



Euromonitor  
International

# Consumer Lifestyles in the United Kingdom

June 2025

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Consumer landscape in the UK 2025

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Personal traits and values

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Health and wellness

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Shopping and spending

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Consumers in the UK highly trust friends and family recommendations

UK consumers set to increase spending on groceries the most

Millennials sometimes rely on credit cards or account overdrafts to cover everyday expenses

Shopping and spending survey highlights

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