

British Lifestyles 2015: At the Intersection of Tradition and Globalisation - UK - April 2015

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“Having basked in the glory of the London Olympics and the Queen’s Diamond Jubilee, Brand Britain now needs to figure out how to capitalise on opportunities provided by the increased pace of globalisation and also address the unique challenges open markets present.”
– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

Brand Britain has enjoyed a veritable revival in the aftermath of the London Olympics, the Queen’s Diamond Jubilee and the birth of Prince George; events that boosted the UK’s profile overseas. This also enabled British brands to use themes of heritage and nostalgia to their benefit, both domestically and abroad. However, whilst appeals to the past are still highly marketable, other factors are becoming more prominent for shoppers when distinguishing companies and brands they consider to be British. For example, companies’ financial responsibility is now as important as British heritage in the eyes of the consumer.

The London Olympics has also been a chance to celebrate the face of modern Britain as more diverse and forward-looking than ever before. Indeed, the increased pace of globalisation is changing not just the ethnic and cultural make-up of the UK population, but is also having an impact on a variety of domestic consumer markets. Whilst British brands have long been associated with superior quality, entrenched savvy shopping mentality means that quality products with British origins may no longer be a match for the lower prices offered by global competitors.

With mobile tools, today’s shoppers are better informed than ever and can compare prices at one retailer when shopping at another. This means that consumers no longer accept second best, with companies that do not live up to their expectations punished more severely than in the past; a trend made more extreme by globalisation exposing business model weak-spots. Consumers should therefore be the ultimate beneficiaries of the increased pace of innovation and lower prices, with a higher variety of products and options to choose from.

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Table of Contents

Introduction

Methodology

Definitions

Abbreviations

Executive Summary

British consumers remain broadly cautious

Figure 1: Changes in spending habits in 2014, January 2015

The new markers of Britishness

Figure 2: Factors that make a company or product British, January 2015

British origin matters to the older generations the most

Figure 3: Preference for British brands and products, January 2015

On balance, globalisation has been beneficial for consumers...

Figure 4: Perceived benefits of globalisation, January 2015

... but there are also losers from open markets

Figure 5: Views on overall benefits of globalisation, January 2015

What we think

Britain Today – The Economy

Key points

What we think

UK shows the fastest growth out of all major economies in 2014

Figure 6: Quarterly % change in UK GDP, Q1 2009 - Q4 2014

Unemployment falls further

Figure 7: Trends in the proportion of the unemployed, UK, November 2007 - January 2008 to September - November 2014

Sharp fall in inflation provides some relief for households

Figure 8: Average weekly earnings (including bonuses) – Percentage growth year on year (3 month average) and percentage change in Consumer Prices Index (CPI) over 12 months, Q1 2009 - Q4 2014

Consumer confidence stalls

Figure 9: Financial well-being index, February 2009 - January 2015

Financial expectations are more positive

Figure 10: Financial confidence index, January 2009 - January 2015

Britain Today – The People

Key points

Population and age structure trends

Figure 11: Trends in the age structure of the UK population, 2009-19

Trends in long-term immigration to the UK

Figure 12: Long-term international migration estimates, by main reason of migration, UK, year ending September 2010 – year ending September 2014

Fertility rate

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Figure 13: Total fertility rate and number of live births in England and Wales, 2008-13

Mortality rate

Figure 14: Percentage distribution of all deaths, by gender and age group, UK, 1983, 1993, 2003 and 2013

Families and children

Figure 15: UK family types, 2014

National well-being

Figure 16: Measures of personal well-being, UK, April 2011 - March 2012 and April 2012 - March 2013

Satisfaction with health and amount of leisure

Figure 17: Proportions who were somewhat, mostly or completely satisfied with their general health and amount of leisure, UK, 2006 to 2011/12

Expenditure Overview

Key points

Overview of consumer expenditure

Figure 18: Consumer expenditure, by sector (£ billions), 2014

Outlook for the next five years

Figure 19: Best- and worst-case forecast total value sales, 2009-19

Winners in the next five years

Figure 20: Fastest-growing market sectors, at current prices, by % growth, 2014 (est) -19 (fore)

