

# Consumers and the Economic Outlook: Quarterly Update - UK - August 2015

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"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to a year ago than feel worse off, and planned spend reflects people's growing confidence."

– Jessica Morley, Financial Services Analyst

## This report looks at the following areas:

- The pace of change is slow, but steady
- Financial health is subjective

The scars left by the crisis run deep and caution still prevails. Even those consumers who consider themselves financially healthy are still more likely to add to their savings than to indulge in material purchases. As such, gains in confidence and resultant changes in behaviour will be gradual and phased rather than dramatic shifts.

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## What It Means

Legacy insecurities are slowing the pace of change

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