming increasingly popular, with **33% of consumers saying they have sold something on a resale platform this year^(b)**.

Online marketplaces had a strong quarter, continuing to be popular channels with consumers.

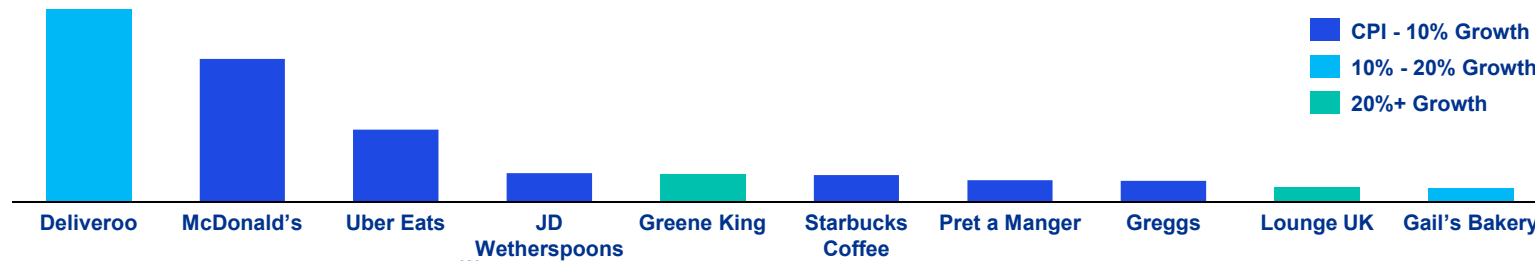
However, many retailers, including **Home Improvement** players and **Fashion Retailers** such as **ASOS** continue to face headwinds during these challenging economic times.

Out of Home: A challenging quarter for restaurants and bars

	Total spend	=	Number of customers	x	Ave. transactions per customer	x	Ave. transaction value
Q1'26 Vs Q1'25	-3.8%		-1.3%		+0.4%		-2.9%

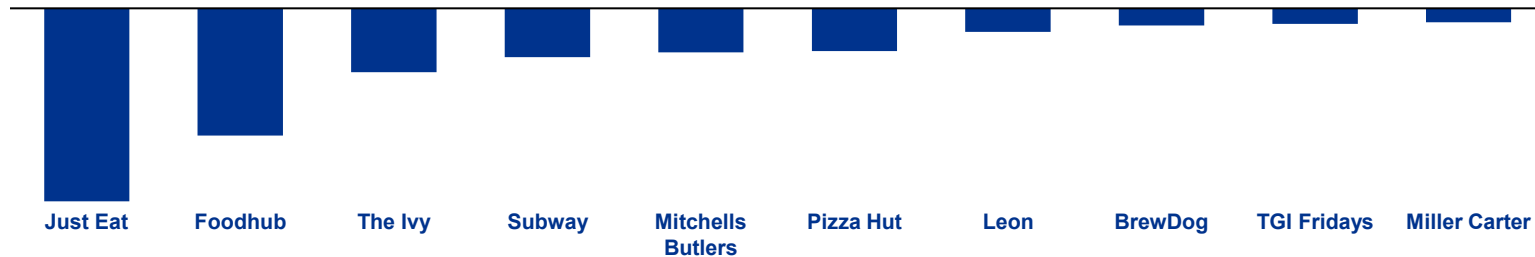
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Source: (a) KPMG analysis, Customer card transaction data (n = 154,218)

Out of Home had a poor quarter, shrinking **3.8% year-on-year** in Q1'26. Whilst there was an increase in **average transactions per customer (+0.4%)**, this did not make up for **declines in the customer participation and transaction frequency**.

The category continued to lag behind other experience-led sectors such as **Travel & Holiday** and **Entertainment & Leisure**.

Aggregator platforms continue to see mixed results, while value-focused fast-food chains performed better.

Consumers appeared to trade down this quarter with Fast Food, Cafes and Budget Restaurants the best performing sub-categories. Growth in the previous quarter was driven by increases in the average transaction value but not this quarter, perhaps indicating consumers were unwilling or unable to absorb further price increases.

Noticeably many of the underperformers have been undergoing ownership changes recently, with differing degrees of distress and investment requirements.