Slower growth sectors in the next five years

Figure 21: Consumer sectors with weaker growth, at current prices, by % growth, 2014 (est) -19 (fore)

In-home Food

Key points

What we think

A sharp slowdown in growth of in-home food sales

Figure 22: UK in-home food market value, 2009-14

A return to steady growth over 2015-19

Figure 23: Best- and worst-case forecast value sales of the in-home food market, at current prices, 2009-19

Winners for 2015

Fresh sandwiches

Poultry

Game meat

Baby milk and flavoured milk

Losers for 2015

Sugar and sweet treats

Soup

Baby food

Changing consumer habits

Figure 24: Changes in spending habits on in-home food in 2014, January 2015

Key consumer findings

Poultry and game

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Milk
Sugar
Baby food

Foodservice

Key points

What we think

The eating out industry shows modest growth

Figure 25: UK foodservice market value, 2009-14

The market is forecast to grow but operators still need to proactively chase sales

Figure 26: Best- and worst-case forecast value sales of the foodservice market, at current prices, 2009-19

Winners for 2015

Burger bars and restaurants
Pub catering

Single/dual food venues

Losers for 2015

Ethnic cuisine

Changing consumer habits

Figure 27: Changes in spending habits on eating out and takeaways in 2014, January 2015

Key consumer findings

Burger bars and restaurants
Pub catering
Ethnic cuisine

Non-alcoholic Drinks

Key points

What we think

Large part of market faces challenges over high sugar content of drinks

Figure 28: UK non-alcoholic drinks market value, 2009-14

Steady growth expected over 2015-19

Figure 29: Best- and worst-case forecast value sales of the non-alcoholic drinks market, at current prices, 2009-19

Winners for 2015

Bottled water

Losers for 2015

Cordials and squash
Hot beverages

Coffee

Changing consumer habits

Figure 30: Changes in spending habits on non-alcoholic drinks in 2014, January 2015

Key consumer findings

Bottled water

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Carbonated soft drinks
Tea and other hot drinks

Alcoholic Drinks

Key points

What we think

The alcoholic drinks industry remains in value growth

Figure 31: UK alcoholic drinks market value, 2009-14

Value growth expected to continue in the alcoholic drinks market

Figure 32: Best- and worst-case forecast value sales of the alcoholic drinks market, at current prices, 2009-19

Winners for 2015

Beer

Cider

Prosecco

Losers for 2015

Still wine

Champagne

Ready-to-drink

Changing consumer habits

Figure 33: Changes in spending habits on alcoholic drinks in 2014, January 2015

Key consumer findings

Beer

Cider

Wines

Spirits

Beauty and Personal Care

Key points

What we think

Pace of growth stalls in the BPC industry

Figure 34: UK beauty and personal care market value, 2009-14

Growth anticipated to return after a slow 2015

Figure 35: Best- and worst-case forecast value sales of the beauty and personal care market, at current prices, 2009-19

Winners for 2015

Colour cosmetics

Haircare

Losers for 2015

Facial skincare

Shaving and hair removal

Changing consumer habits

Figure 36: Changes in spending habits on beauty and personal care in 2014, January 2015

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Key consumer findings
 Colour cosmetics
 Haircare
 Facial skincare
 Shaving and hair removal

OTC and Pharmaceuticals

Key points
 What we think
 OTC industry remains stagnant
 Figure 37: UK OTC and pharmaceuticals market value, 2009-14 (est.)
 Slow and steady growth
 Figure 38: Best- and worst-case forecast value sales of the OTC and pharmaceuticals market, at current prices, 2009-19
 Winners for 2015
 Sexual health
 Vitamins and supplements
 Feminine hygiene
 Losers for 2015
 Smoking cessation
 Changing consumer habits
 Figure 39: Changes in spending habits on OTC and pharmaceuticals in 2014, January 2015
 Key consumer findings
 Vitamins and supplements
 Smoking cessation
 Cough, cold and flu remedies

