

UK Consumer Quarterly report

GDP

0.4%

GDP fell by 0.4% in Q3 2019.

Consumer Spending

0.3%

Consumer spending rose by 0.3% in Q3 2019.

Average Spend

£587

The average amount spent per week per adult in Q3 2019.

London

£674

The highest average amount spent per week per adult in Q3 2019 was highest in London at £674.

Household Savings Ratio

5.5%

The Household Savings Ratio rose by 5.5% in Q3 2019.

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What you get from our UK Consumer reports

- ✓ **Key economic trends from the latest available data**
- ✓ **A balanced and holistic view of the industry**
- ✓ **Insight into the data for context which helps you inform decisions**
- ✓ **Identification of key risks and opportunities across the different sectors**
- ✓ **Learn about the difference in spending across the UK**
- ✓ **Insight into weather data and how it affects behavioural trends**
- ✓ **Covid-19 related insights to assist your forward planning**



COVID-19 Service

We conduct extensive research and analysis on the impact of coronavirus (COVID-19) on the UK retail and leisure industry. Our service consists of frequent, timely analysis and updates in a variety of formats so you can absorb the information quickly in a way that best suits you.

What you get

1. Impact assessment reports for UK retail and leisure

These reports provide an in-depth analysis of the COVID-19 impact on the UK retail and leisure industry including consumer panel surveys, economics analysis, forecasts and other insights.

2. COVID-19 Quick Responses

Get the latest updates from retailers and the wider industry on the impact of COVID-19 as an when it happens - delivered directly to your inbox.

3. Consumer panel research

For the critical duration, we conduct fortnightly surveys using a panel of over 2,000 households to measure: 1) Behavioural shifts 2) Confidence 3) Sentiment These extensive surveys have proved to be a very accurate indicator of future trading vulnerabilities for the industry.

4. Weekly newsletter

Every week we produce a summary of all the 'need-to-know facts and stats' related to the impact of coronavirus on the retail and leisure industry broken down by sector (e.g. clothing & footwear, food, home and more) and by channel.

5. Economic chartbook

Produced monthly, a summary of all the critical macroeconomic data and trends in an easily digestible chartbook format. Ideal for identifying trends.

[CLICK HERE TO EXPLORE SERVICE NOW ➔](#)

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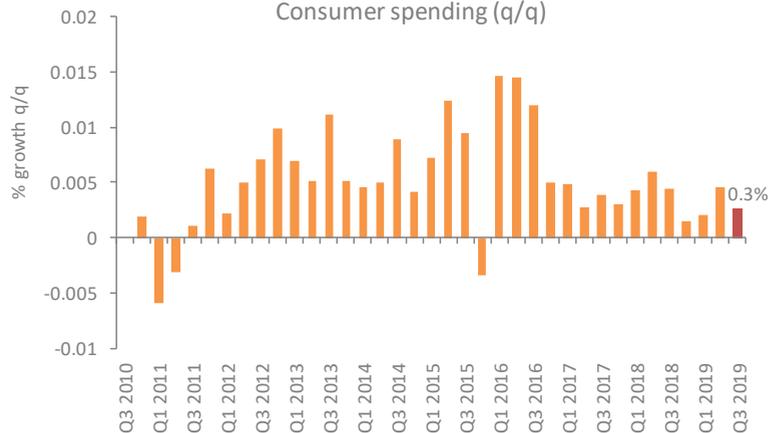
SOME SECTIONS OMITTED





Consumer spending falls back in Q3

Consumer spending (q/q)



Source: ONS

Consumer Spending

- Consumer spending reached £330,240m in the third quarter of 2019, rising by 0.3% from the upwardly revised £329,364m in the previous quarter.
- On an annual basis, consumer spending rose by 1.1% in Q3 compared with the same quarter in 2018, marking the weakest annual rise since Q1 2012.

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1

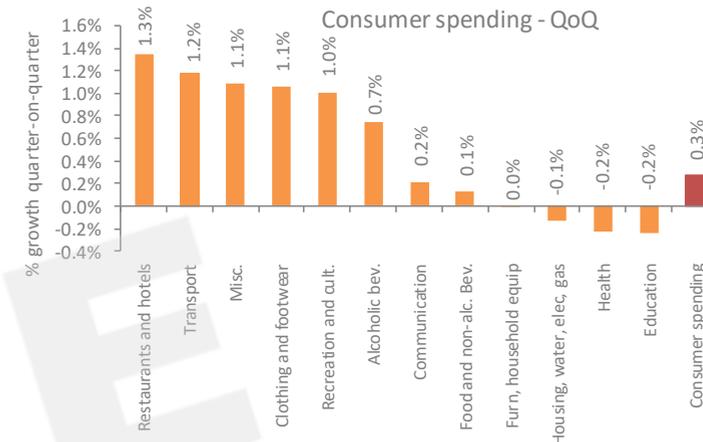
Consumer Spending

- The rise in the second quarter was driven by a 1.3% uplift quarter-on-quarter by spending on restaurants and hotels which bounced back from a decline in the previous quarter.
- Elsewhere, spending on Recreation & Culture edged up by 1.0% in the quarter from 0.4% in Q2 while expenditure on housing (which represents c26% of total consumer spending) fell by 0.1% in Q3.

2

Expenditure on restaurants and hotels leads the way in Q3

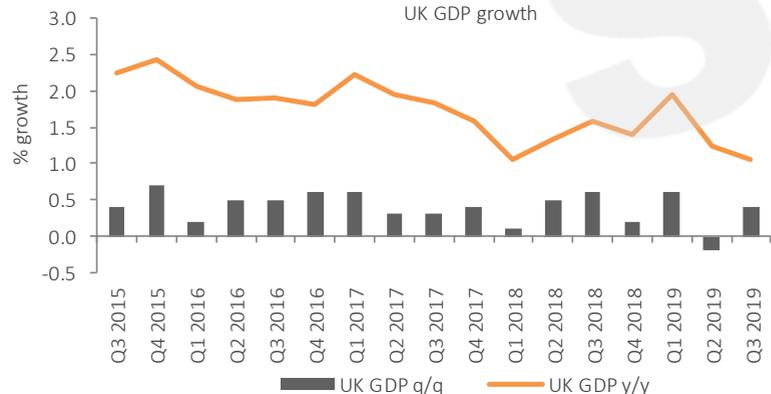
Consumer spending - QoQ



Source: ONS

GDP bounces back

UK GDP growth



Source: ONS

Gross Domestic Product

- GDP rose by 0.4% quarter-on-quarter in Q3 2019. This was revised up 0.1 percentage points from the previous estimate.
- This was an improvement on the 0.2% fall experienced in the second quarter.
- The underlying picture continues to point to a slowdown in activity, with growth of 1.1% on Q3 2018.

