

## 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 and 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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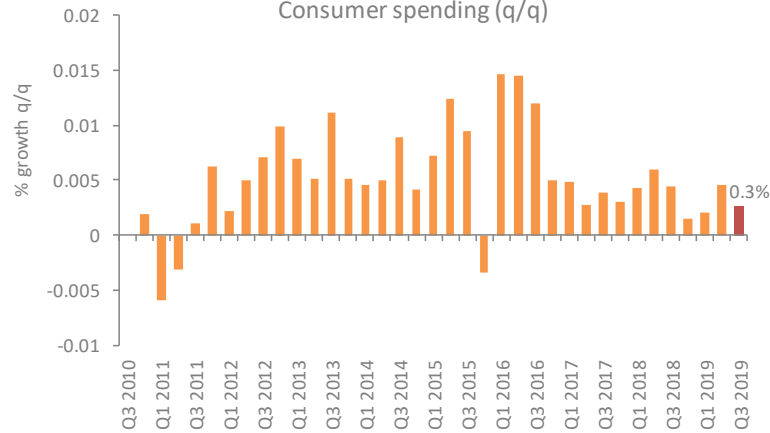
SOME SECTIONS OMITTED





### 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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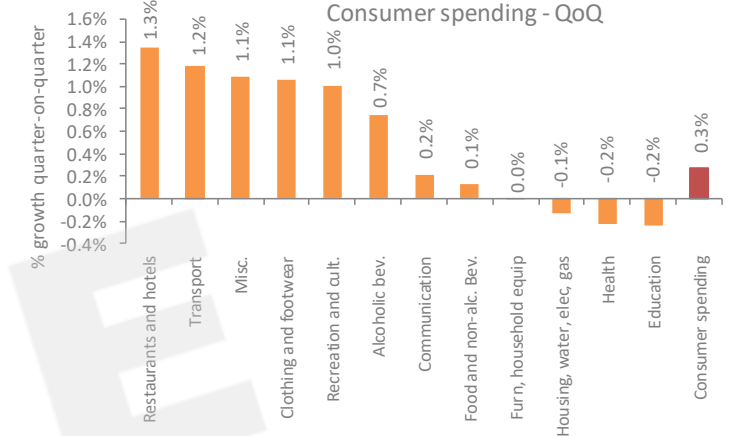
### Consumer Spending

