

Discover
how we
can help
you



What do you need to achieve?

- Give us a call and let's see if we can help

Pleased to meet you

- We are economists and industry experts whose ethos is to put economic analysis at the heart of retail insight
- We're completely independent and have a laser-like focus on the consumer and retail industry

What else do we offer you

- Consultancy to address specific needs
- Quick response info updates to your inbox
- Tailored reporting services
- Research papers covering key concepts and events
- Key data sets for your projects
- Presentations at conferences, seminars, company away-days and board meetings
- Shopper Sentiment Surveys
- Consumer panel research
- Retail Cost Base Index info

We provide you with

- Actionable insight
- Proprietary data
- Consultancy services

Stay on top of your game through our

- Economic insight reports (monthly)
- Sector insight reports (monthly)
- Forecast and market intelligence reports (quarterly)
- Intelligent-design report layouts

What you get with a subscription

- What is the subscription service?
- What do you get?
- Subscription options
- Subscription bolt-ons
- Access to Retail Economic Help Desk

You benefit by

- Gaining critical **insights** for key decision making from our expertise in interpreting complex economic data
- Saving time and resources by automating **data** mining processes and providing access to the very latest data
- Being offered a competitive advantage via access to proprietary data from our consumer panels, econometric models & forecasts through **consultancy**
- See how others have benefitted





Retail Economics
is an independent
economics research
consultancy focused on
the UK consumer and
retail industry.

We empower you.



We analyse the complex retail economic landscape and draw out actionable insight



We provide you with the very latest available data



We simplify and communicate what this means to you in a clear and succinct way



We provide...

Insight

Giving you critical insights for key decision making from our expertise in interpreting complex economic data

Data

Saving you time and resources by automating data mining processes and providing access to the very latest data

Consultancy

Offering you a competitive advantage via proprietary data from our consumer panels, econometric models & forecasts

Can **you** answer 'yes' to these five questions?



1

Do you have an insider view of the industry and an accurate outlook for the sector?



"Retail Economics provides insightful and thought-provoking economic and retail analysis. Their focus on the consumer and retail market identifies the underlying trends important for our business to understand and help us to make informed decisions. Retail Economics is more than a subscription. **The access to some of the top retail experts**, opportunity to collaborate when organising events, internal audios and industry reports and the fantastic service provided are also extremely valuable to us" - Head of Retail and Leisure



2

Do you use economic and retail insight to influence decisions at board level?



"Retail Economics provides the business with the latest socio-economic data that enables us to understand the latest factors impacting customer behaviour. It forms an **integral part of the annual and quarterly business planning** which is presented to the senior leadership team" - Customer and Commercial Insight Director



3

Do you have a strategy to quickly absorb macroeconomic trends and use predictive forecasts in your planning?



"It is vital that we remain on top of changing consumer behaviours and adapt to ensure we provide sufficient support to retailers. The clear and concise economic data and retail insight that Retail Economics delivers is critical. **The predictive forecasts and forward looking narrative helps at the very highest level of the business**" - Business Development Director



4

Do you have a process for transforming economic data into actionable insight?



"Retail Economics provide us with genuine and unique insight of the UK consumer market. Their insight reports are **quick to read, explaining complex economic concepts** and turning them into actionable insight for our business" - Chief Analytics Officer



5

Do you share need-to-know economic analysis with your colleagues and impart knowledge to your customers?



"Retail Economics helps contextualise how wider macroeconomic trends impact consumers and what the implications are for the retail industry. Their focus on the consumer sector is unique and **their insight adds genuine value to our members**" - Chief Executive





Subscription packages

What is the subscription service?

A Retail Economics subscription provides impartial monthly insight reports giving you access to our industry-leading views, opinions, data and forecasts.

What do I get?

Access to expert views, time series data, forecasts, market size estimates, market share estimates, proprietary data and much more in easy-to-read monthly reports that cut through the complexity of economic data leaving you with actionable insight.

Are there any subscription bolt-ons?