3

Looking ahead

- Looking ahead, CPI inflation is expected to ease in the first half of 2020, the backdrop for household spending is likely to deteriorate as tentative signs of a weaker labour market materialise in the form of slowing employment and slackening wage growth.
- Real wages are expected to fall from 1.80% in the final quarter of 2019 to 1.25% by the end of 2020, conditioned on a smooth exit from the EU.

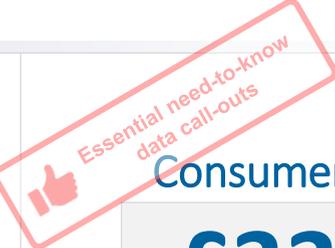
4

Challenging conditions could be on the horizon for consumers

Average earnings growth vs. Inflation



Source: ONS, Retail Economics analysis



Consumer Spending

£330bn

Consumer spending reached £330,240m in Q3 2019.

Consumer Spending

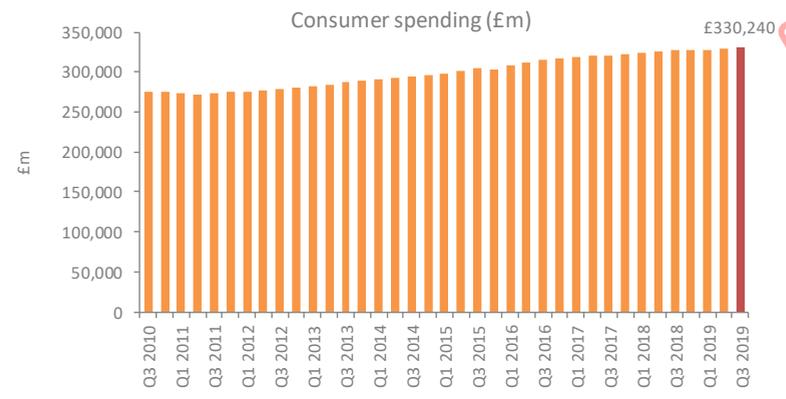
0.3%

Consumer spending rose 0.3% in Q3 2019 on the previous quarter.

The rise in the second quarter was driven by a 0.9% uplift in expenditure on housing, which represents just over a quarter of total consumer spending.

Total Consumer Spending – Q3 2019

- Consumer spending reached £330,240m in the third quarter of 2019, rising by 0.3% from the upwardly-revised £329,364m in the previous quarter.
- This marked a slowdown on the 0.5% uplift in Q2, as expenditure on Housing (which represents c26% of total consumer spending) fell by 0.1% in Q3. Additionally, spending on Furniture & Household Equipment was flat, and spending on Clothing & Footwear slowed to 1.1%.
- Elsewhere, spending on Recreation & Culture edged up by 1.0% in the quarter from 0.4% in Q2.
- On an annual basis, consumer spending rose by 1.1% in Q3 compared with the same quarter in 2018, marking the weakest annual rise since Q1 2012.
- Spending declined across Alcoholic Beverage (-1.4%), Communication (-0.7%) and Education (-2.1%).
- Clothing & Footwear (+6.0%) remained the fastest growing category, although spending slowed on the 6.9% rise in the previous quarter.
- Spending ramped up on Transport (+2.2%) and Restaurant & Hotels (+1.3%) following declines in the previous quarter, albeit against weak comparatives.
- Data for Q4 2019 will be released in March 2020. Looking ahead, the macroeconomic environment will remain challenging, with GDP expected to rise modestly by just 1.0% in 2020.
- Although CPI inflation is expected to ease in the first half of 2020, the backdrop for household spending is likely to deteriorate as tentative signs of a weaker labour market materialise in the form of slowing employment and slackening wage growth.



Source: ONS, Retail Economic analysis

Q3 2019	£m	Growth q/q	Growth y/y
Consumer spending	£330,240	0.3%	1.1%
Food and non-alc. Beverages	£25,322	0.1%	0.8%
Alcoholic beverages	£10,135	0.7%	-1.4%
Clothing and footwear	£17,545	1.1%	6.0%
Housing, water, elec, gas	£85,293	-0.1%	0.9%
Furniture, household equip	£16,376	0.0%	2.0%
Health	£6,415	-0.2%	0.2%
Transport	£43,034	1.2%	2.2%
Communication	£5,127	0.2%	-0.7%
Recreation and culture	£36,683	1.0%	1.8%
Education	£7,205	-0.2%	-2.1%
Restaurants and hotels	£29,787	1.3%	1.3%
Misc.	£43,889	1.1%	1.1%