Clothing and Accessories

Key points
 What we think
 Fashion grows strongly
 Figure 40: UK clothing and accessories market value, 2009-14
 Clothing is resilient
 Figure 41: Best- and worst-case forecast value sales of the clothing and accessories market, at current prices, 2009-19
 Winners for 2015
 Footwear
 Handbags
 Watches
 Losers for 2015
 Childrenswear
 Youth fashion
 Changing consumer habits

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Figure 42: Changes in spending habits on clothing and accessories in 2014, January 2015

Key consumer findings

- Footwear
- Handbags
- Childrenswear
- Youth fashion

Household Care

Key points

What we think

Static sales a sign of increased competition for spending

Figure 43: UK household care market value, 2009-14

A return to slow and steady growth

Figure 44: Best- and worst-case forecast value sales of the household care market, at current prices, 2009-19

Winners for 2015

Specialist cleaners

Air care

Home laundry

Losers for 2015

Toilet tissue

Laundry detergents

Changing consumer habits

Figure 45: Changes in spending habits on household care in 2014, January 2015

Key consumer findings

Specialist cleaners

Air fresheners

Fabric conditioners

Toilet tissue

Laundry detergents

Technology and Communications

Key points

What we think

Market back in growth in 2014

Figure 46: UK technology and communications market value, 2009-14

Technology industry on path to recovery

Figure 47: Best- and worst-case forecast value sales of the technology and communications market, at current prices, 2009-19

Winners for 2015

Streaming services

Video and music subscriptions

Pay-TV

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Laptops

Losers for 2015

Televisions

Digital cameras, Sat Navs, portable games consoles

Print newspapers

Changing consumer habits

Figure 48: Changes in spending habits on technology and communications in 2014, January 2015

Key consumer findings

Desktop and laptop computers

Mobile phones

Video games and consoles

Social and media networks

Leisure and Entertainment

Key points

What we think

Leisure and entertainment industry growth driven by inflation

Figure 49: UK leisure and entertainment market value, 2009-14

Marginally stronger growth set for next five years

Figure 50: Best- and worst-case forecast value sales of the leisure and entertainment market, at current prices, 2009-19

Winners for 2015

Music concerts and festivals

Gambling

Losers for 2015

Nightclubs

Cinemas

Tenpin bowling

Health and fitness clubs

Changing consumer habits

Figure 51: Changes in spending habits on leisure and entertainment in 2014, January 2015

Key consumer findings

Music concerts and festivals

Gambling

Nightclubs

Cinemas

Home and Garden

Key points

What we think

Home and garden industry on the rise

Figure 52: UK home and garden market value, 2009-14

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Continued growth in consumer spending

Figure 53: Best- and worst-case forecast value sales of the home and garden market, at current prices, 2009-19

Winners for 2015

Furniture

Garden products

Homeware

Losers for 2015

Home textiles and decorative accessories

Plants, seeds and bulbs

Changing consumer habits

Figure 54: Changes in spending habits on home and garden in 2014, January 2015

Key consumer findings

Furniture

Garden products

Homeware

Appliances

Transport

Key points

What we think

The market is showing steady growth

Figure 55: UK transport market value, 2009-14

Strong growth predicted in the next five years

Figure 56: Best- and worst-case forecast value sales of the transport market, at current prices, 2009-19

Winners for 2015

New and used cars

Rail travel

Losers for 2015

Two wheelers

Key consumer findings

New and used cars

Car and van hire

Rail travel

Holidays

Key points

What we think

Steady holiday growth continues

Figure 57: UK holidays market value, 2009-14

Overseas holidays to drive growth

Figure 58: Best- and worst-case forecast value sales of the holidays market, at current prices, 2009-19

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Winners for 2015

Beach holidays

Independent holidays

Losers for 2015

High street travel agents

Changing consumer habits

Figure 59: Changes in spending habits on holidays in 2014, January 2015

Key consumer findings

Premium and budget travellers

Short/city breaks

Holiday planning and booking process

Domestic tourism

Personal Finance

Key points

What we think

Expenditure on financial services bounced back in 2014

Figure 60: UK personal finance market value, 2009-14

The recovery in financial services spending set to continue

Figure 61: Best- and worst-case forecast value sales of the personal finance market, at current prices, 2009-19

Changing consumer habits

The chance to start to increase motor premiums...