- 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

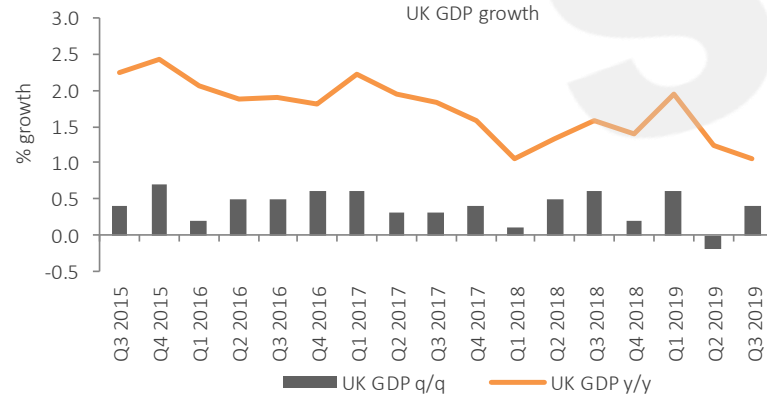
Consumer spending - QoQ



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

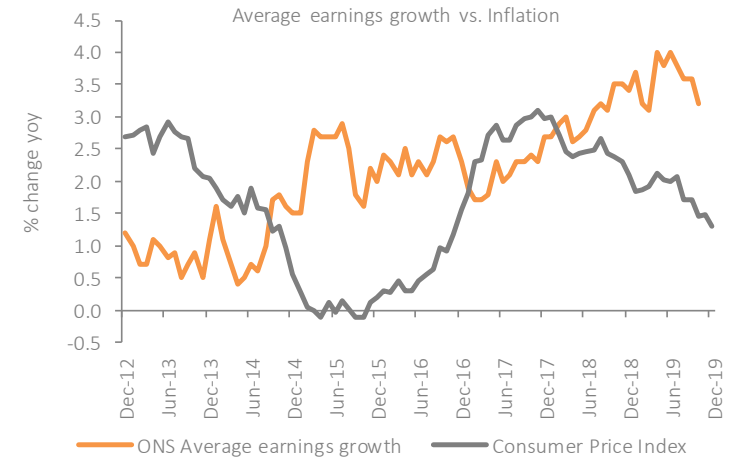
### Looking ahead

- 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

Essential need-to-know data call-outs

Consume

622

## Consumer Spending

**£330bn**

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

## Consumer Spending

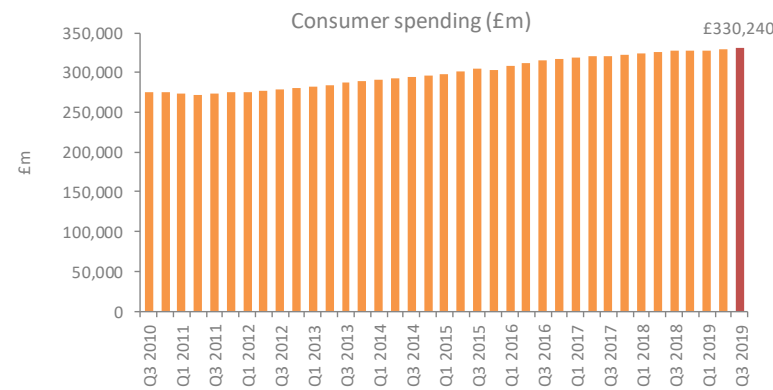
0.3%

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

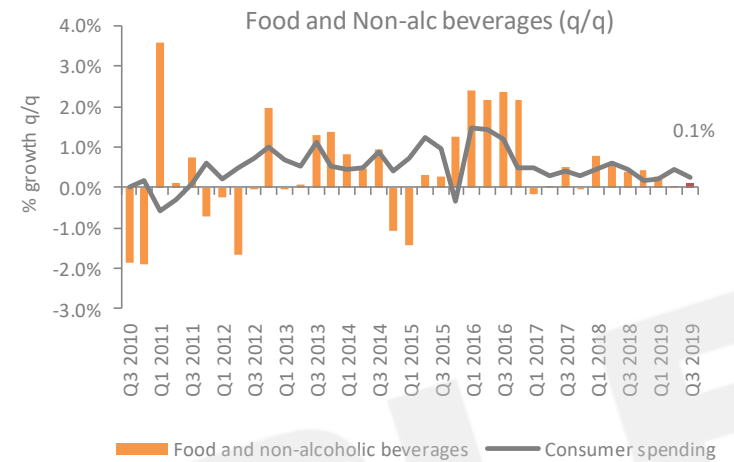


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Consumer Spending:  
Food and Non-Alcoholic Beverages – Q3 2019

- 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.

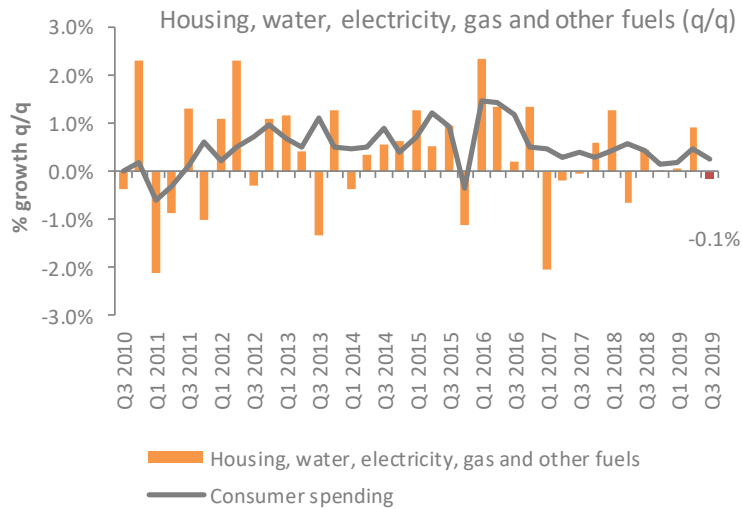
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**Consumer Spending: Housing, Water, Electricity, Gas and other fuels – Q3 2019**

- 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.

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



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

**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.

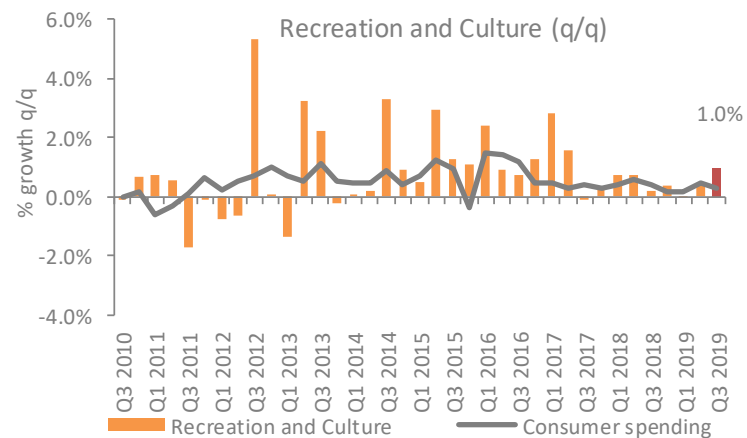




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Consumer Spending: Recreation and Culture – Q3 2019

