

# Retail Economics

Putting economic analysis at the heart of retail insight

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# Who we are

Retail Economics is an independent economics research consultancy focused on the UK consumer and retail industry.

- We're economists and industry experts whose ethos is to put economic analysis at the heart of retail insight
- We're completely independent which ensures unbiased opinions, predicated on a laser-like focus towards the consumer and retail industry
- Drawing out actionable insight for our clients, we analyse the complex retail economic landscape and leverage our own proprietary retail data and apply rigorous economic analysis



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# Who we are

Our core proposition is based on three pillars:



## Insight

We analyse the complex retail economic landscape and draw out actionable insight



## Data

We provide the very latest available data and compile insights in a format that best suits your needs



## Consultancy

We simplify and communicate retail insights, explaining what they mean to you in a clear and succinct way



# Our services

Retail Economics offers a wide range of services to fulfil both general and specific needs for retail intelligence.



## Membership Service

Our membership service is a completely tailored and holistic retail intelligence package which delivers you maximum value.



## Thought Leadership Research

Be seen as a leader and have something original to say by publishing thought leadership research. Tap into our networks to get media exposure and supercharge your brand awareness.



## Economic modelling

Better understand how your key industry variables affect your organisation (e.g. demography, socio-economic profiles, region, sector, policy, industry and skills).



## CEO Presentations

Get the personal touch and interact face-to-face with Retail Economics CEO (LinkedIn Top Voice, Rethink Retail Top Retail Influencer 2023).



## Data & Benchmarking

Using industry standard methodology & best practices, we provide bespoke proprietary data & benchmarking services allowing you to accurately measure & monitor performance.



## International Trade

Our international trade service arms you with critical insights needed to limit your risk, better inform strategies and navigate Brexit policies.



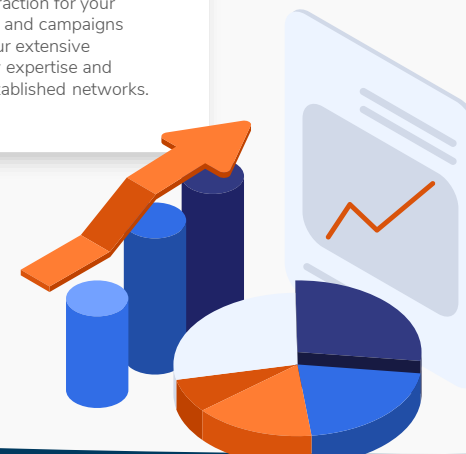
## Advisory & Business Planning

Accelerate and grow your business with intelligent planning, forecasting and risk management using our business advisory service.



## Media, PR & Comms

Maximise impact and media traction for your projects and campaigns using our extensive industry expertise and well-established networks.



# Who we work with

Retail Economics works with a variety of industries, providing unrivalled retail intelligence and insights.



Retail



Financial



Property



Legal



Media



Solutions

- ✓ Improve your decision making using our proprietary data, analysis and forecasts
- ✓ Get a competitive advantage from our concise, timely and succinct retail insights
- ✓ Quantify the impact of digital influences on the customer journey for key decision making
- ✓ Quantify market size of key sectors, market share of major players and assess retailer intelligence
- ✓ Win business by better understanding your client's operating environment



# Membership

Membership gives you the complete retail intelligence solution for your business. Get complete flexibility and maximum value.

## What is the membership service?

An annual subscription giving you the very latest industry data and our industry-leading views, opinions, data, forecasts and more. You'll also receive key industry updates weekly and other useful actionable insights.

## What do I get?

- Monthly insights & reports, weekly updates
- Access to expert views
- Proprietary & time series data
- Forecasts
- Market size & market share estimates
- Easy to read & succinct information

## Can I tailor my membership package?

Yes. Your package can easily be tailored by choosing from a range of additional membership bolt-on options. All our carefully designed bolt-ons save you time, money and resources.