Travel & Holiday: More moderate performance after a period of rapid growth

	Total spend	=	Number of customers	x	Ave. transactions per customer	x	Ave. transaction value
Q1'26 Vs Q1'25	+3.8%		+3.3%		+6.5%		-5.7%

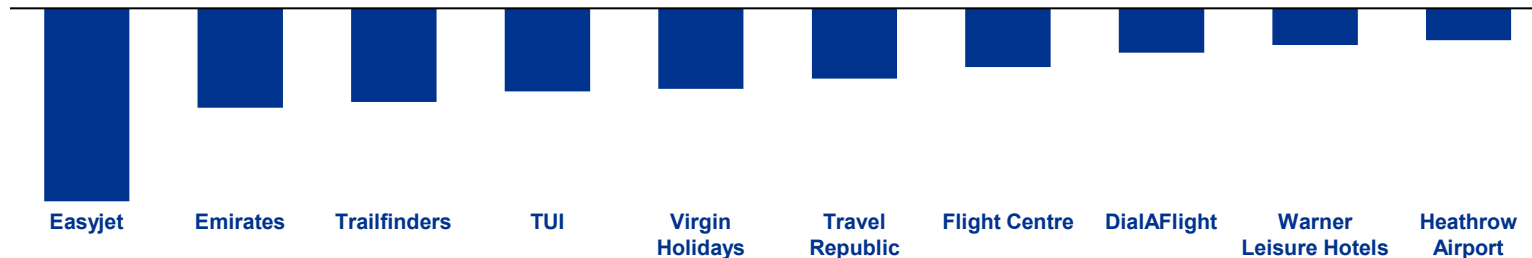
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Source: (a) KPMG analysis, Customer card transaction data (n = 154,218)

Travel & Holiday saw moderate growth in Q1'26, with total spend up **3.8% year-on-year**, driven by increases in **customer numbers** and **transactions per customer**, partially offset by a decline in **average transaction value**.

Growth was over 5% in January and February before slowing to 1.8% in March after the start of the US-Iran conflict.

Growth was led by aggregator and digital-first platforms such as **Booking.com**, **Trip.com** and **Airbnb**, reflecting continued consumer preference for comparison-led booking, offering value and convenience.

In contrast, traditional travel providers and operators, such as **easyJet**, saw weaker performance, in contrast to its package holiday division, reflecting changing consumer buying behaviours.

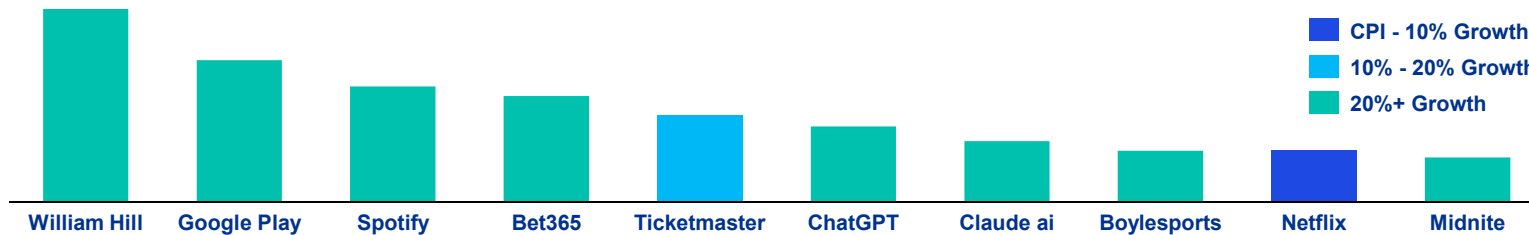
The rising geopolitical tensions are a concern for this sector. Growth was over 5% in January and February before slowing to 1.8% in March. Consumers shifted spending from Airlines and Hotels towards Cruises, as well as to new destinations.

Entertainment & Leisure: Digital services continue to fuel growth as in-person experiences lag behind

	Total spend	=	Number of customers	x	Ave. transactions per customer	x	Ave. transaction value
Q1'26 Vs Q1'25	+9.7%		+1.9%		+2.4%		+5.1%