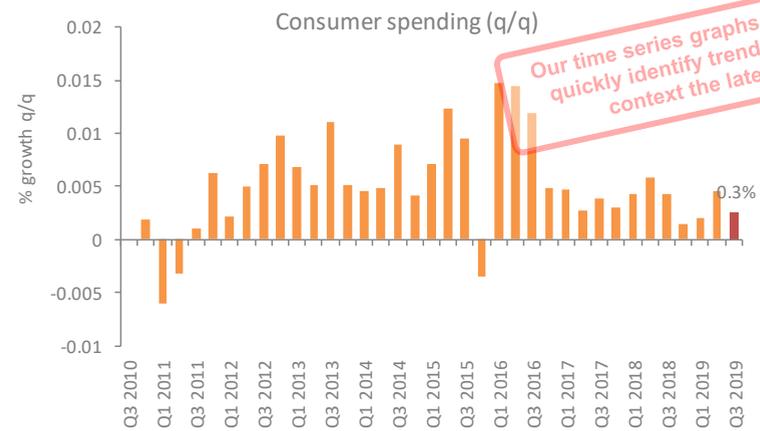
Source: ONS, Retail Economic analysis

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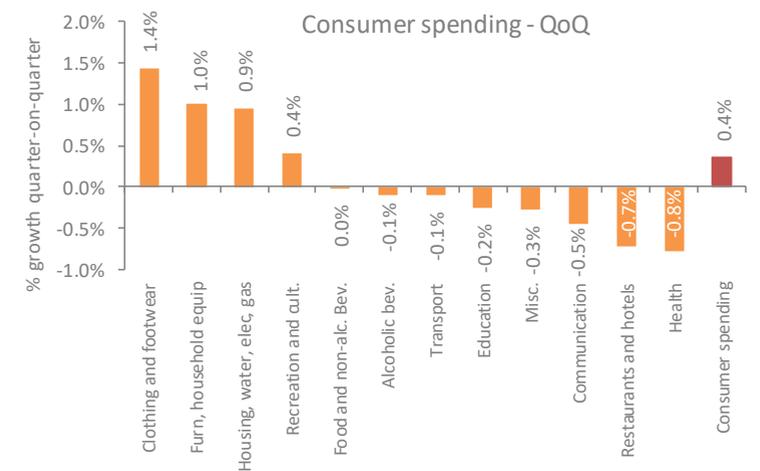
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Total Consumer Spending – Q3 2019

- Real wages are expected to fall from 1.80% in the final quarter of 2019 to 1.25% by the end of 2020, conditioned on a smooth exit from the EU.
- The pace of structural change in retail and leisure will remain challenging, with casualties expected as firms struggle to restructure business in time to react to a highly competitive and developing multichannel environment.
- Retail Economics estimates there's c.20% overcapacity of physical space among multiple retailers in the UK.
- The retail property market was under intense pressure in 2019 as investor sentiment, rental demand and capital valuations hit decade-lows. Downward pressure on rents is unlikely to ease in 2020.
- Operating costs faced by retailers rose by 2.5% in 2019 and is expected to remain near current levels in 2020.
- However, there is considerable uncertainty around the future costs of employment and supply of EU labour. Pressure from the National Living Wage and National Minimum Wage – which is set to rise on 1 April – is expected to add some £1.5bn to the cost of labour in retail, when considering the impact of maintaining wage differentials.
- Such cost pressures, alongside the need to invest to keep up with new trading realities, has seen pre-tax margins among the top 150 UK retailers more than halve from 8.8% in 2009-10 to 4.1% in 2017-18.



Source: ONS, Retail Economic analysis



Source: ONS, Retail Economic analysis

Household Savings Ratio

5.5%

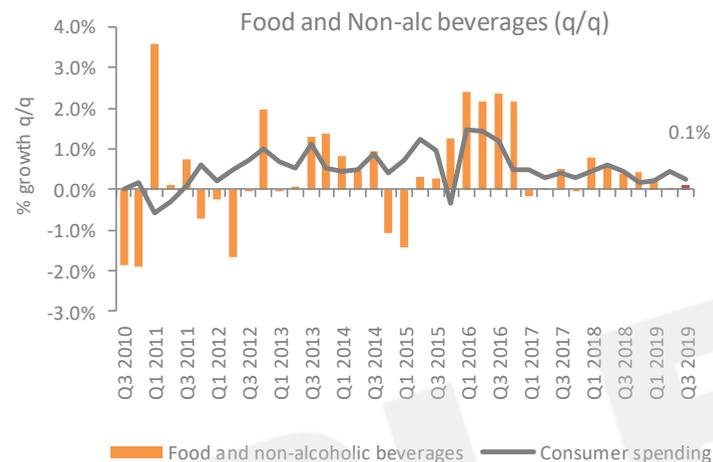
The savings ratio slowed to 5.5% in Q3 2019.

The pace of structural change in retail and leisure will remain challenging, with casualties expected as firms struggle to restructure business in time to react to a highly competitive and developing multichannel environment.

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Consumer Spending: Food and Non-Alcoholic Beverages – Q3 2019

- Consumers spent £25,322m on food and non-alcoholic beverages in Q3 2019. This was a 0.1% uplift compared with the previous quarter.
- This was a slight improvement on last quarter’s broadly flat growth, but nevertheless close to the weakest growth since Q4 2017.
- On an annual basis, spending across Food and Non-Alcoholic Beverages rose by 0.8%, slowing on the 1.1% rise reported in Q2 and the second-weakest rise in almost four years.
- The average household spent £62 per week during the Q3 2019, broadly aligned to the average amount spent in recent quarters.
- The most affluent households spent on average £92 per week, almost three times greater than the least affluent households (£32).
- Average households in the South East spent the most with consumer spending at £65 per week, compared with £53 in the North East.



Source: ONS, Retail Economic analysis

Q3 2019	£m	Growth q/q	Growth y/y
Food and non-alcoholic beverages	£25,322	0.1%	0.8%
Food	£22,491	0.0%	0.9%
Breads and cereals	£4,128	0.6%	2.2%
Meat	£4,668	0.0%	0.8%
Fish	£851	1.9%	1.3%
Milk, cheese and eggs	£2,485	-0.3%	0.3%
Oils and fats	£571	6.7%	-6.1%
Fruit	£2,604	-0.2%	-0.6%
Vegetables	£3,441	-0.1%	1.3%
Sugar and sweet products	£2,999	-1.9%	0.5%
Other food	£744	0.8%	6.7%
Non-alcoholic beverages	£2,831	0.8%	0.6%
Coffee, tea and cocoa	£833	2.5%	7.9%
Mineral water and soft drinks	£1,998	0.1%	-2.1%

Source: ONS, Retail Economic analysis

Quarterly Growth

0.1%

Spending on Food and Non Alcoholic Beverages in Q3 2019 rose 0.1% on the previous quarter.