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# Membership: Packages

Choose from four base package options

| Benefits                                       | Comprehensive                   | Professional                    | Enterprise                       | ⚡ Project                           |
|------------------------------------------------|---------------------------------|---------------------------------|----------------------------------|-------------------------------------|
| <b>Core reports</b> (choose from 14)           | <b>3</b><br>reports every month | <b>5</b><br>reports every month | <b>14</b><br>reports every month | <b>14</b><br>reports                |
| <b>Express reports</b> (2)                     | <b>All</b>                      | <b>All</b>                      | <b>All</b>                       | <b>All</b>                          |
| <b>Bolt-on services</b> (4)                    | <b>2</b>                        | <b>3</b>                        | <b>4</b>                         | <b>4</b>                            |
| <b>User accounts</b>                           | <b>3</b>                        | <b>10</b>                       | <b>30<sup>a</sup></b>            | <b>10</b>                           |
| <b>Cost of Living Tracker</b>                  | ✓                               | ✓                               | ✓                                | ✓                                   |
| <b>Retail Roundup Report</b>                   | ✓                               | ✓                               | ✓                                | ✓                                   |
| <b>Video library</b>                           | ✓                               | ✓                               | ✓                                | ✓                                   |
| <b>Presentations</b> (ppt decks)               | ✓                               | ✓                               | ✓                                | ✓                                   |
| <b>Data</b> (Downloads in csv & Excel formats) | ✓                               | ✓                               | ✓                                | ✓                                   |
| <b>Help desk</b> (with economist access)       | ✗                               | ✓                               | ✓                                | ✓                                   |
| <b>Thought leadership report library</b>       | ✗                               | ✓                               | ✓                                | ✓                                   |
| <b>Investment</b>                              | <b>£2K - £3K /annum*</b>        | <b>£4K - £6K /annum*</b>        | <b>£8K - £10K /annum*</b>        | <b>£2K for 1 month full access*</b> |

\*excludes VAT, price range depends on content, bespoke pricing for multinational organisations

<sup>a</sup> Additional accounts can be included

<sup>b</sup> Bolt-on = Quick Response Service

[SIGN UP NOW →](#)

Not sure what pack is best? [Get in touch](#) and we'll give you some options!



# Membership: Reports

Cherry pick the reports that give you the most value...

## Core Reports

### Economic Retail Reports

- [UK Retail Sales Report →](#)
- [UK Online Retail Report →](#)
- [UK Retail Inflation Report →](#)
- [UK Consumer Report →](#)
- [UK Retail Economic Briefing →](#)
- [UK Retail Industry Outlook →](#)
- [Executive Report →](#)

### Retail category reports

- [Food & Grocery →](#)
- [Clothing & Footwear →](#)
- [Homewares →](#)
- [Furniture & Flooring →](#)
- [DIY & Gardening →](#)
- [Electricals →](#)
- [Health & Beauty →](#)
- [UK Retail Sector Forecasts →](#)

## Express reports

### Sector Snapshot Report →

Monthly overview of all key retail categories with macroeconomic insights in a summary format

### Chartbook →

Key economic charts published every month for the UK & other international markets

## Other reports

### Cost of Living Tracker →

Tracks impact of inflation, earnings growth & discretionary spending on household income groups (monthly)

### Retail Roundup Report →

Retail industry news & trading updates in a nutshell to keep you abreast of industry developments (monthly)

### Thought Leadership Reports →

Deeply understand industry & consumer trends and the impact of current disruption on your business

### UK Omnichannel Report →

Understand consumer shopping channel behaviour - online vs. in-store with many different data splits

### Top 10 European Retail Markets →

Analysis by 5 key metrics: Market size, in-store spend, online spend, online penetration, spend per capita





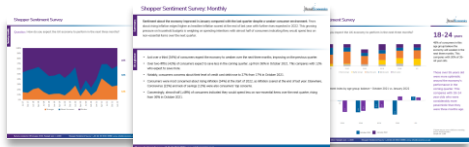
# Membership: Bolt-ons

Choose from a range of bolt-on options to further tailor your package



## Shopper Sentiment Surveys

Understand what's driving UK consumer behaviour: Expectations on personal finances, savings, job security, spending, credit card debt & more



sample



## Retail Cost Base Index

Gain a deeper understanding of your operating costs to manage risk & increase efficiencies across your business