Figure 62: Attitudes towards car insurance, December 2014

... and prospects for an increase in investment sales

Key consumer findings

Motor insurance

Share dealing

Collective investments

Housing

Key points

What we think

Consumer spending on housing increased sharply in 2014

Figure 63: UK housing market value, 2009-14

Further growth forecast between 2014-19

Figure 64: Best- and worst-case forecast value sales of the housing market, at current prices, 2009-19

Changing consumer habits

Key consumer findings

Buy-to-let mortgages

Mortgages

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Newsagents' Goods

Key points

What we think

Newsagents' goods market benefits from rising tobacco prices

Figure 65: UK newsagents' goods market value, 2009-14

Moderate growth forecasted

Figure 66: Best- and worst-case forecast value sales of the newsagents' goods market, at current prices, 2009-19

Key consumer findings

Cigarettes and tobacco

Cards and stationery

Miscellaneous Expenditure

Key points

What we think

Healthy growth in the miscellaneous markets continues

Figure 67: UK miscellaneous expenditure market value, 2009-14

The market will grow at a faster pace

Figure 68: Best- and worst-case forecast value sales of the miscellaneous expenditure market, at current prices, 2009-19

Winners for 2015

Education

Funerals

Losers for 2015

Disposable nappies and wipes

Pet food, care and accessories

Key consumer findings

Education

Funerals

Pet food, care and accessories

The Consumer – Changes in Spending Habits in 2014

Key points

Britons continue spending on essentials

Figure 69: Changes in spending habits in 2014, January 2015

Health is on the agenda

Spending on holidays and leisure still a luxury for the 'Sandwich Generation'

Figure 70: Proportions of people who spent more and less on holidays and leisure & entertainment in 2014, by age, January 2015

Millennial men take more interest in their appearance

Figure 71: Proportions of people who spent more and less on beauty products & toiletries and clothes & accessories in 2014, by gender and age, January 2015

Brits are more likely to spend less rather than more

Figure 72: Percentage-point difference between those who spent more and those who spent less on each category in 2014, January 2015

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Millennials driving new fashion purchases

Figure 73: Consumer expenditure in various sectors, past and next three months, January 2015

Trend application insight

The Consumer – Perceptions of What Makes a Company or Product British

Key points

Brand Britain has enjoyed a renaissance

Figure 74: Examples of brand messages celebrating the birth of Prince George, January 2015

Success of Brand Britain abroad

'Made in Britain' – The most recognisable mark of authentic Britishness...

Figure 75: Factors that make a company or product British, January 2015

... and so is paying taxes

Consumers have become more choosy

Figure 76: Number of factors people associate with British companies and/or products, January 2015

Britishness goes beyond the Union Jack

Figure 77: Factors that make a company or product British, by selected factors that people think makes a company or product British, January 2015

The over-55s are the most loyal to Brand Britain

Figure 78: Factors that make a company or product British, by age, January 2015

Trend application insight

The Consumer – Preference for British Brands and Products

Key points

British origin is most important in food

Figure 79: Preference for British brands and products, January 2015

Men bolster demand for British fashion

Majority of Brits don't have any specific preferences

A difficult balancing act for retailers

Figure 80: Preference for British brands and products, January 2015

Figure 81: Preference for British brands and products, January 2015 (continued)

Trend application insight

The Consumer – Qualities Associated with British Brands and Products

Key points

British products are recognised for their unrivalled quality

Figure 82: Attributes associated with British brands and products (nets of attributes across all categories are shown), January 2015

The future of British products

Figure 83: Attributes associated with British brands and products (nets of attributes across all categories are shown), by selected nets of attributes, January 2015

Strengths and weaknesses of British brands

Figure 84: Attributes associated with British brands and products, January 2015

Poor finances keep people focused on cost

Figure 85: Attributes associated with British brands and products (nets of attributes across all categories are shown), by current financial situation, January 2015

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Trend application insight

The Consumer – Benefits of Globalisation

Key points

On balance, globalisation benefits British consumers...