- 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

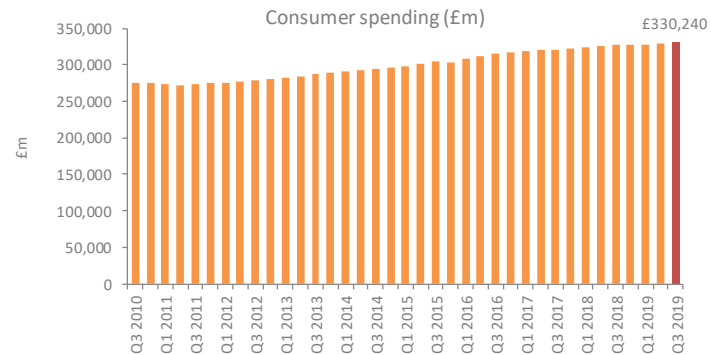
£37bn

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

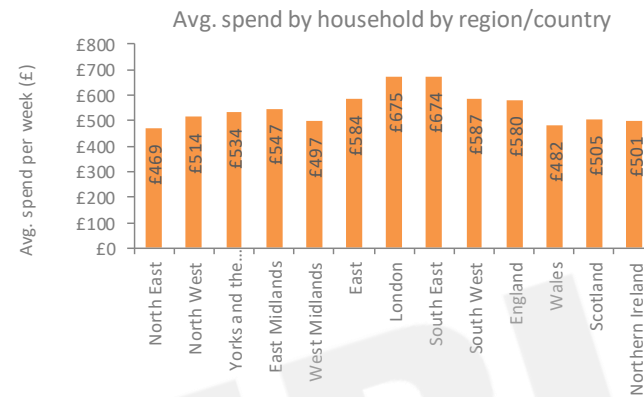
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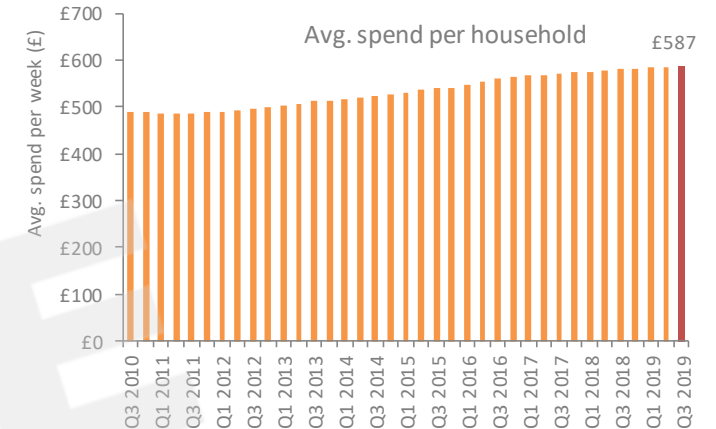
**Consumer Spending – Q3 2019**



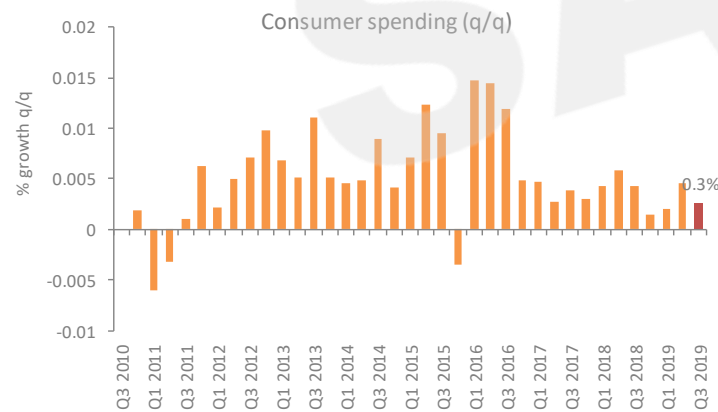
**Consumer Spending by Region – Q3 2019**



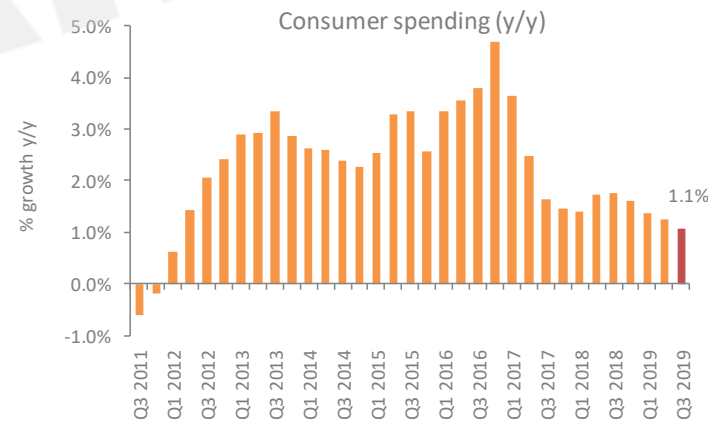
**Average Consumer Spend per Household – Q3 2019**



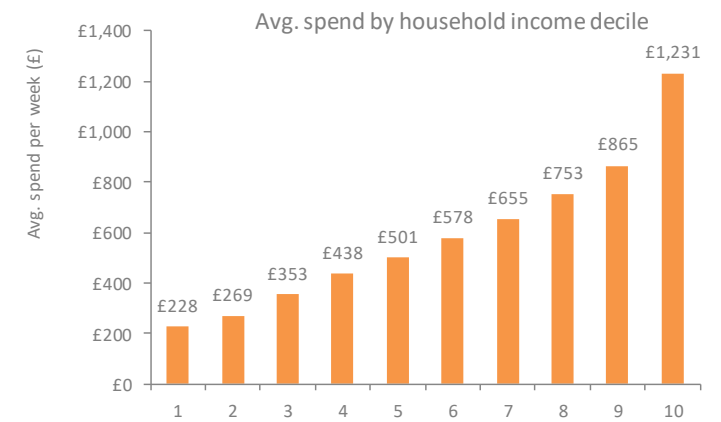
**Consumer Spending, QoQ Growth – Q3 2019**