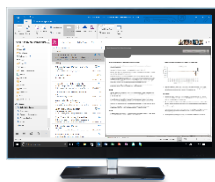


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## Quick Response Service

Latest critical retail news and updates straight to your inbox

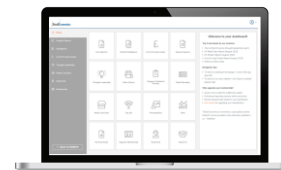


sample



## Additional user accounts

Maximise efficiency & team communication by adding more user accounts



# Thought Leadership

Position your brand as an authority in your field by saying something original

## In a nutshell

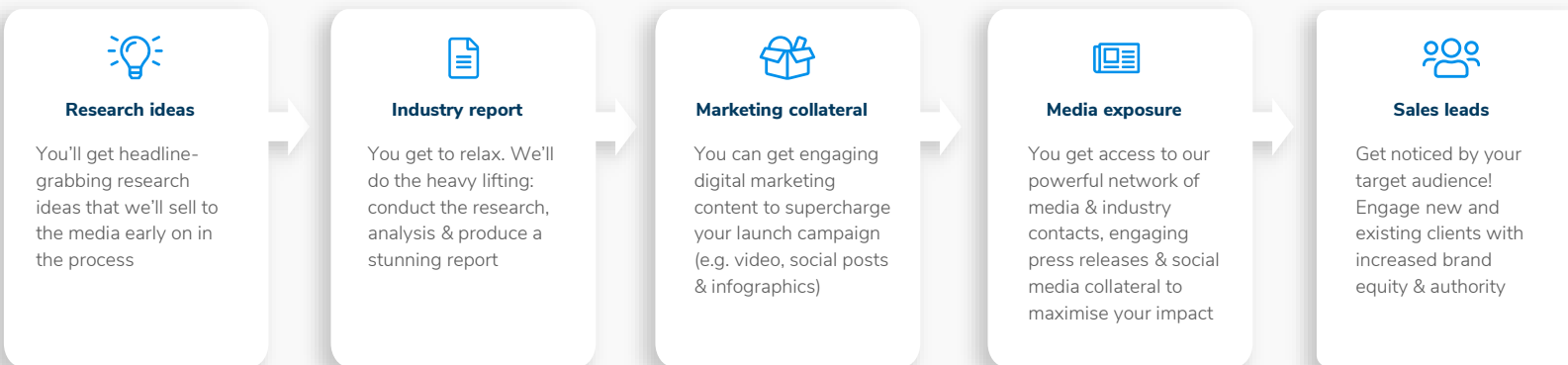
We produce co-branded industry research (white papers) that gets media exposure to help boost your brand awareness, positioning you as an authority to help generate quality sales leads.

## What is thought leadership?

The process of positioning your brand as an industry expert with the goal of providing valuable insights to guide, influence, and inspire your sector's growth.

## Why consider it?

Publishing thought leadership research is a proven content marketing strategy to help you get media exposure to supercharge your brand awareness and win new business.



### Research ideas

You'll get headline-grabbing research ideas that we'll sell to the media early on in the process



### Industry report

You get to relax. We'll do the heavy lifting: conduct the research, analysis & produce a stunning report



### Marketing collateral

You can get engaging digital marketing content to supercharge your launch campaign (e.g. video, social posts & infographics)



### Media exposure

You get access to our powerful network of media & industry contacts, engaging press releases & social media collateral to maximise your impact



### Sales leads

Get noticed by your target audience! Engage new and existing clients with increased brand equity & authority

## Projects



## Case study

**Client:** Grant Thornton

**Challenge:** Achieve widespread media exposure for the Grant Thornton brand, demonstrating its authoritative understanding on consumer cut back behaviour to position it to current and potential clients to win new business.

**Solution:** Engaging research, original insights, research design & implementation, report, launch campaign support with press releases

**Media coverage:** 33 pieces: 10 nationals, 9 regional, 14 consumer & trade



# Why Retail Economics?

Our opinions shape debates

Were routinely on the TV & in the press...



We work with the best...



See what they say...



Retail Economics provides insightful and thought-provoking analysis – it's more than a subscription.

- Head of Retail & Leisure



Retail Economics contextualise the volatile economic environment adding significant value to our business.

- Head of Retail & Leisure



They provide us with the latest socio-economic data that enables us to understand the latest factors impacting customer behaviour.

- Head of Retail & Leisure



# Things to do now...

## Explore



[Our website →](#)



[Membership Service →](#)





[Thought Leadership →](#)




[Our reports →](#)


## Contact us

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 [Book a call with one of our friendly analysts →](#)