Consumer Spend

£25bn

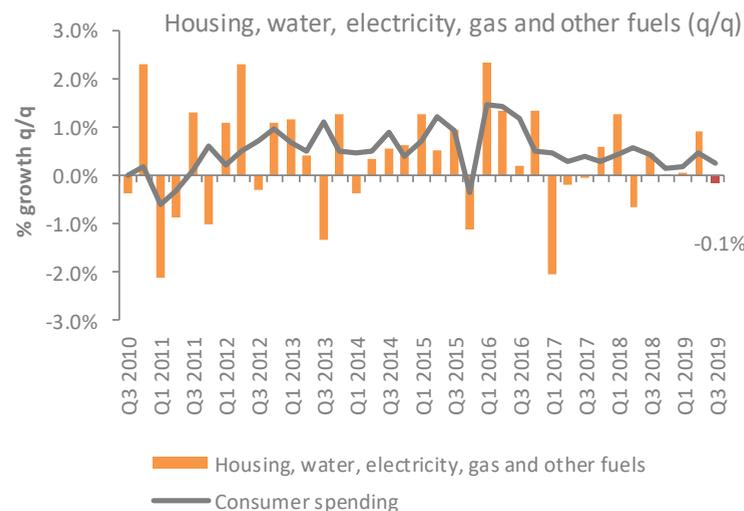
The total spent on Food and Non-Alcoholic Beverages in Q3 2019 was £25,322m.

The most affluent households spent on average £92 per week, almost three times greater than the least affluent households (£32).

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Consumer Spending: Housing, Water, Electricity, Gas and other fuels – Q3 2019

- Spending on housing, water, electricity, gas and other fuels fell by 0.1% in Q3 2019 compared with the previous quarter with total spending reaching £85,293m.
- On an annual basis, spending continued to rise, up 0.9% in Q3 2019, from a 1.5% rise in the previous quarter.
- Spending on imputed rentals from owner-occupiers rose by 0.8% in Q3 compared with the previous year; this accounts for almost two thirds of spending within this category.
- Actual rentals paid by tenants also rose in Q3 by 2.0% on an annual basis. Spending in this component continues to slow, reporting its lowest level (on an annual basis) since Q4 2017.
- Elsewhere, spending on electricity, gas and other fuels fell in Q3 2019, down 0.9% on an annual basis, from a 7.0% rise in Q2 2019.
- Average households spent £77 per week on this category in Q3 2019.
- The average London household spent approximately £125 per week on Housing while households in Northern Ireland and the North East spend an average of £54.
- In terms of income decile, the most affluent households spend £102 per week, compared with the least affluent which spend just £52 per week.



Source: ONS, Retail Economic analysis

Q3 2019	£m	Growth q/q	Growth y/y
Housing, water, electricity, gas and other fuels	£85,293	-0.1%	0.9%
Actual Rentals Paid By Tenants	£21,897	0.5%	2.0%
Imputed rentals for owner-occupiers	£52,637	0.4%	0.8%
Mats For Maintenance & Repair Of Dwellings	£659	-0.3%	-10.1%
Water Supply & Miscellaneous Services	£2,527	0.3%	1.5%
Electricity, Gas & Other Fuels	£7,500	-5.6%	-0.9%

Source: ONS, Retail Economic analysis
* Not exhaustive or mutually exclusive

We draw on a range of consumer spending categories, providing you with a comprehensive view

Quarterly Growth

-0.1%

Spending on Housing, Water, Electricity, Gas and Other Fuels fell by 0.1% on the previous quarter.

Consumer Spend

£85bn

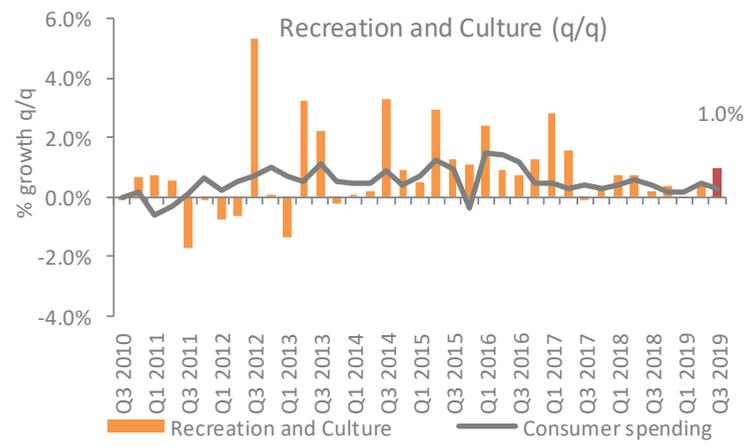
The total spent on Housing, Water, Electricity, Gas and Other Fuels in Q3 2019 was £85,293m.

Actual rentals paid by tenants rose by 2.4% on an annual basis, which is the weakest rise since Q1 2018.

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Consumer Spending: Recreation and Culture – Q3 2019

- Spending on Recreation & Culture accelerated in Q3, rising by 1.0% compared with the previous quarter. Total spending on Recreation & Culture reached £36,683m for the period.
- Three out of five of the broad sub-components reported a rise in Q3 on a quarterly basis. Indeed, the Audio Visual Equipment (+2.3%) and Recreational & Cultural (+1.1%) components were the strongest performing.
- On an annual basis, growth remained strong for Audio Visual Equipment (+7.3%) with a significant rise also seen in Other Recreational Goods (+3.7%).
- The Visa UK Consumer Spending Index for Recreation & Culture was broadly flat in the third quarter, having fallen 1.0% in Q2.
- Average households spent £77 per week on Recreation & Culture in Q3 2019. This accounts for c.11% of total consumer spending.
- The South East spent the most by some margin at £96 per week. This was significantly stronger than the average household spend in Northern Ireland of £55 per week.
- In terms of household income decile, the most affluent households spent £173 per week on Recreation & Culture, almost seven times more than the least affluent households which spent just £25.



Source: ONS, Retail Economic analysis

Q3 2019	£m	Growth q/q	Growth y/y
Recreation and Culture	£36,683	1.0%	1.8%
Audio-Visual, Photo & Information Processing	£6,877	2.3%	7.3%
Outdoor Recreation & Culture and other	£3,523	-0.7%	-3.1%
Other Recreational Goods	£10,951	1.0%	3.7%
Recreational & Cultural Services	£12,731	1.1%	0.4%
Newspapers, Books & Stationery	£2,601	-0.5%	-6.2%

Source: ONS, Retail Economic analysis
* Not exhaustive or mutually exclusive

Quarterly Growth

1.0%

Spending on Recreation & Culture in Q3 2019 rose by 1.0% on the previous quarter.