**Consumer Spending, YoY Growth – Q3 2019**



**Average Consumer spend by Income Decile – Q3 2019**

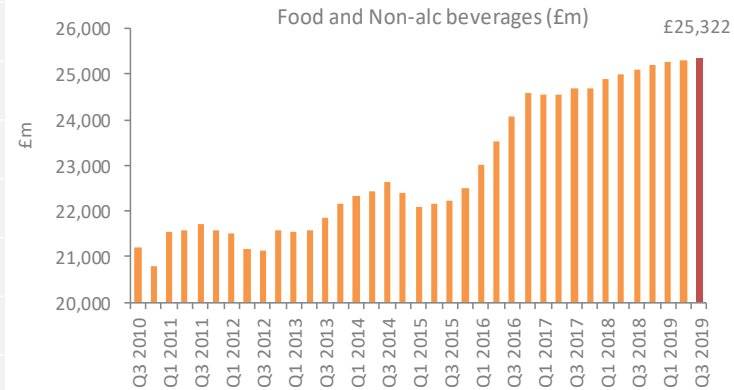


Source: ONS, Retail Economic analysis

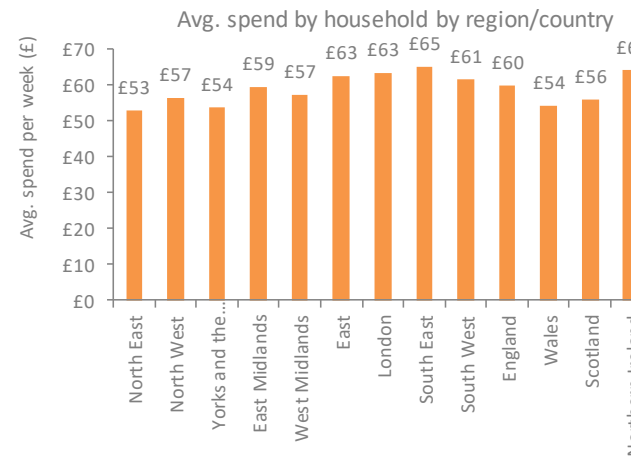
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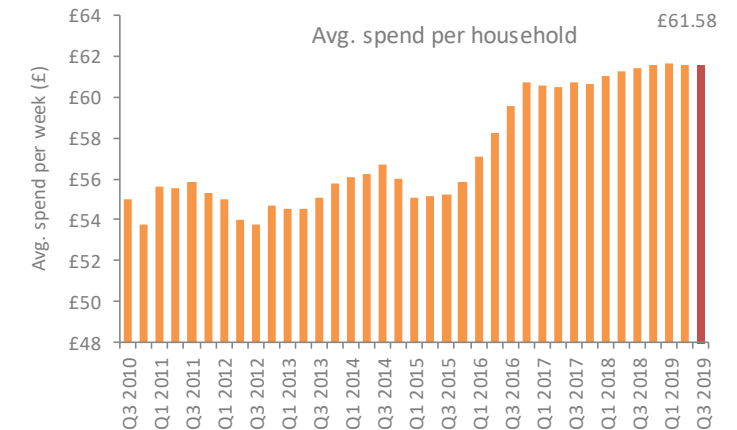
## Consumer Spending – Q3 2019



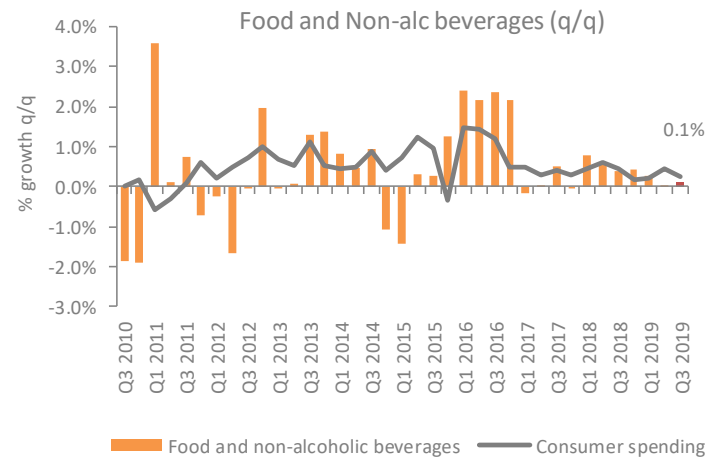
### Consumer Spending by Region – Q3 2019



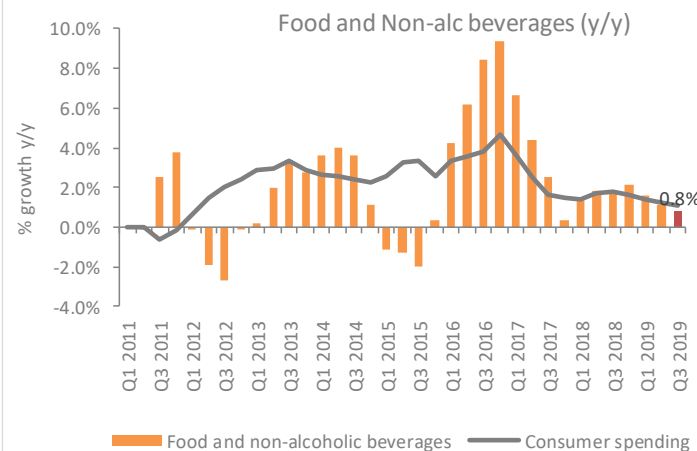
### Average Consumer Spend per Household – Q3 2019



