

### April 2022

#### Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

### February 2022

#### Christmas Gift Buying - UK

“Christmas 2021 was not the uninterrupted event that many had hoped for, but there was a clear sense of making the best of it from consumers. The retail sector experienced a record level of demand, beating the levels seen pre-pandemic in 2019, although rising inflation played its part in boosting ...

#### Fashion Accessories - UK

“Fashion accessories are set to make a considerable recovery in 2022, mainly driven by a return in demand for the luxury market. High street specialists continue to struggle, with the market for fashion accessories becoming increasingly fragmented. Accessories retailers must keep up with advances in social media and online purchasing ...

### January 2022

#### Impact of Social media on Retail - UK

“Social media platforms have evolved to accommodate the entire shopping journey from discovery to purchase. Recent investments from major platforms have sought a more active role in bringing product and brands to the consumer, which will make their influence even more potent. However, trust issues present a barrier for UK ...