Consumer Spend

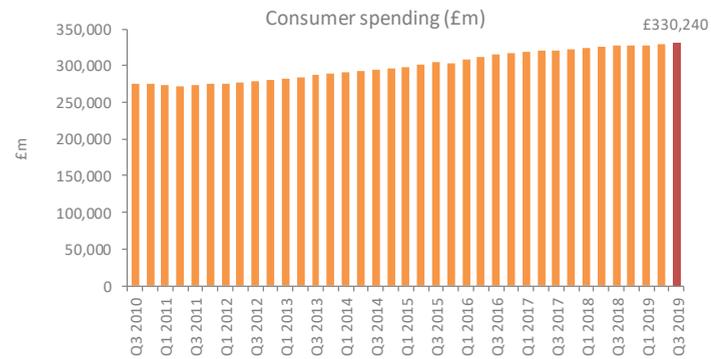
£37bn

The total spent on Recreation & Culture in Q3 2019 was £37,683m.

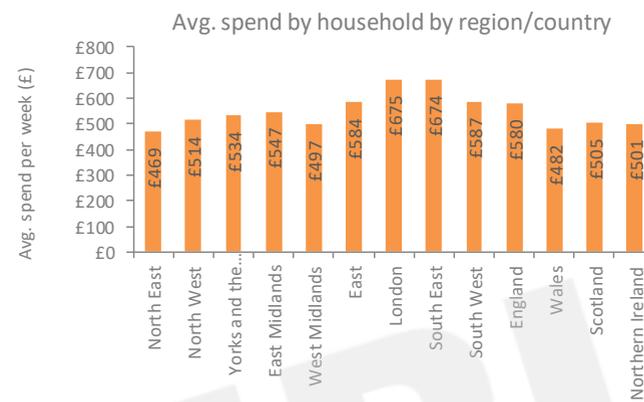
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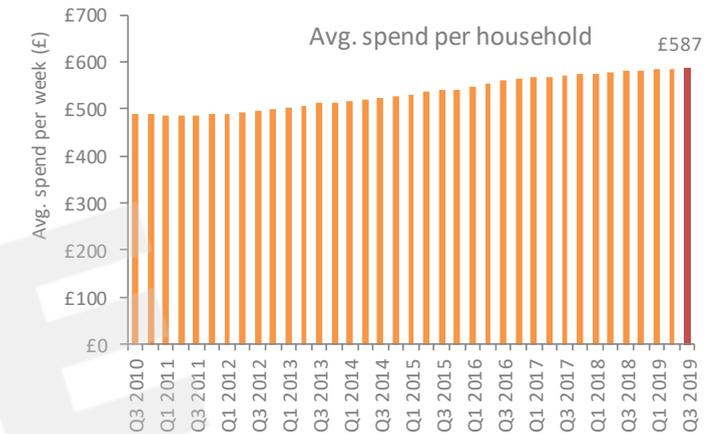
Consumer Spending – Q3 2019



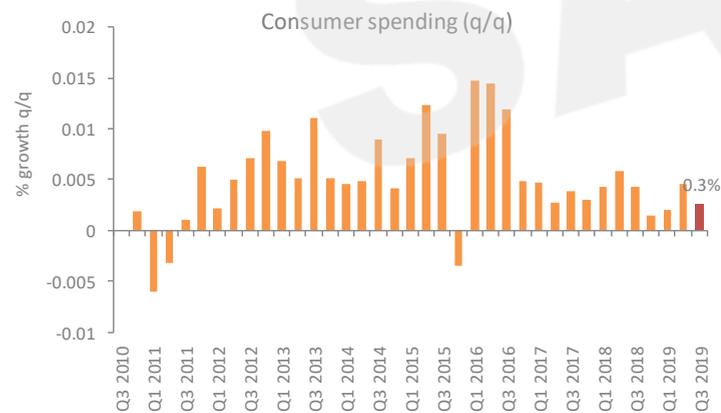
Consumer Spending by Region – Q3 2019



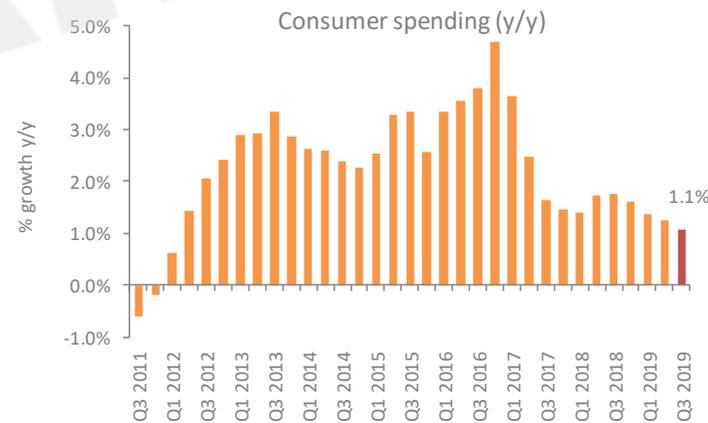
Average Consumer Spend per Household – Q3 2019