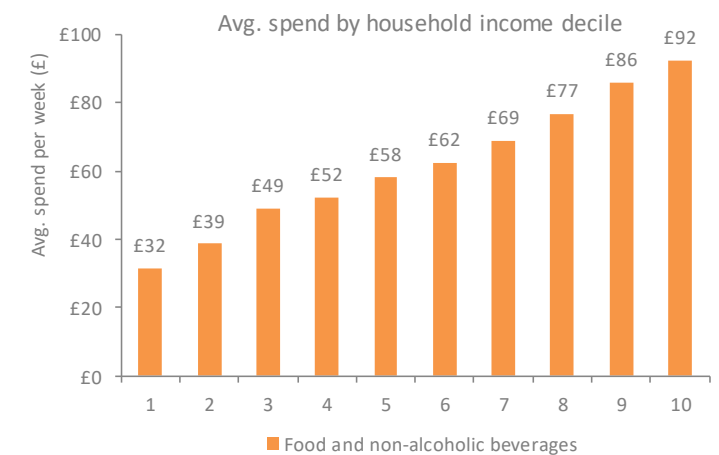
### Consumer Spending, QoQ Growth – Q3 2019



### Consumer Spending, YoY Growth – Q3 2019



### Average Consumer spend by Income Decile – Q3 2019



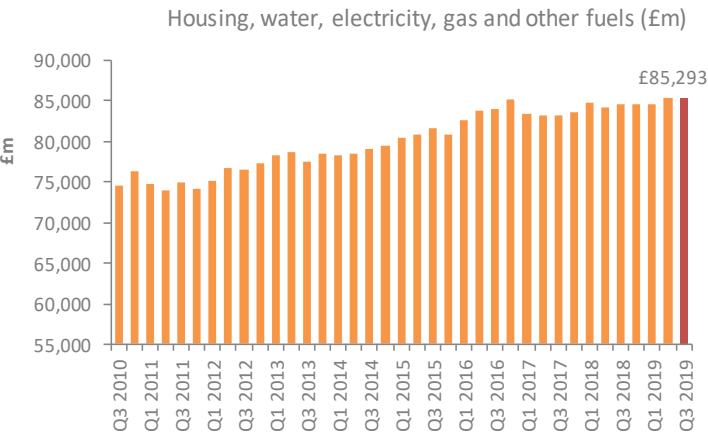
Source: ONS, Retail Economic analysis

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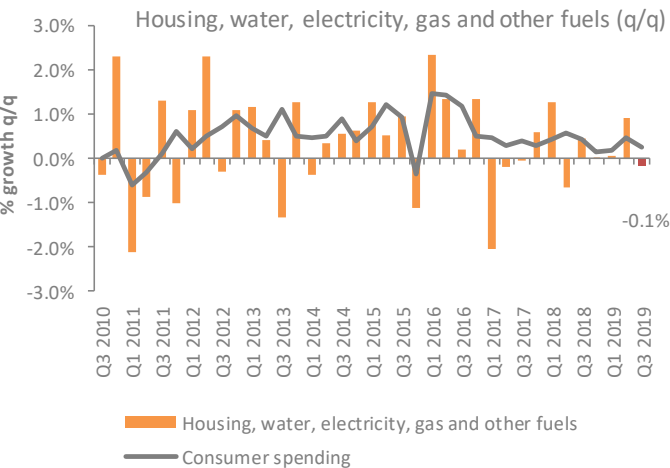


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## Consumer Spending – Q3 2019

