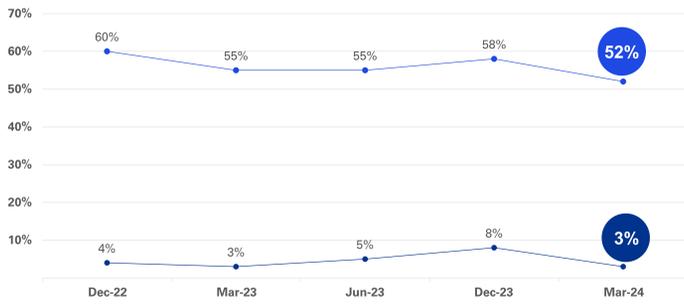


UK Consumer Pulse Snapshot

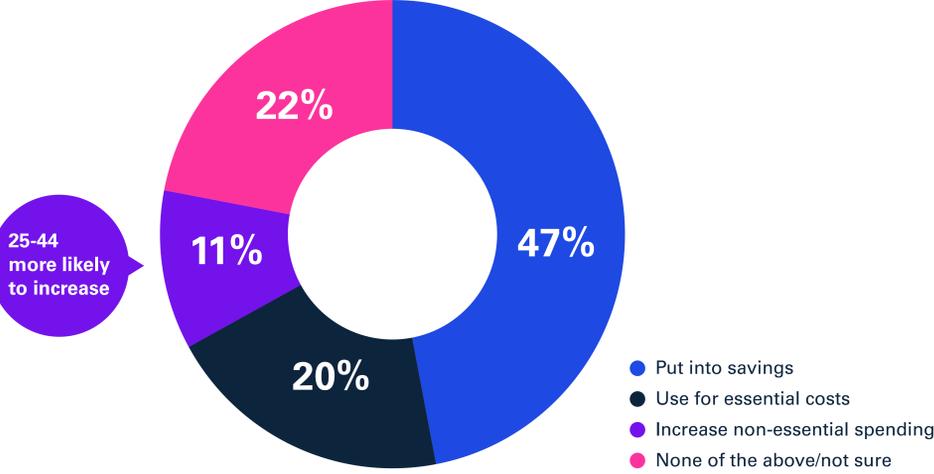
April 2024



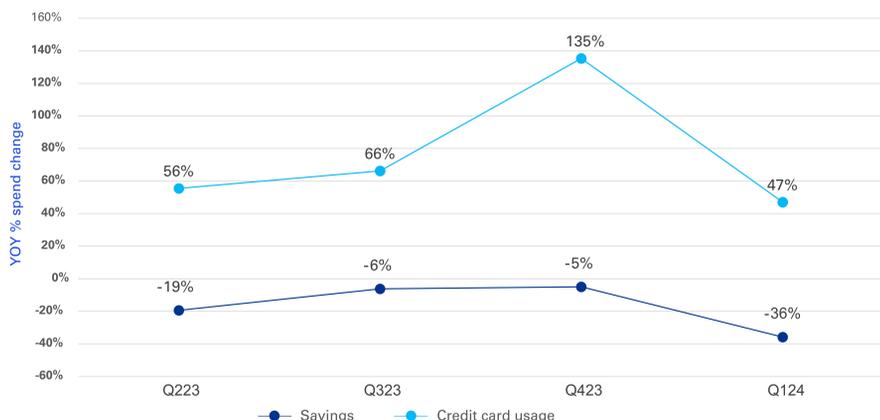
Consumers continue to cut non-essential spend*



...Saying any extra money in their pocket is more likely to go into savings*



Whilst macroeconomic factors might start to show green shoots, consumers continued to use more credit and save less



Snoop spending data: savings and credit card spend YOY Q223-Q124**

They are balancing priorities to still be able to treat themselves

What's hot?