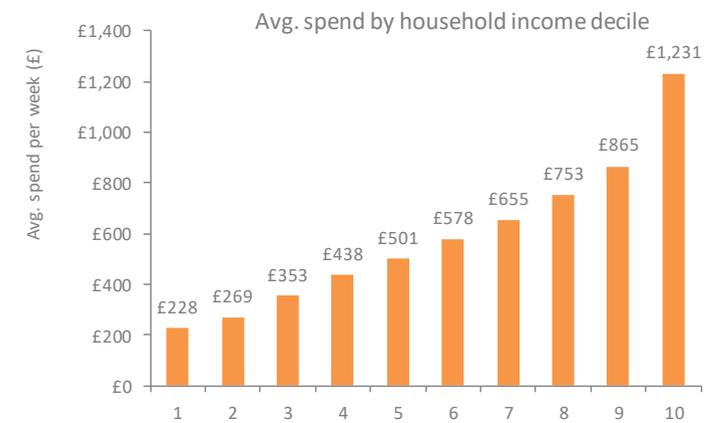
Consumer Spending, QoQ Growth – Q3 2019



Consumer Spending, YoY Growth – Q3 2019



Average Consumer spend by Income Decile – Q3 2019

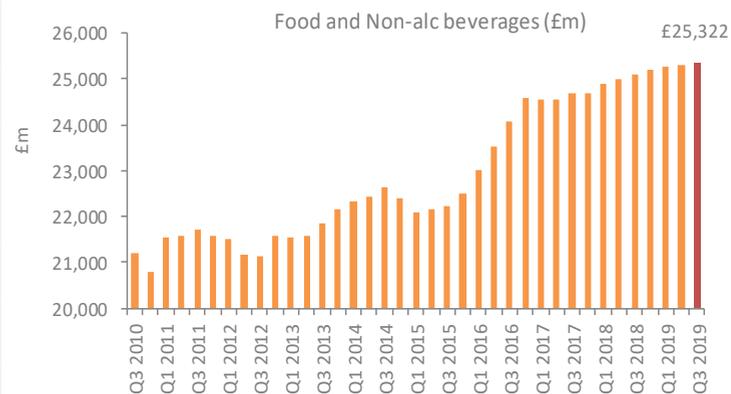


Source: ONS, Retail Economic analysis

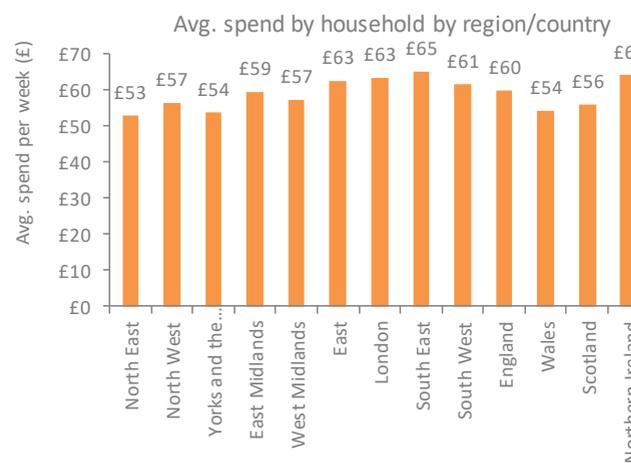
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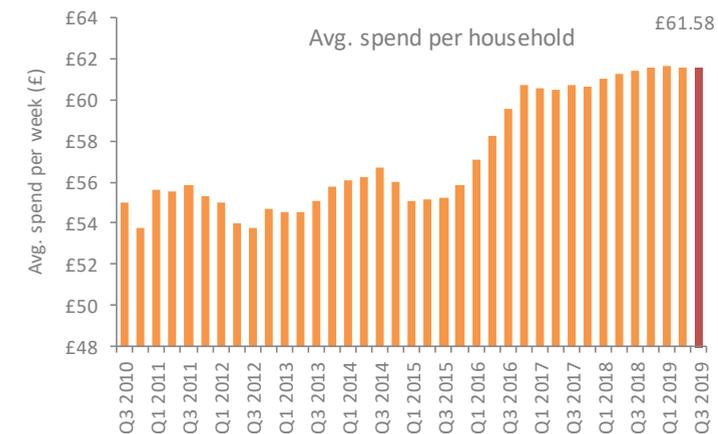
Consumer Spending – Q3 2019



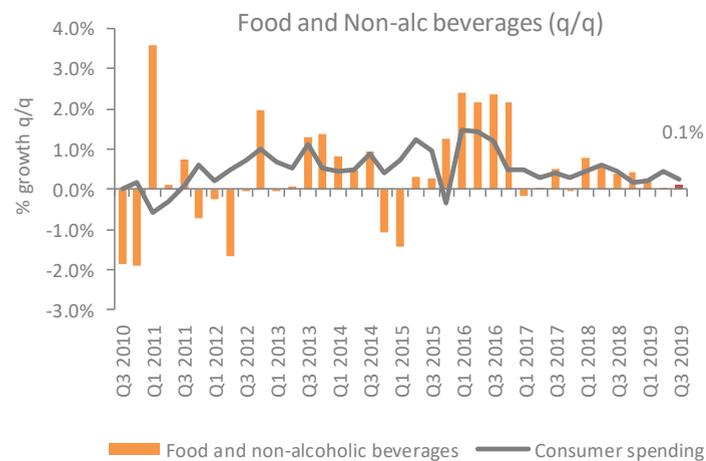
Consumer Spending by Region – Q3 2019



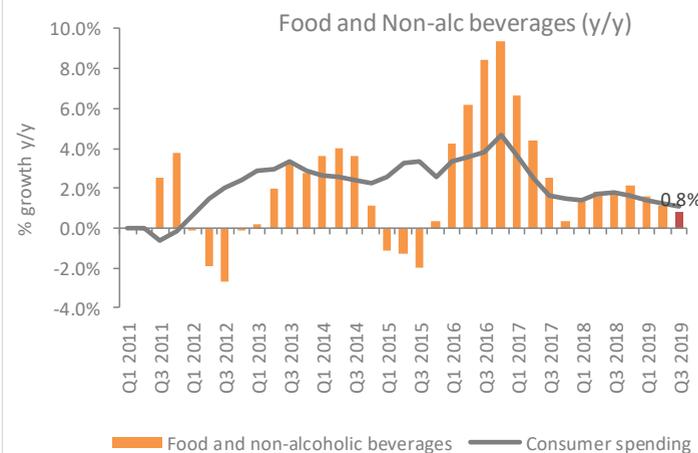
Average Consumer Spend per Household – Q3 2019