Whether it's face-to-face presentations with our CEO at board meetings, economic and retailer updates straight into your inbox or our consultative tailored reporting designed to save you time and resource, we're here to help.

Comprehensive package

- choose up to three monthly reports
- over 200 interactive data series
- up to 10 years downloadable data
- access to Retail Economics Help Desk
- up to 5 registered users

Professional package

- choose up to five monthly reports
- over 200 interactive data series
- up to 10 years downloadable data
- access to Retail Economics Help Desk
- up to 10 registered users

Enterprise package

- access all our monthly reports
- over 200 interactive data series
- up to 10 years downloadable data
- access to Retail Economics Help Desk
- up to 100 registered users

Quick Response: Retailer Results



Quick Response: Economic Updates



Tailored Reporting



Face-to-face presentation



'Retail Trends' presentation



Additional users





- Stay on top of your game with access to the very latest data.
- Maintain a competitive edge by understanding the very latest trends.
- Monthly insights will significantly improve your critical decision making.

Retail Economics publishes a variety of *monthly Economic Insight reports* using quick-view designs that enable you to extract relevant information and actionable insight efficiently.

Economic Insight reports

Retail Sales



A comprehensive overview of the latest retail industry performance. Our views contextualise the latest data in view of emerging consumer trends, seasonality and draw upon an extensive range of sources including our own.

Online Retail



A detailed analysis of the online retail market. This report compares performance by channel (store vs. online) and category while referencing a wide range of industry information to provide an illuminating view.

Retail Inflation



A focus on costs, prices and margins. Economic analysis on supply chain pressures, sourcing costs, operating costs and the impact on consumer prices is at the heart our insights on the impact of inflation.

UK Consumer (quarterly)



An in-depth analysis of the consumer sector. Consumer spending trends are put in context of the wider economy while unpicking the underlying forces is central to this report. The experience economy is emerging.

Retail Economic Briefing



A succinct report on the need-to-know economic trends. This publication cuts through the complexity of macroeconomic data, leaving you with unbiased and bold opinions on what it means for the retail industry.

Retail Industry Outlook (quarterly)



A forward-looking critical retail analysis. Predictive forecasts and insightful narrative draw upon our econometric models to help you identify the key risks and future opportunities to drive your strategic planning.

Executive Report



A punchy summary of the need-to-know economic data. This two pager is designed to keep you abreast of the latest economic data with bite-sized insights which demonstrate current thinking that cuts beyond the headlines.



- Stay on top of your game with access to the very latest data.
- Maintain a competitive edge by understanding the very latest trends.
- Monthly insights will significantly improve your critical decision making.

Retail Economics publishes a variety of *monthly Sector Insight reports* using quick-view designs that enable you to extract relevant information and actionable insight. Subscribers receive a supplementary Forecast & Market Intelligence report every quarter for corresponding sectors.

Sector Insight reports

Forecast & Market Intelligence reports

Food & Grocery



Clothing & Footwear



Homewares



Furniture & Flooring



DIY & Gardening



Electricals



Health & Beauty



Reports include the following intelligence:

Sector forecasts:

- Market size estimates including sub-categories
- Market size forecasts for next five years
- Market share estimates for top 10 retailers
- Top 10 retailer analysis including latest trading performance

Economic forecasts:

- GDP
- Consumer spending
- Inflation
- Real earnings growth



Our **quick-view layouts** accelerate your ability to comprehend and grasp key facts and figures with ease.

Monthly insight reports keep you abreast of the very latest narrative underlying the economy and consumer spending

Time series charts help you contextualise performance historically and identify seasonal trends

Quick identification Section icon

Quick view need-to-know stats save time

UK Retail Sales

Retail sales – July 2016

Retail sales rose by 2.1% year-on-year (non-seasonally adjusted) in July, according to the Retail Economics Retail Sales Index. The three month rolling average, which provides a more accurate underlying trend, showed sales rose by 1.7%, the fastest growth since September 2015.

