

nielsen

GB CONSUMER CONFIDENCE INDEX

QUARTER 2 2019: survey dates: 9 - 27 May 2019

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KEY TAKE-AWAYS FOR Q2, 2019



1

GB CONSUMER CONFIDENCE WEAKENS

With Brexit delayed and British Politics in turmoil, Consumer Confidence has weakened to its lowest level since Q4, 2014 with an index of 94. Concern over job prospects continues to rise and this undermines shoppers willingness to spend.

2

H1 SALES GROWTHS WEAK AND EXTRAORDINARY SUMMER 2018 IS A CHALLENGE FOR ALL RETAILERS

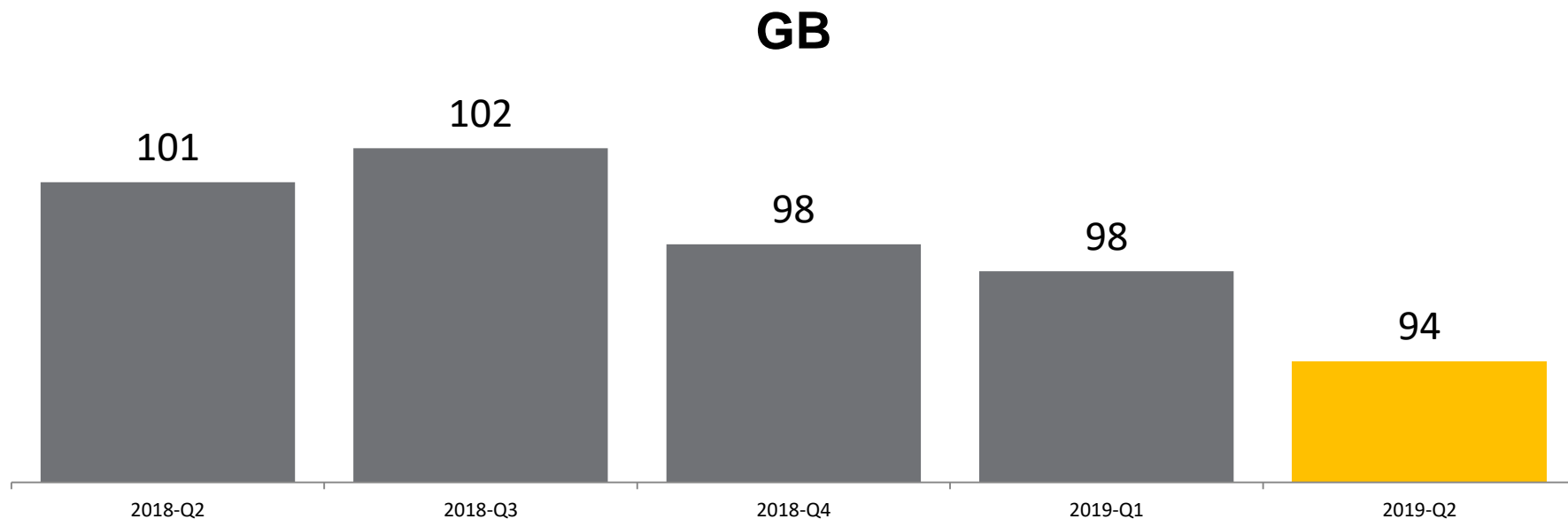
GB growths for the first half of the year were flat (+0.1%)* and as more shoppers opt to do their regular grocery shopping at the discounters and/or on-line and this continues to put pressure on the Top 4. The outlook for Q3 is equally concerning as the industry compares against the exceptional growth of last Summer due to the Heatwave and World Cup.