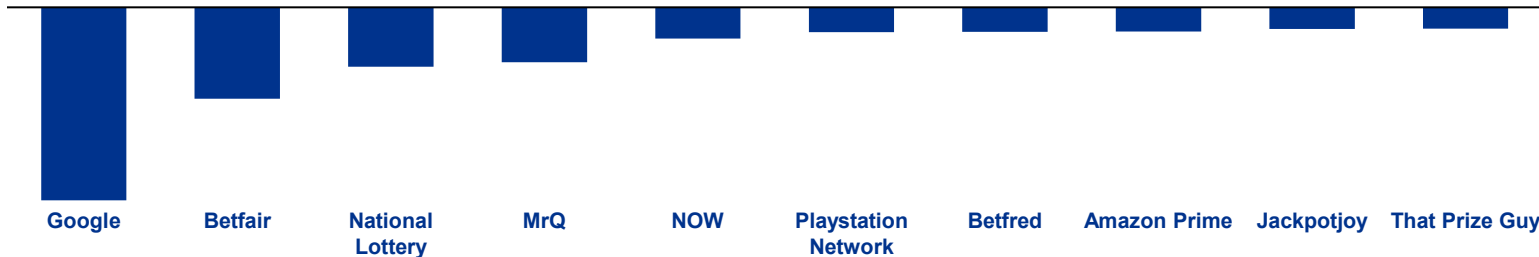
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Source: (a) KPMG analysis, Customer card transaction data (n = 154,218)

Entertainment & Leisure delivered strong growth in Q1'26, with total spend up **9.7% year-on-year**. Growth was supported by increases customer participation, transaction frequency and transaction value. This has been a **consistent trend for over a year now** as consumers have continued to 'treat' themselves in this category.

Digital-first and platform-based players such as **Google Play, Spotify, ChatGPT and Netflix** captured the growth, reflecting continued demand for on-demand and digitally enabled experiences.

Digital Services continue to drive growth, outperforming in-person experience spend.

Fitness was the best performing sub-category, tapping into the health and experience trends, with double digit growth. Gambling, primarily online, also grew well.

Whist traditional and in-person-led experiences, including **cinemas and live entertainment**, were the slowest growing sub-category, Ticketmaster was able to buck this trend.

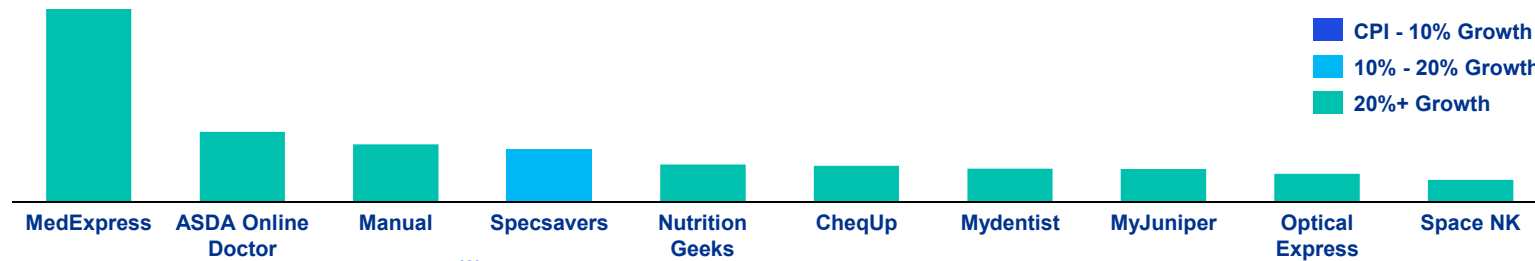
Overall, consumer behaviour continues to shift towards digital-first entertainment, with sustained pressure on traditional in-person formats.

Health & Beauty: Innovative players continue to lead the way, whilst well-established brands lag behind

	Total spend	=	Number of customers	x	Ave. transactions per customer	x	Ave. transaction value
Q1'26 Vs Q1'25	+10.1%		+1.1%		-1.8%		+10.9%

Category top winning players⁽³⁾

Absolute increase and growth rate of sales, Q1'25 vs Q1'26^{(2)(a)} (scale not comparable between charts).



Category top lagging players⁽³⁾

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Source: (a) KPMG analysis, Customer card transaction data (n = 154,218)

Health & Beauty continued to perform strongly in Q1'26, with total spend increasing by 10.1% year-on-year, driven by a rise in customer numbers (+1.1%) and a significant increase in average transaction value (+10.9%), despite a decline in transactions per customer (-1.8%), suggesting **continued** premiumisation, with **consumers trading up to higher-value products**.

Health appeared to triumph over Beauty, with innovative health brands and digital-first players performing well. Brands such as **MedExpress, ASDA Online Doctor and Manual** delivered robust growth, potentially reflecting increased demand linked to **GLP-1 treatments and broader direct-to-consumer healthcare solutions**.

Innovative and digital-first players continue to outperform, driving growth in Health & Beauty.