Consumers say they are **treating themselves** with*:

- Sweet treats at home **31%**
- A coffee out **25%**
- Takeaways at home **25%**

And some have already invested in **'big ticket'** items this year*

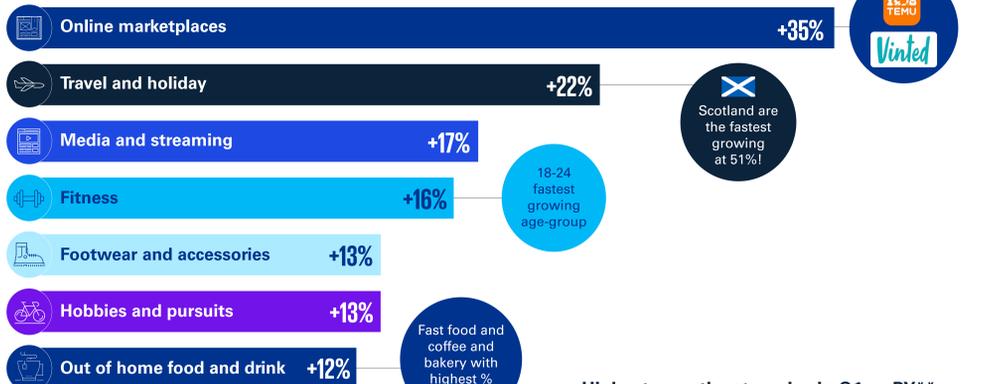
- Have booked a holiday (+8pts vs PY) **25%**
- Have invested in home improvements (-12pts vs PY) **10%**
- Have invested in home appliances **10%**

What's not?

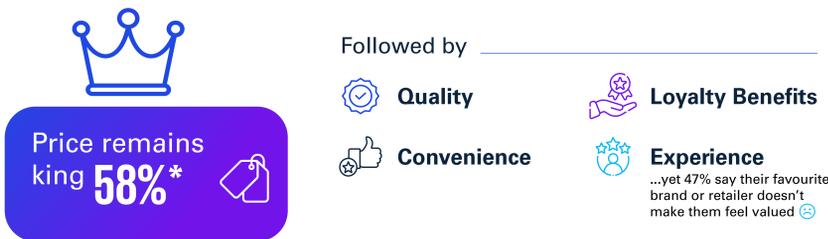
The **top 5** areas they say they are **cutting back***:

- Eating out (+9pts vs PY) **72%**
- Clothing (+8 pts vs PY) **62%**
- Takeaways (+3 pts vs PY) **58%**
- Travel/Holidays (+8 pts vs PY) **44%**
- Weekly food & drink shopping (+5 pts vs PY) **44%**

Snoop customers flocked to online marketplaces and also increased spend in some more surprising areas



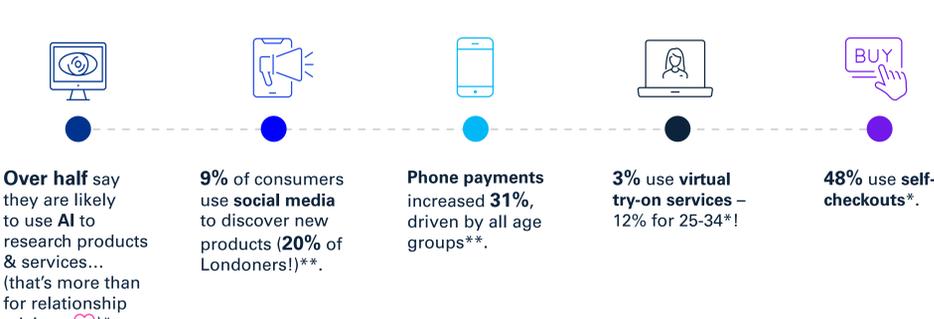
So what's top of mind when consumers are choosing where to spend?



They might be enticed by loyalty benefits, but they aren't afraid to switch



How is tech changing their purchasing journey?



Dive into the data with us to understand what it means for you. Get in touch.



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*KPMG survey of 3000 nationally representative UK consumers; quarterly from December 2022 to March 2024.
**Snoop spending data YOY Jan-Mar 2024 from transactions of approx. 100k nationally representative users.

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