3

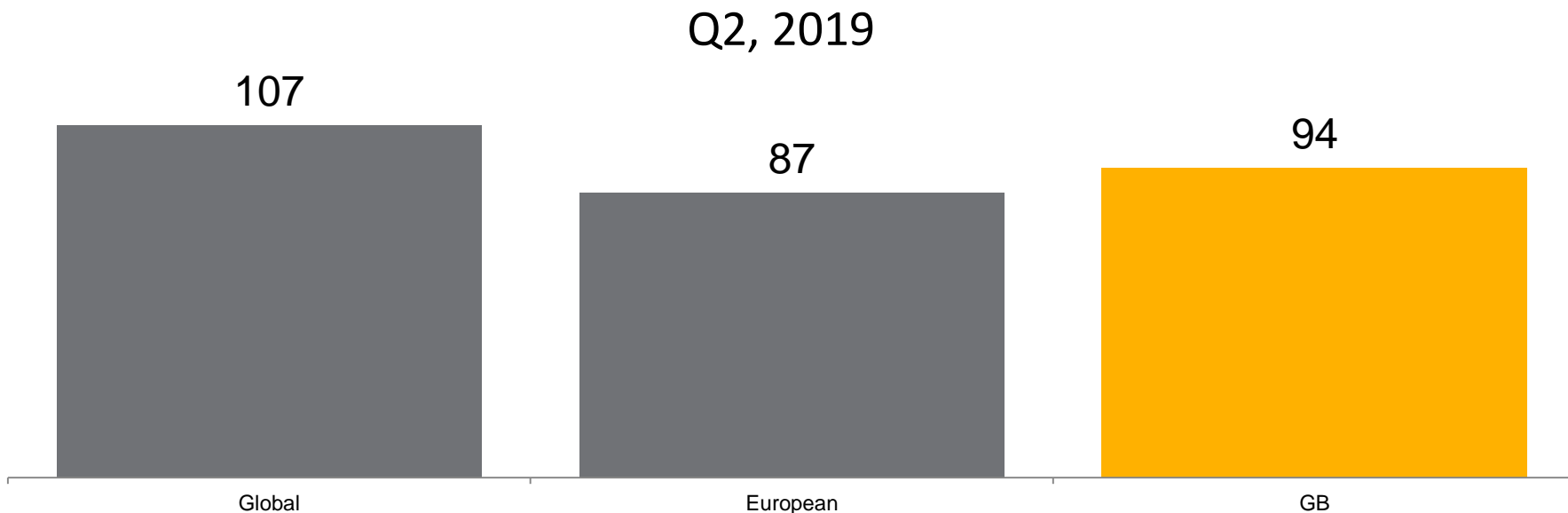
DARK CLOUDS ON THE HORIZON

The 'Economy' is Britain's no. 1 concern, followed by a lesser extent terrorism, health, political stability and rising prices. British shoppers have become more nervous about spending with more opting to put 'spare cash' into savings rather than spend on holidays/vacations which will put even more pressure on retailers.

BRITISH CONFIDENCE DIPS AS MORE POLITICAL DISRUPTION UNNERVES SHOPPERS WHO AFTER 3 YEARS STILL DO NOT KNOW WHEN/IF THE UK WILL LEAVE THE EU

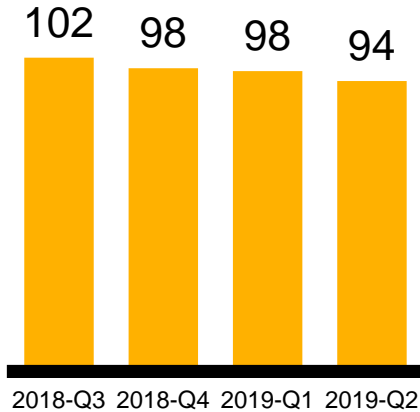


DESPITE THIS UNCERTAINTY, BRITISH SHOPPERS REMAIN MORE OPTIMISTIC THAN EUROPE, BUT CONFIDENCE IS BEHIND THE GLOBAL AVERAGE

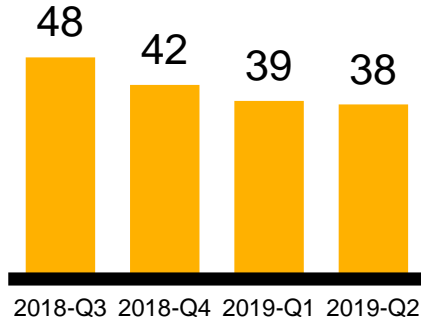


SHOPPERS ARE CONCERNED ABOUT THEIR JOB PROSPECTS AND THIS IS IMPACTING THEIR FINANCES AND WILLINGNESS TO SPEND

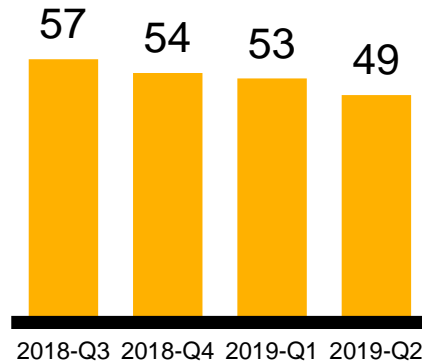
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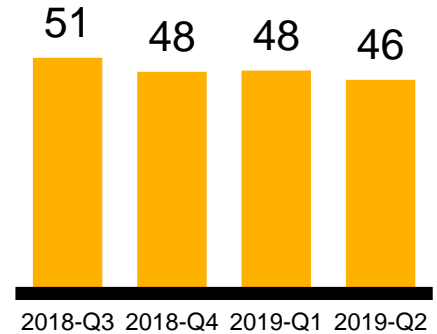
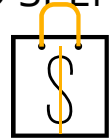
POSITIVE ABOUT
JOB PROSPECTS