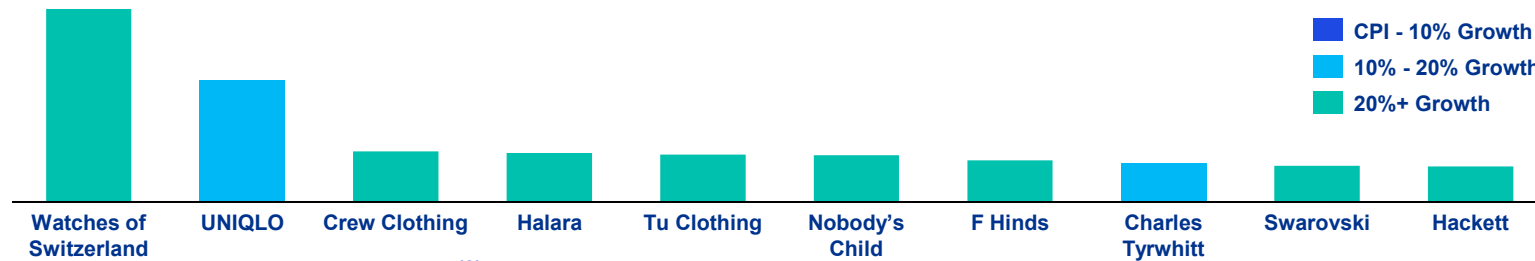
In contrast, well-established beauty-focussed high street brands including **Superdrug, Savers and The Perfume Shop** lagged behind, with several players seeing declines. This marks a **shift in the category**, with Beauty having been a key driver of growth in recent years when consumer budgets were more constrained.

Fashion: with clothing more challenged, some jewellery retailers remain more resilient

	Total spend	=	Number of customers	x	Ave. transactions per customer	x	Ave. transaction value
Q1'26 Vs Q1'25	-2.7%		-2.3%		-1.2%		+0.9%

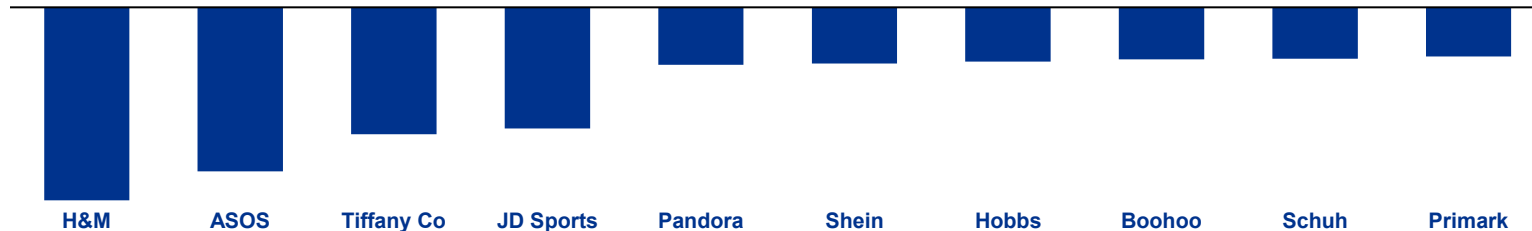
Category top winning players⁽³⁾

Absolute increase and growth rate of sales, Q1'25 vs Q1'26^{(2)(a)} (scale not comparable between charts).



Category top lagging players⁽³⁾

Absolute decrease of sales, Q1'25 vs Q1'26^{(2)(a)} (scale not comparable between charts).



Note: (1) Total spend = Customer Participation x Average transactions per customer x Average transaction value; (2) Quarterly basis: refers to values from the months of January, February, March; (3) Top winning and lagging players defined by highest increase/decrease in absolute spend in the category/channel
Source: (a) KPMG analysis, Customer card transaction data (n = 154,218)

Fashion continued to underperform in Q1'26, with total spend declining by 2.7% year-on-year.

This was driven by declines in customer numbers (-2.3%) and transaction frequency (-1.2%), partially offset by a modest increase in average transaction value (+0.9%), pointing to continued caution among consumers.

Strong performance was seen among select brands such as **Watches of Switzerland** and **UNIQLO**, alongside value-led and niche players including **Tu Clothing** and **Nobody's Child**.

Jewellery remains resilient, with select premium and specialist brands outperforming in a contracting market.

