

## Seasonal Shopping (Autumn/Winter) - UK - April 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The autumn seasonal events continued to rise in value during 2016, in line with the fairly positive consumer sentiment and willingness to spend.”

– Alice Goody, Retail Analyst

This report looks at the following areas:

- Marketing to dads
- Opportunities for value growth in back-to-school
- Halloween beauty retail boost

This Report covers the autumn events of back-to-school, Halloween and Bonfire Night. The value of the seasonal events continued to rise in 2016 (by a combined 6.2%), as major political events which occurred during the year appeared to have little direct impact on consumers’ own financial situation and willingness to spend.

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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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