SECURE ABOUT
THEIR FINANCES

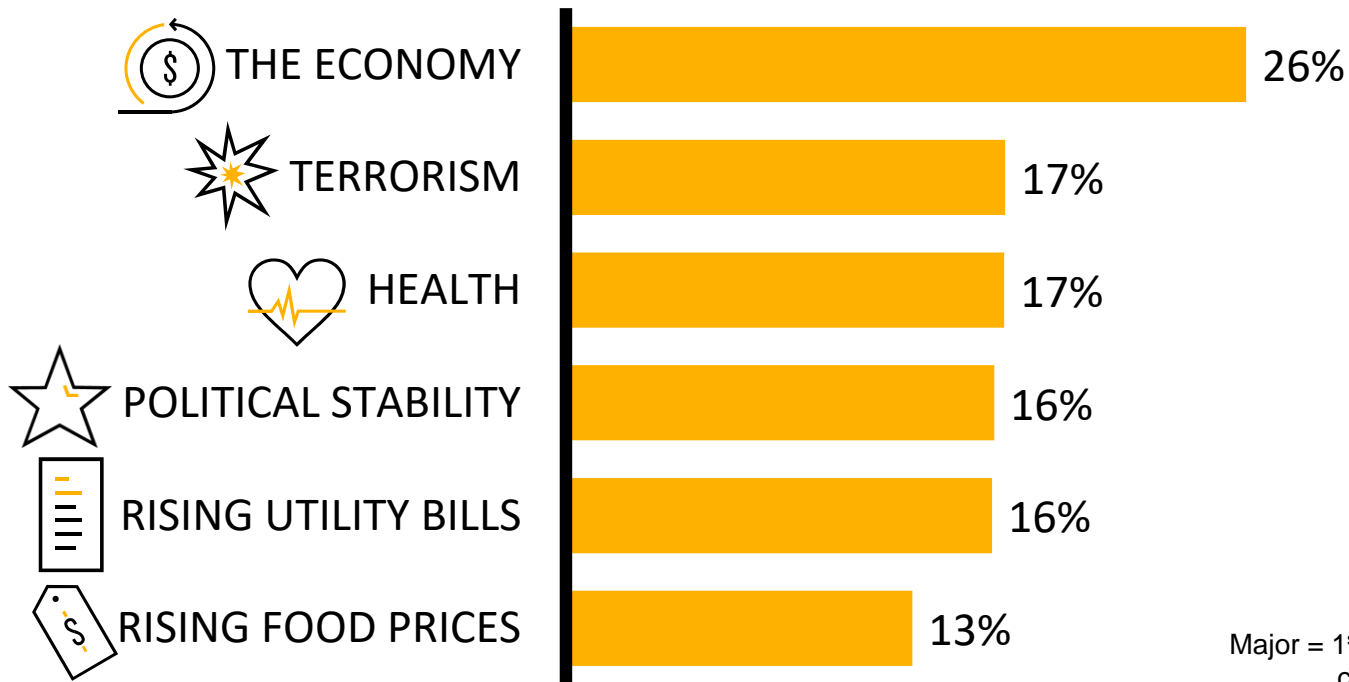


READY
TO SPEND



THE ECONOMY REMAINS SHOPPERS NO.1 CONCERN, FOLLOWED BY TERRORISM, HEALTH, POLITICAL STABILITY AND RISING PRICES

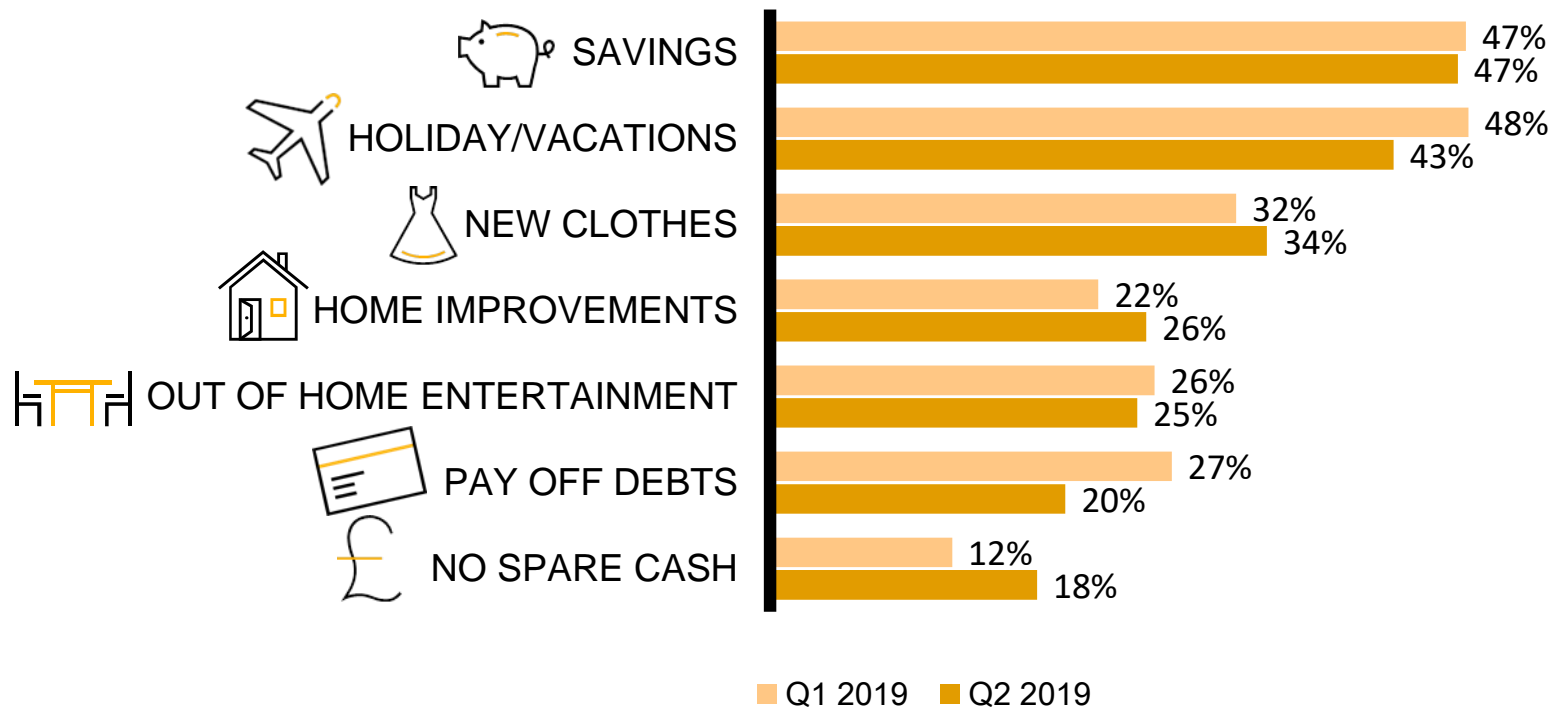
What are consumers' major concerns ?



Major = 1st and 2nd biggest concerns

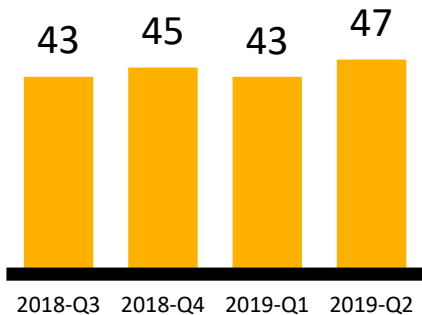
WITH GROWING CONCERN AROUND JOB PROSPECTS, SHOPPERS ARE OPTING TO PUT SPARE CASH INTO SAVINGS, WITH FEWER SPENDING ON HOLIDAYS