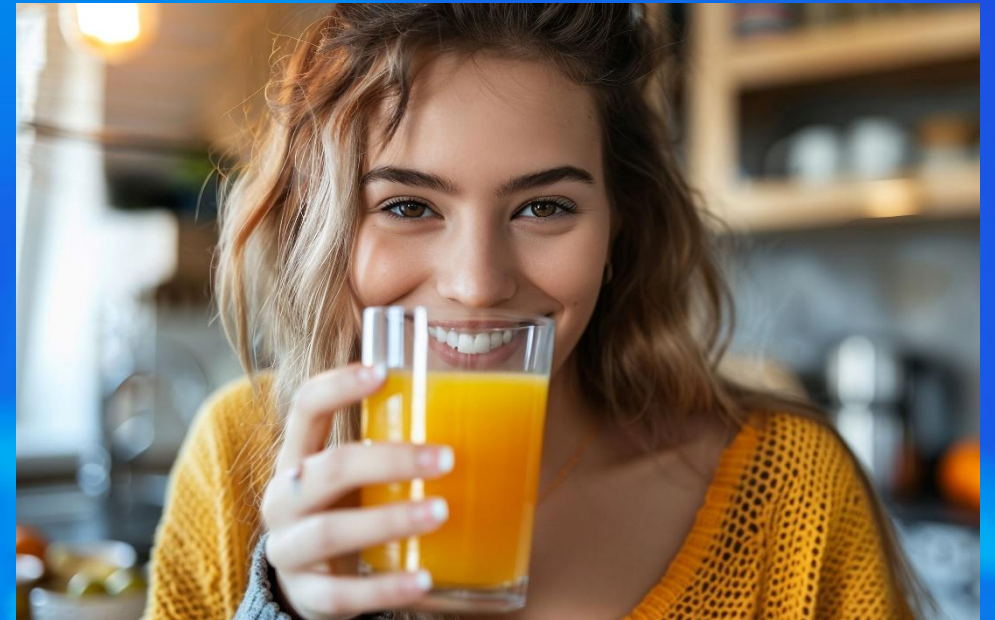
Menswear and Jewellery were the only two sub-categories to see growth this quarter, whilst Womenswear and Footwear struggled.

Major online players including **ASOS** and **Boohoo** continued to lag, reflecting ongoing pressure in the online fast-fashion segment. Whilst **Shein's growth rate has been slowing for some time**, this is the first quarter it has turned negative.

05

Looking for further insights?

We can help



Our analysts can use our detailed data sets to help answer your key strategic questions

Insights on the consumer and your customer base

We can use our **extensive data sets** to help you break down your customers into **demographic dynamics by sub-sector**, including by age, income, and regions.

This level of detail allows you to understand the **unique characteristics and preferences of different customer groups**.

Our **data-driven insights** can help you gain a **deeper understanding of consumer behaviour, identify emerging trends, and anticipate changes** in the market.

Insights on you and your competitors

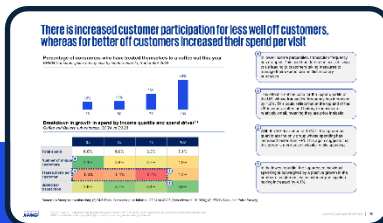
Staying ahead of the competition requires a thorough understanding of the competitive landscape. Our analysts can offer **insights into your competitors' performance, strengths, and weaknesses**.

This information can help you **identify opportunities for differentiation and areas where you can improve your own offerings**.

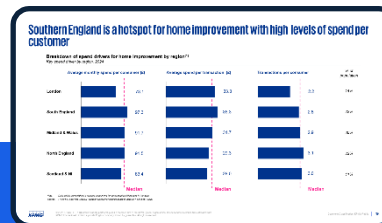
By **analysing market trends and competitor performance**, you can make strategic decisions that **enhance your competitive advantage and drive business growth**.