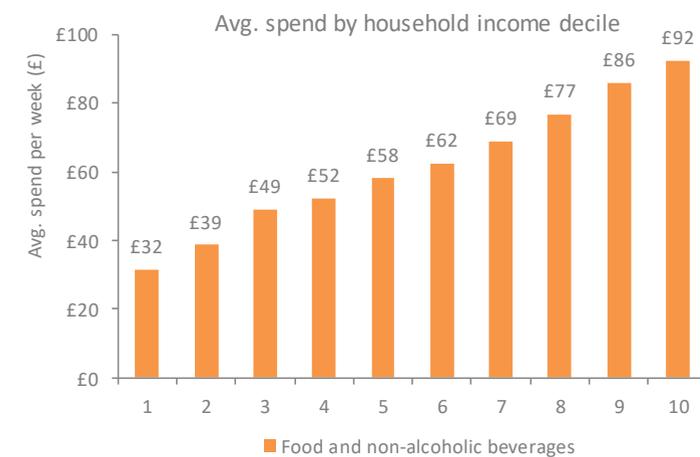
Consumer Spending, QoQ Growth – Q3 2019



Consumer Spending, YoY Growth – Q3 2019



Average Consumer spend by Income Decile – Q3 2019



Source: ONS, Retail Economic analysis

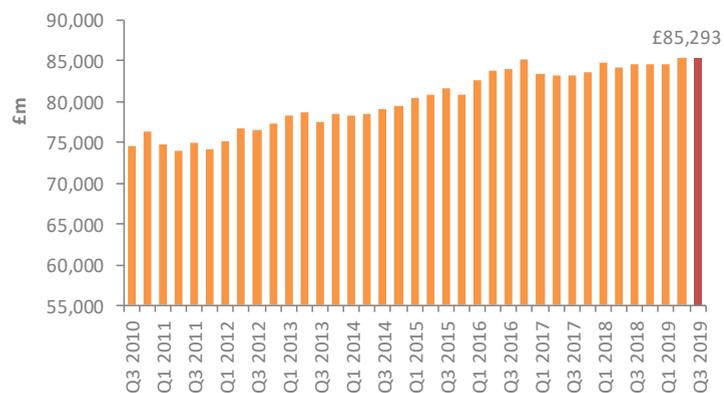
Source: ONS, Retail Economic analysis



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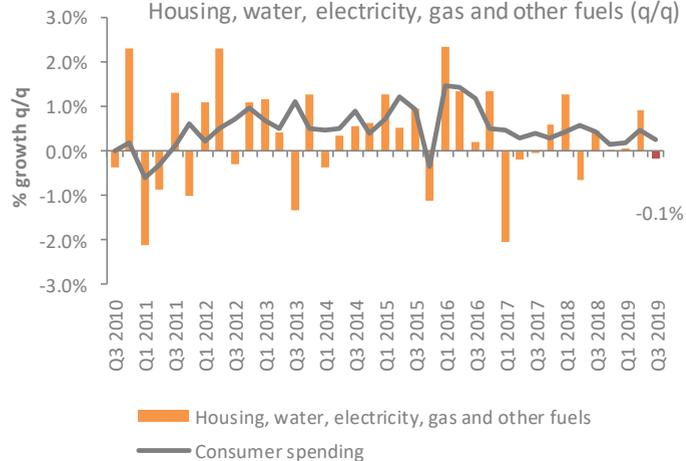
Consumer Spending – Q3 2019

Housing, water, electricity, gas and other fuels (£m)



Consumer Spending, QoQ Growth – Q3 2019

Housing, water, electricity, gas and other fuels (q/q)



Source: ONS, Retail Economic analysis

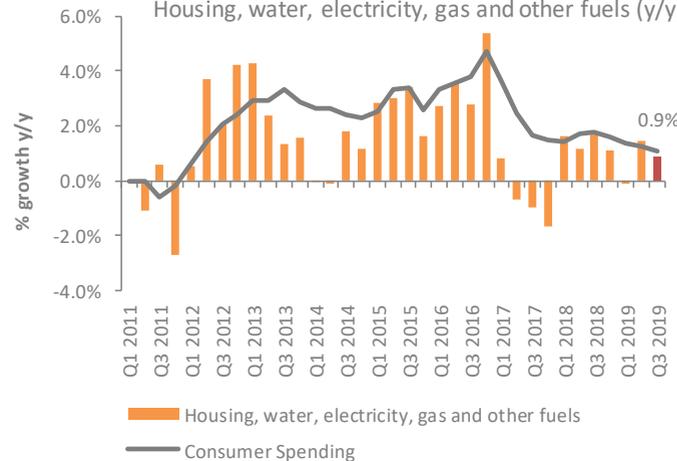
Consumer Spending by Region – Q3 2019

Avg. spend by household by region/country



Consumer Spending, YoY Growth – Q3 2019

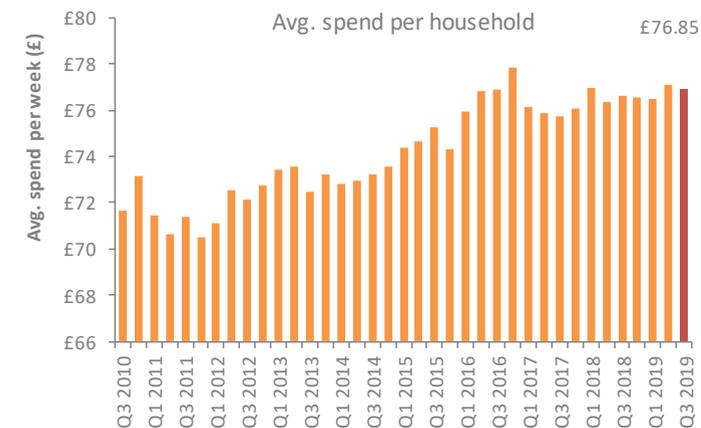
Housing, water, electricity, gas and other fuels (y/y)



Source: ONS, Retail Economic analysis

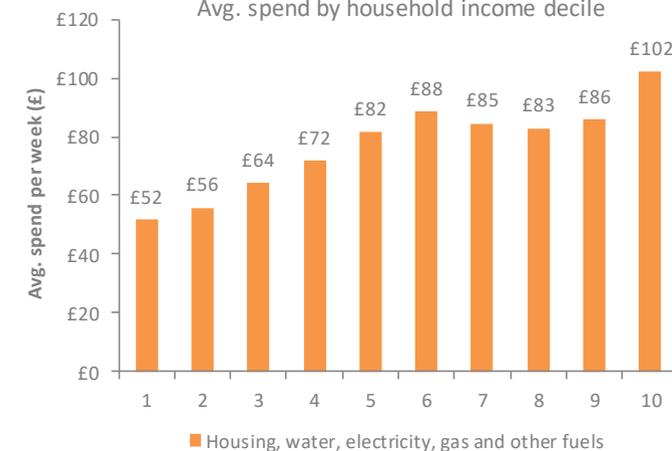
Average Consumer Spend per Household – Q3 2019