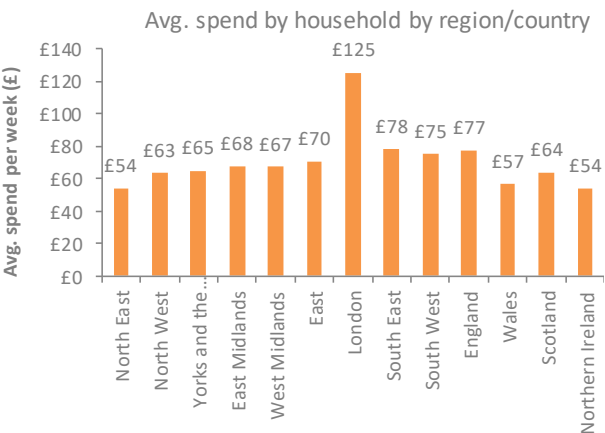


## Consumer Spending, QoQ Growth – Q3 2019

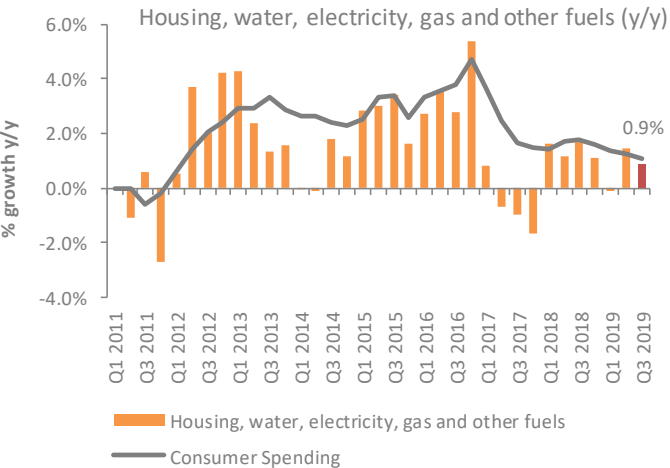


Source: ONS, Retail Economic analysis

## Consumer Spending by Region – Q3 2019

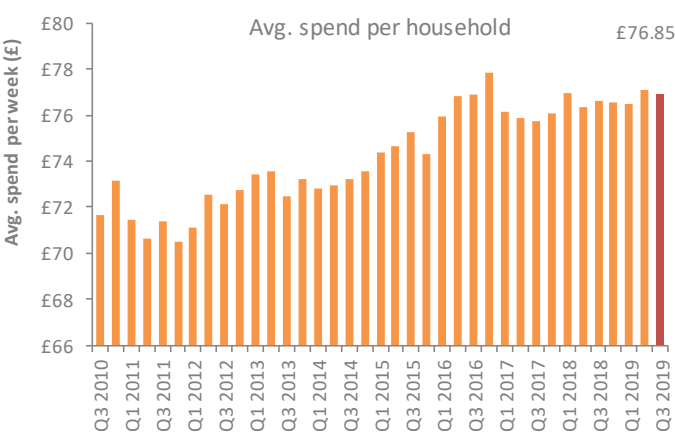


## Consumer Spending, YoY Growth – Q3 2019

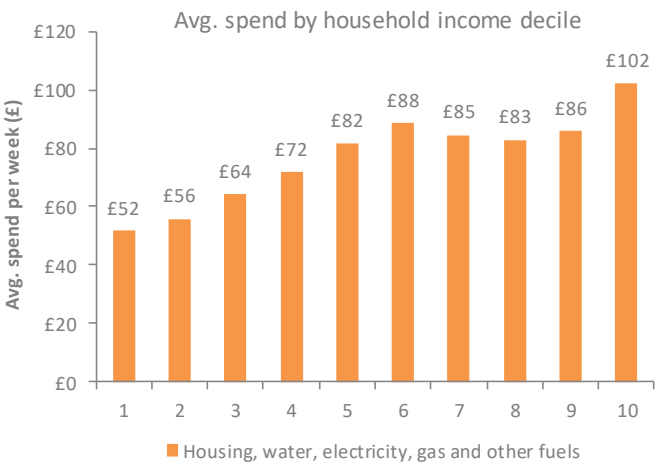


Source: ONS, Retail Economic analysis

## Average Consumer Spend per Household – Q3 2019



## Average Consumer spend by Income Decile – Q3 2019



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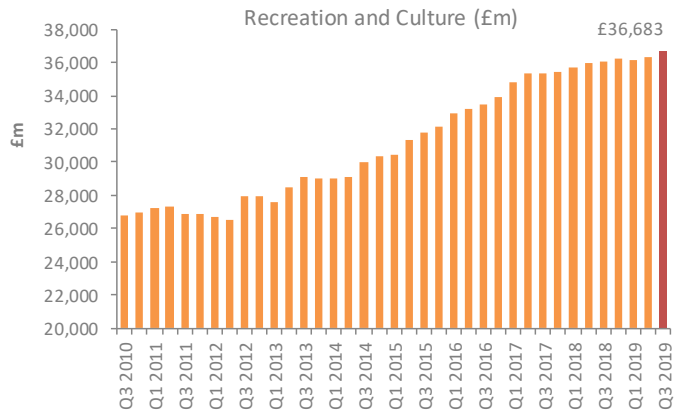
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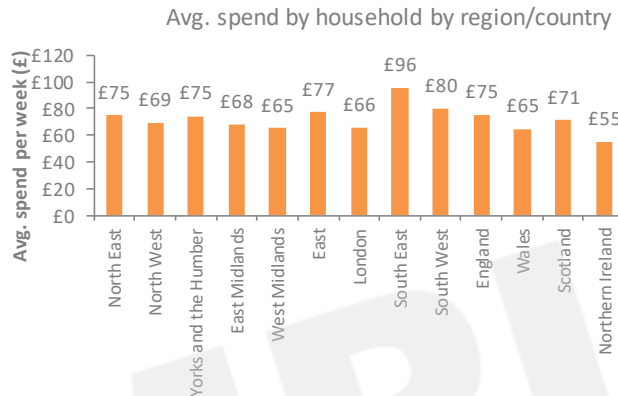
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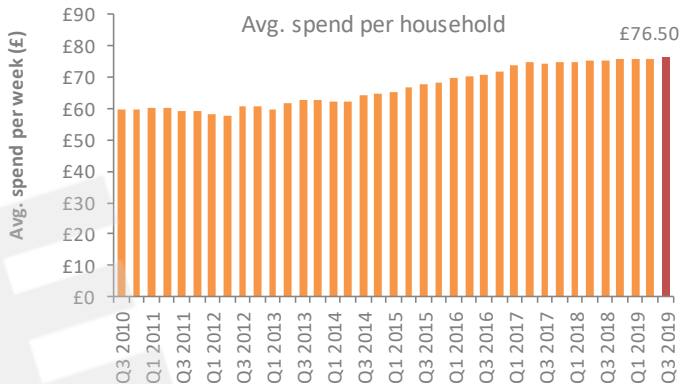
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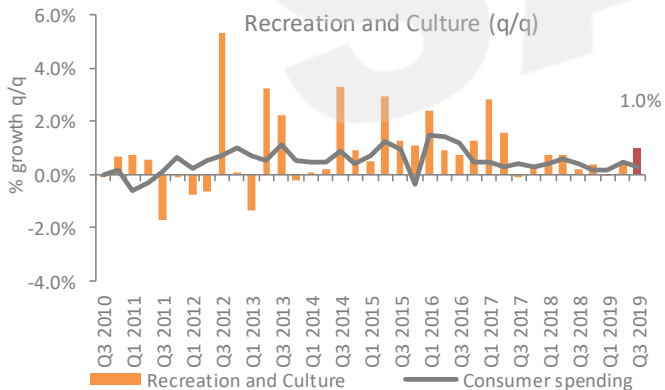
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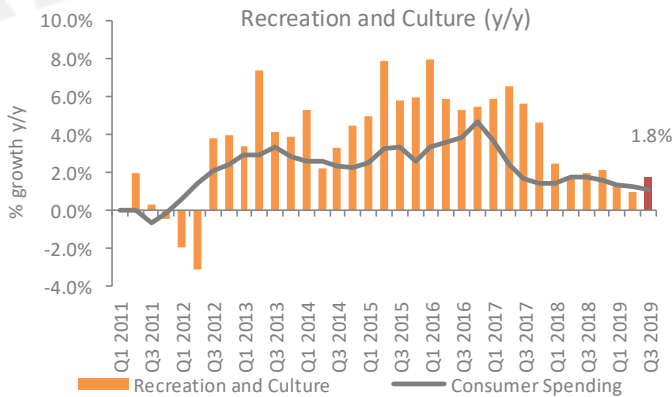
Average Consumer Spend per Household – Q3 2019