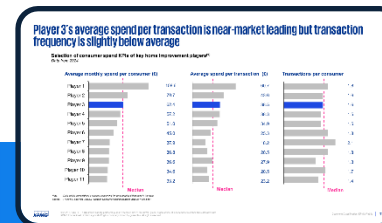
Age



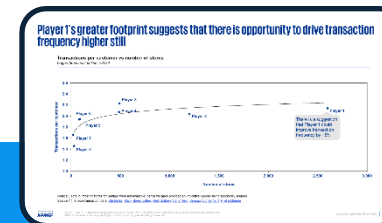
Income



Region



Opportunities vs your competitors



Spend drivers

06

Methodology and additional insights

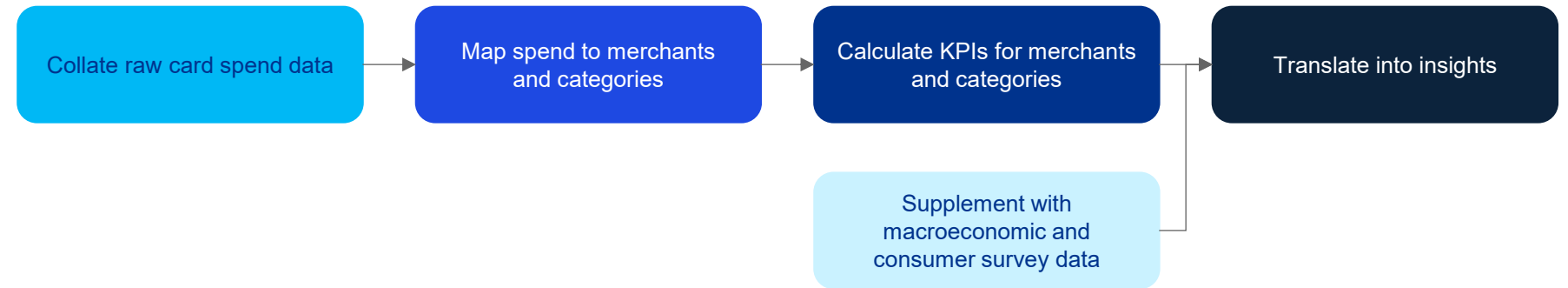


UK consumer spending insights

snoop

- Sample of 154k UK consumer transactions from Q2'24 to Q1'26, scaled to be representative across age, income and region.
- Consumer spending, number of transactions and unique consumers for top 2,000 retailers/merchants (by spend).
- Categorized, tracked and evaluated.
- Supplemented by KPMG Consumer Polling data: quarterly survey of representative sample of 3k UK consumers.
- Consumer spending habits and sentiment in various categories.
- Data Version: April 2026.

Methodology: Our approach to understanding consumer behaviour



- ✓ **154,000 UK users** to create a **nationally representative⁽¹⁾** data set, tracking spend across all their credit/debit cards.
- ✓ Data can be analysed by **region, age and income quartile**.
- ✓ **Tracking of top 2,000 merchants** who can be analysed individually.

- ⚠ Trading **results focus on sales and not margins**, given the nature of the data set.
- ⚠ Category mapping is **inferred by type of merchant**, and isn't as effective for merchants selling a wide variety of categories (e.g. marketplaces).
- ⚠ **Smaller and more premium merchants**, and some demographics sometimes have **small sample sizes**.

Note: (1) Base data is scaled up from the sample to be nationally representative. This is done across age, income and regional demographics.

More insights for you

01

[Owning the Unknowns and no regret decisions for Consumer leaders](#)

Date released: March 2026.

02

[KPMG X The Grocer: Stand still, fall behind; why food and drink leaders must keep one eye on the future](#)

Date released: March 2026.

03

[Retail Sales Monitor with the BRC](#)

Monthly update.

04

[KPMG X The Grocer: Less is more; how marketers can sharpen tech tools to unlock long-term value](#)

Date released: April 2026.

05

[UK Economic Outlook – March 2026](#)

Date released: March 2026.



Want to hear more? Contact our team



Linda Ellett

Industry Lead Consumer
Retail & Leisure

E: linda.ellett@kpmg.co.uk



Will Hawkley

Head of Leisure

E: will.hawkley@kpmg.co.uk



Oxana Miroshnichenko

Consumer and Beauty
The Strategy Group

E: oxana.miroschnichenko@kpmg.co.uk



Simon Harden

Grocery & Food
The Strategy Group

E: simon.harden@kpmg.co.uk



Richard Potter

Out of Home, Travel & Leisure
The Strategy Group

E: richard.potter@kpmg.co.uk



Suzanne Hartnell

Consumer, Retail and Leisure
Sector Marketing and Market
Research

E: suzanne.hartnell@kpmg.co.uk



David Larsson

Consumer, Retail & Leisure
Growth & M&A

E: david.larsson@kpmg.co.uk



Hugh Ayling

E-Commerce and Online Retail
The Strategy Group

E: hugh.ayling@kpmg.co.uk



Tom Williamson

Consumer & Retail
The Strategy Group

E: tom.williamson@kpmg.co.uk



Ashley Rolls

Retail Partner
Consumer & Retail Industry

E: ashley.rolls@kpmg.co.uk



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Create | CRT167222A | April 2026