Figure 86: Perceived benefits of globalisation, January 2015

... but globalisation could be a double-edged sword

Figure 87: Obstacles to the success of UK's small businesses, 2014

Asserting British origins not a match for low prices

Figure 88: Georgia May Jagger launches British Airways' GREAT aircraft, March 2015

Modernising the high street

The need to adapt to today's consumer habits

Few see personal benefit in other aspects of globalisation

Figure 89: Perceived benefits of globalisation, continued, January 2015

The government entices overseas visitors to come to the UK

Figure 90: Examples of marketing material from 'GREAT Britain' campaign, March 2015

Figure 91: English Tourism Week promotional material, March 2015

Figure 92: Screenshot from VisitBritain's GREAT names website, March 2015

Brits of lower means say they have gained little from globalisation

Figure 93: Number of perceived personal benefits of globalisation, by changes in financial situation compared with a year ago, January 2015

Generational divide in attitudes towards globalisation

Figure 94: Number of perceived personal benefits of globalisation, by generations, January 2015

Globalisation as a series of trade-offs

Figure 95: Views on overall benefits of globalisation, January 2015

Trend application insight

The Consumer – What Influences People's Opinions about Globalisation?

Key points

The strength of the economy drives people's views on globalisation

Figure 96: Factors that affect people's opinions on globalisation, January 2015

Social media is a greater influencer for 16-24s

Figure 97: Selected factors that influence people's opinions on globalisation, by age, January 2015

The power of emotional appeal

Figure 98: What influences people's opinions about globalisation, by views on benefits of globalisation, January 2015

Trend application insight

Appendix – Expenditure Overview

Figure 99: Best- and worst-case forecast for total consumer expenditure, 2014-19

Appendix – In-home Food

Figure 100: Best- and worst-case forecast value sales of in-home food, 2014-19

Appendix – Foodservice (Eating Out and Takeaways)

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Figure 101: Best- and worst-case forecast value sales of foodservice, 2014-19

Appendix – Non-alcoholic Drinks

Figure 102: Best- and worst-case forecast value sales of non-alcoholic drinks, 2014-19

Appendix – Alcoholic Drinks

Figure 103: Best- and worst-case forecast value sales of alcoholic drinks, 2014-19

Appendix – Beauty and Personal Care

Figure 104: Best- and worst-case forecast value sales of beauty and personal care, 2014-19

Appendix – OTC and Pharmaceuticals

Figure 105: Best- and worst-case forecast value sales of OTC and pharmaceuticals, 2014-19

Appendix – Clothing and Accessories

Figure 106: Best- and worst-case forecast value sales of clothes and accessories, 2014-19

Appendix – Household Care

Figure 107: Best- and worst-case forecast value sales of household care, 2014-19

Appendix – Technology and Communications

Figure 108: Best- and worst-case forecast value sales of technology and communications, 2014-19

Appendix – Leisure and Entertainment

Figure 109: Best- and worst-case forecast value sales of leisure and entertainment, 2014-19

Appendix – Home and Garden

Figure 110: Best- and worst-case forecast value sales of home and garden, 2014-19

Appendix – Transport

Figure 111: Best- and worst-case forecast value sales of transport, 2014-19

Appendix – Holidays

Figure 112: Best- and worst-case forecast value sales of holidays, 2014-19

Appendix – Personal Finance

Figure 113: Best- and worst-case forecast value sales of personal finance, 2014-19

Appendix – Housing

Figure 114: Best- and worst-case forecast consumer expenditure on housing, 2014-19

Appendix – Newsagents' Goods

Figure 115: Best- and worst-case forecast consumer expenditure on newsagents' goods, 2014-19

Appendix – Miscellaneous Expenditure

Figure 116: Best- and worst-case forecast value sales in miscellaneous markets, 2014-19

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