

In the past 12 months, CIL has surveyed 52,000 consumers across a range of sectors. These are some of the key trends we identified:

## 1 FOOTFALL OR FAIL

Consumers place a high value on convenience. Finding the right location and understanding the catchment for your sub-sector is key.

56%

of competitive socialising customers travel **less than 15 minutes to the venue.**

of consumers in London travel **less than 30 minutes** to a food hall.

85%

## 2 CURATED VARIETY WINS

Consumers are presented with overwhelming amounts of choice across most categories. Retailers can improve conversion and retention through curating personalised offerings to fit their customers.



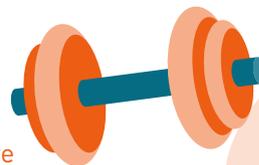
of consumers **trial meal kits** as a source of curated inspiration.

## 3 LEISURE SPEND TOP OF THE TABLE

Spend on leisure and experiences are more protected against economic downturns as consumers prioritise cutbacks on other elements of discretionary spend.

64%

of recent competitive socialising customers say their leisure spend is protected and they would be **unlikely to reduce it.**



2/3

of gym goers **would not consider cancelling** their membership even if times got hard.

## 4 INGREDIENTS UNDER SCRUTINY

Consumer brands are undergoing major change. Provenance is associated with quality, sustainable sourcing is sought and minimal packaging is desired.



22%

of consumers have **switched one or more** of their cosmetics/general toiletries to products with ethical or environmentally friendly ingredients **in the last three years.**

For consumers **aged 16-24**, this rises to

42%

## 5 LAST MINUTE HOLIDAYS

Gone are the days of Saturday to Saturday holiday bookings. Consumers are looking for shorter, more flexible trip lengths and are increasingly delaying booking until the last minute.



51%

of consumers now book their holidays **less than three months before the departure date.**



20%

of 18-24 year olds are booking **with only one month's notice.**

# OUR CONSUMER EXPERIENCE

CIL provides strategy consulting and due diligence support to management teams and investors. We are rigorous in our approach, confident in our conclusions and expert at what we do.

Our consumer team goes beyond market data, leveraging real sector knowledge to help investors and businesses understand and navigate the highly dynamic consumer and retail landscape.

## Recent engagements include:



**Liam McGuinness**

Partner

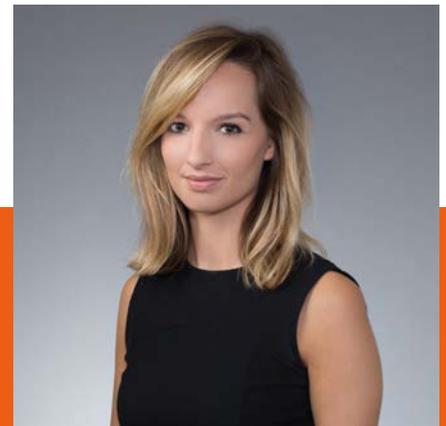
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