A spring in your step?

And sustained inflationary pressures on disposables income, the UK consumer continues to spend on leisure. Experiences remain high on the agenda, as evidenced by an upturn in our spending data in the context of a wider drop in general discretionary spending. In 2018, consumers expect their spending on many habitual leisure activities, including drinking in pubs and on bars, to remain unchanged when compared to the previous quarter. They are also likely to see more spend compared to this time last year.

Life of leisure

The Deloitte Consumer Tracker for Q4 2017 showed that overall discretionary spending was down compared to this time last year, as well as wage growth and high inflation mean consumers are more cautious with larger discretionary purchases. But, it is 10 years fall in the GfK major purchase index in December 2017 and some disappointing trading updates from a few big-ticket retailers compared to prior year reinforces the message that consumers are being more cautious with larger discretionary purchases of goods. However, our data shows that leisure spending was up year on year in most leisure categories, including big-ticket items such as holidays. This suggests that while money might be tighter for consumers, they are not cutting down on leisure in the same way as they are on other discretionary purchases.

Bring on the sunshine

Going into 2018, the survey shows consumers continuing to favour leisure activities and maintaining spending in big-ticket items, such as holidays, which are forecast to experience the largest increases in spending compared to this time last year. Despite slow wage growth in the household sector, consumer confidence remains positive. As such, leisure consumers remain confident. Despite slow wage growth in the household sector, consumer confidence remains positive. As such, leisure consumers remain confident.

Leisure consumers reported spending more on...

- Leisure consumers reported spending more on leisure...

Leisure consumers reported spending less on...

- Leisure consumers reported spending less on leisure...

 Consumers expect to spend more...

- Consumers expect to spend more...

Will leisure spend continue to tick upwards?

- Will leisure spend continue to tick upwards?

 Will consumers continue to cut....

- Will consumers continue to cut....

A spring in your step?

- A spring in your step?