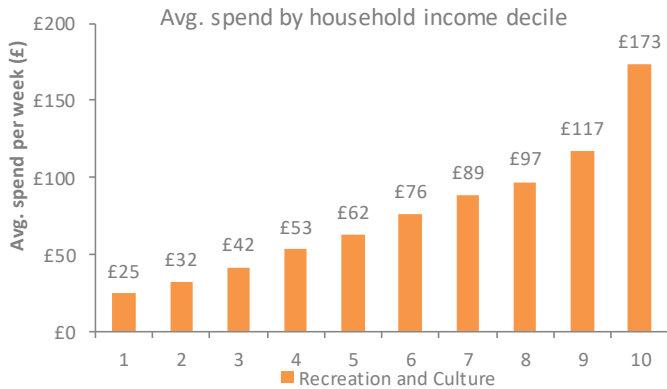
Consumer Spending, QoQ Growth – Q3 2019



Consumer Spending, YoY Growth – Q3 2019



Average Consumer spend by Income Decile – Q3 2019



Source: ONS, Retail Economic analysis

Source: ONS, Retail Economic analysis



# Other reports and Services

## Economic Retail Reports

WE PUBLISH MANY OTHER  
RETAIL REPORTS



**UK Retail Sales**  
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 >](#)



**UK Online Retail**  
Monthly: covers a range of online retail sales indices and category breakdowns including online retail sales, online growth rates by sector, online penetration rates, forecasts and market size estimates. [More info >](#)



**UK Retail Inflation**  
Monthly: covers a range of retail inflation indices and category breakdowns including food inflation, non-food inflation, clothing and footwear, household goods, food, DIY and gardening, consumer electricals, commodity prices, exchange rates and more. [More info >](#)



**UK Consumer\***  
Quarterly: analyses a range of UK consumer spending indicators including housing market data, consumer confidence, consumer credit, household inflation, labour market statistics, wage growth, retail sales and more. [More info >](#)



**UK Retail Economic Briefing**  
Monthly: analyses a range of macroeconomic indicators including GDP, consumer spending, inflation, labour market, commodity prices, exchange rates, monetary indicators, credit and lending market data, house prices, mortgage data, retail sales and more. [More info >](#)



**UK Retail Industry Outlook\***  
Quarterly: provides a forward-looking critical retail analysis. Predictive forecasts and insightful narrative draw upon our econometric models to help you identify the key risks and future opportunities to drive your strategic planning. [More info >](#)



**Executive Report**  
Monthly: provides a succinct one-page summary ideal for senior management and meeting notes; concise need-to-know retail data for the month which includes a mix of the major economic indicators and retail metrics. [More info >](#)

## Retail Sector Reports



**Food & Grocery**  
Food & Grocery retail sales index  
Bespoke sector specific economic analysis  
Food online sales and penetration rates  
Market share data  
Food inflation analysis and more. [More info >](#)



**Clothing & Footwear**  
Clothing & Footwear retail sales index  
Bespoke sector specific economic analysis  
Clothing online sales and penetration rates  
Consumer trends for online shopping  
Spend on clothing by region and more. [More info >](#)



**Homewares**  
Homewares retail sales index  
Bespoke sector specific economic analysis  
Homewares region spending data  
Analysis of key economic drivers such as house moves, personal finances etc.  
Weather data and more. [More info >](#)



**Furniture & Flooring**  
Furniture & Flooring retail sales index  
Bespoke sector specific economic analysis  
Consumer trends for online shopping  
Analysis of key economic drivers such as consumer confidence, credit and lending  
Regional footfall statistics and more. [More info >](#)