Avg. spend per household



Average Consumer spend by Income Decile – Q3 2019

Avg. spend by household income decile

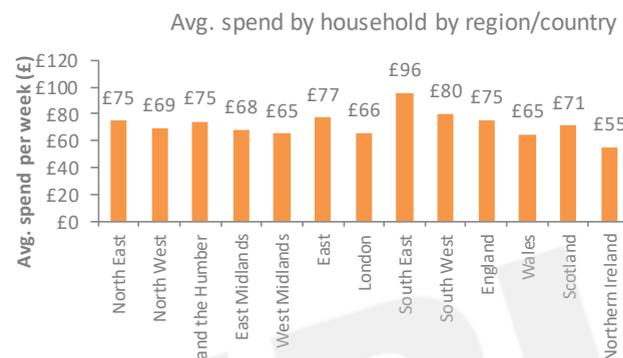


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- Executive Summary
- Total Consumer Spending
- Food & Non-Alc Beverages
- Alc Beverages and Tobacco
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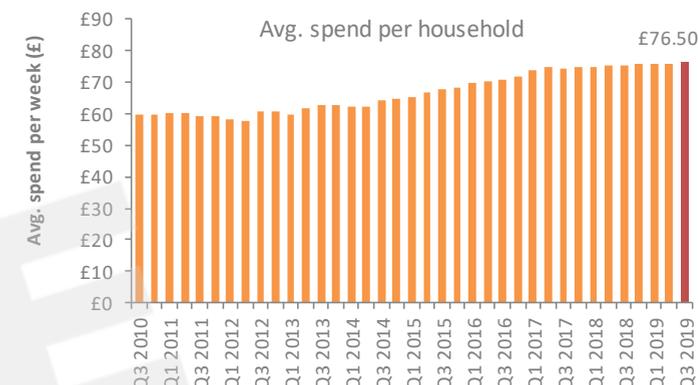
Consumer Spending – Q3 2019



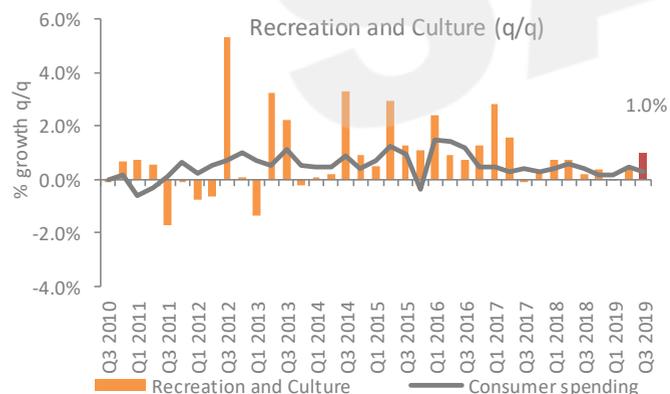
Consumer Spending by Region – Q3 2019



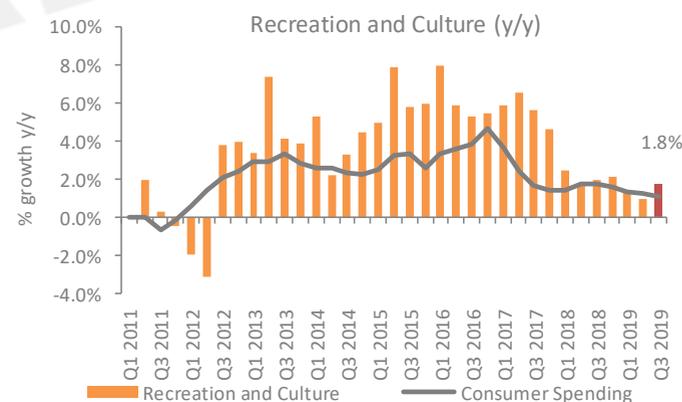
Average Consumer Spend per Household – Q3 2019



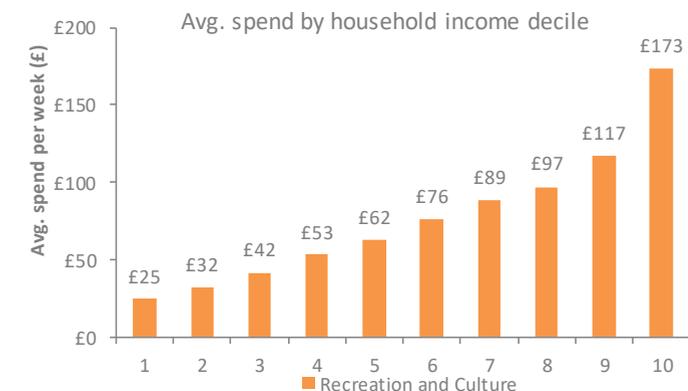
Consumer Spending, QoQ Growth – Q3 2019



Consumer Spending, YoY Growth – Q3 2019



Average Consumer spend by Income Decile – Q3 2019



Source: ONS, Retail Economic analysis

Source: ONS, Retail Economic analysis

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Monthly: covers a range of retail sales indices and category breakdowns including online retail sales, clothing and footwear, household goods, food, DIY and gardening, consumer electricals and more. [More info >](#)



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Homewares region spending data
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DIY & Gardening region spending data
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Executive summary and more. [More info >](#)



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Bespoke sector specific economic analysis
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Analysis of key economic drivers such as disposable income growth, product launches etc.
Electricals inflation and more. [More info >](#)



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Get the personal touch from senior staff members — Richard Lim (CEO) & Stephen Robertson (Chairman) being in popular demand.



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Get in touch



Retail Economics
4th Floor
86-90 Paul Street
London
EC2A 4NE

 +44 (0)20 3633 3698
 www.retaileconomics.co.uk
 amy.yates@retaileconomics.co.uk
 @retaileconomics

Retail Economics is an independent economics research consultancy focusing exclusively on the UK retail and consumer industry. Our subscription service empowers you with a deeper understanding of the key economic drivers supporting the UK retail industry, providing a competitive edge needed to make critical business and investment decisions.

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