Where do Britains' consumers channel their spare cash?

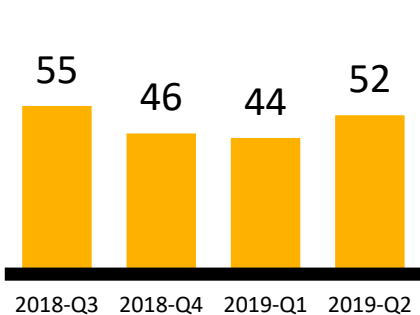


AS MORE SHOPPERS ADOPT A 'SAVE' RATHER THAN 'SPEND' ATTITUDE THEY ARE LOOKING TO SPEND LESS ON THEIR GROCERIES AND CUT DOWN ON TAKE-AWAY MEALS

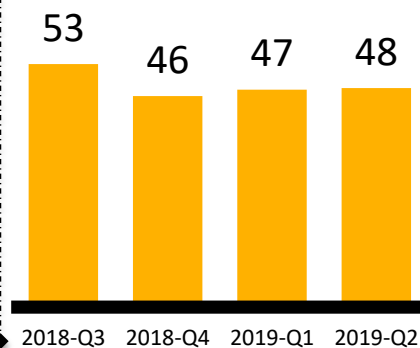
NOT READY TO SPEND



SWITCH TO CHEAPER GROCERY BRANDS



CUT DOWN ON TAKE-AWAY MEALS



LOOKING TO SAVE MONEY