**DIY & Gardening**  
DIY & Gardening retail sales index  
Bespoke sector specific economic analysis  
DIY & Gardening region spending data  
Analysis of key economic drivers such as weather data, 'improve not move' trends  
Executive summary and more. [More info >](#)



**Electricals**  
Electricals retail sales index  
Bespoke sector specific economic analysis  
Consumer trends for online shopping  
Analysis of key economic drivers such as disposable income growth, product launches etc.  
Electricals inflation and more. [More info >](#)



**Health & Beauty**  
Health & Beauty retail sales index  
Bespoke sector specific economic analysis  
Health & Beauty shopper trends such as 'lipstick effect', own-brand cosmetics etc.  
Impact of digital and social media  
Household spend by region and more. [More info >](#)

## Subscription Bolt-On Services



**COVID-19 Service**  
Get impact assessment reports for the UK retail and leisure industry to help identify threats  
"COVID-19 Quick Responses", consumer panel research  
COVID-19 newsletters, economic chartbooks and more... [info >](#)



**Shopper Sentiment Survey**  
Keep a finger on the pulse of what's driving UK consumer shopping behaviour. Identify the range of macroeconomic factors that influences household spending. Really understand your consumer base and the cost pressures they face  
Identify opportunities within your sector.



**Quick Response Service**  
Get the latest need-to-know retail news straight to your inbox. Choose: 1) Economic updates — GDP, consumer spending, retail sales, wages, house prices, credit and more; or 2) Retailer results — key financial results and critical retailer news reported for around 50 listed retailers.



**Face-to-face presentation**  
Hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings  
Get the personal touch from senior staff members — Richard Lim (CEO) & Stephen Robertson (Chairman) being in popular demand.



**Retail Cost Base Index**  
Essential for improving your financial planning strategy  
Gain a deeper understanding of your operating costs in order to manage risk. Learn how macroeconomic factors might affect your supply chain. Producer Price Index (inputs and outputs) data. Understand the impact of labour costs, business rates etc.



**Tailored Reporting**  
Get the precise data you're looking for and accurately answer key retail questions. It cuts through the noise and enables us to deliver bespoke reporting tools which are relied on by executive teams to identify the need-to-know economic indicators and to interpret what they mean for your business.



**Additional users**  
Need more user accounts? No problem, this bolt-on allows you to add additional users so you can share insights directly within your team.

# Why use Retail Economics?

“Retail Economics is more than a subscription. They provide insightful and thought-provoking economic and retail analysis.



Head of Retail and Leisure

“Retail Economics provides the business with the latest socio-economic data that enables us to understand the latest factors impacting customer behaviour.



Customer & Commercial  
Insight Director

“Retail Economics helps put in to context the volatile economic environment which adds significant value to our business.



Business Manager

We're an **authoritative** voice...



Trusted by many



# Our services



## Subscription Service

Our subscription service is a completely tailored, holistic, retail intelligence package:

- Monthly economic reports
- Monthly retail sector reports
- Downloadable timeseries data
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- Quick response retail updates
- Shopper sentiment surveys
- COVID-19 Service content
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## Thought Leadership Research

Be a prominent thought leader and command authority within your field by publishing thought leadership research.

Publishing cutting edge research on ahead-of-the-curve issues and trends affecting the industry is a proven method to command authority and raise profile. We plan and implement research, analyse results, identify key findings and generate reports with complete flexibility of input. This is a complete end-to-end service from research planning to campaign launch.



## CEO Presentations

Get the personal touch and interact face-to-face with the CEO Retail Economics (City AM Analyst of the Year 2019 nominee).

Secure an opportunity to hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings; both Richard Lim (CEO) and Stephen Robertson (Chairman) being in popular demand.



## Media, PR & Comms

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

Secure the attention your work deserves and achieve its intended impact. We assist and advise on: campaign creation and planning, media engagement, messaging, propositioning, events, trends, insight analysis, thought leadership and influencer targeting.



## COVID-19 Service

Better assess the impact of the coronavirus crisis; essential to inform critical decisions, mitigate risk and to plan ahead in such challenging times.

Keep abreast of the latest developments affecting the industry. Gauge consumer sentiment by sector and channel with proprietary data. Identify opportunities from the myriad of challenges facing the industry.



## Data & Benchmarking

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

Avoid inaccurate estimates and 'second guessing' to assess your performance. Get the precise data and use robust economic models to accurately gauge your performance against tailored metrics.



## Economic modelling

Better understand how your key industry variables affect your organisation: demography, socio-economic profiles, regional, sector, policy, industry and skills etc.

Our economic consultancy team use industry standard practices for: forecasting, scenario analysis, data analytics, socio-demographic projections and economic impact modelling. We also undertake highly bespoke modelling for forecasting.



## Advisory & Business planning

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

We work with multiple retailers, institutional investors and government departments using robust data and expert advice on: business plans, propositioning, funding, marketing and strategy. We can also conduct market research for more informed planning.



## Brexit advisory service

Our Brexit advisory service arms you with critical insights needed to limit your risk and ensure Brexit readiness and beyond.

Brexit is affecting many industries above and beyond retail. Our specialist Brexit advisors can help you navigate the policy implications, bringing clarity to your planning strategies and ensure you are best placed going forward.

## Get in touch



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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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