

Consumers and The Economic Outlook - Quarterly Update - UK - July 2014

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“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more negative in June 2014 than we’d seen earlier in the year.”

- Toby Clark, Director of Research, EMEA

This report looks at the following areas:

- A pause for breath in the revival of consumer confidence
- The middle age groups are still the most concerned about their finances
- Key economic indicators

Although the gap has narrowed dramatically, wages are still failing to keep pace with the cost of living. In particular, our research shows that those in the middle age groups are still finding it hard to make ends meet. Until the income squeeze eases significantly, people will remain wary.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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What it Means

- House prices continue to shape consumer confidence...
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