Despite numerous consumer polls suggesting a sudden loss of confidence, including our own, shoppers have defied the surveys and were out in force in July. We did, however, point out last month that what consumers say they are going to do and what they do in reality are two entirely different prospects. We firmly believe that consumers react to their own personal experience of the economy in terms of job security, rising prices in shops and their personal finances. While the Brexit vote is likely to cause anxiety, we believe consumer spending is likely to remain robust in the short-term. The impact of rising inflation, weaker wage growth and squeezed personal finances is not likely to affect spending until Spring 2017. Indeed, it will take some time before the impact of the Brexit vote starts to affect households' spending power and we believe, given the majority of consumers actually voted to leave, their propensity to spend will remain strong.

Electricals was the **fastest-growing category** and had another strong month with sales growth up 4.6% on the previous year, according to the Retail Economics Retail Sales Index. However, sales have slowed on the three-month average of 6.9% and are markedly weaker than the 12-month average of 6.9%. Anecdotal evidence suggests that the summer of sports which included the Euro 2016 tournament, Wimbledon and the Rio Olympics supported the sales of big screen TVs. In addition, computing and communications remained in high demand.

Retail sales growth

2.1%

Retail sales rose by 2.1% in July 2016, year-on-year.

Food

1.7%

Food sales rose by 1.7% in July 2016, year-on-year.

"it will take some time before the impact of the Brexit vote starts to affect households' spending power and we believe, given the majority of consumers actually voted to leave, their propensity to spend will remain strong"

Sector Growth Rankings	Jul-16	12 month avg.	6 month avg.	3 month avg.
Electricals	4.6%	7.3%	6.0%	6.6%
Health and Beauty	3.0%	2.9%	6.0%	6.8%
Footwear	2.8%	4.2%	2.0%	4.5%
Clothing	1.8%	-0.3%	-3.7%	-4.8%
Food	1.7%	0.2%	1.0%	0.4%
DIY and Gardening	-0.2%	0.5%	-1.0%	0.4%
Homewares	-0.3%	4.6%	3.3%	2.0%
Furn & Floor	-1.7%	4.7%	5.0%	4.0%

Source: Retail Economics

*Period aligned to ONS trading calendar 3 July to 30 July 2016

Clickable section links for easy navigation

"it will take some time before the impact of the Brexit vote starts to affect households' spending power and we believe, given the majority of consumers actually voted to leave, their propensity to spend will remain strong"

Unrivalled summary insight points giving you a competitive edge

We're here to help. Contact the **Retail Economics Help Desk** for access to economists and our support services

Independent analysis that's bold, concise and authoritative, allowing you to cut through complex issues and interpret their implications for your business

Relevant charts and tables to help you visualise and identify economic trends helps aid strategic decisions



Other services

Shopper Sentiment Survey

- Consumer panel research for household spending split by socioeconomic background
- Forward looking expectations for households and tracks changes in perceptions over time

Weather Data in partnership with the Met Office

- Weekly weather forecast reports compared with actual data from the previous year to help contextualise like-for-like comparisons
- Monthly report covering 12 regions for key metrics such as max temperature, sunlight hours and rainfall

Retail Cost Base Index in partnership with Retail Week

- Insight into the key operating costs facing retailers, critical to taking a view on profitability
- Focuses on labour, rents, rates, distribution, utilities and central costs, providing times series data derived from our econometric model

Face-to-face presentations

- Thought-provoking presentations at conferences, seminars, company away-days and board meetings
- Senior members of Retail Economics staff can be booked for these types of events with Richard Lim, CEO, and Stephen Robertson, Chairman, being in particular demand

Data

- Saving you time by accessing all the need-to-know retail data in one place
- Conduct your own analysis with quick and easy downloadable time series data and visualisation tools



Consultancy

- We provide a range of consultancy services to help businesses identify, interpret and integrate rigorous economic analysis into their decision making
- Our research is provided in a variety of different forms from bespoke projects, which can help you better understand your core market and highlight potential growth opportunities, to automating data mining and reporting processes thereby freeing up your time to drive your business forward

Quick Response: Economic Updates

- Rapid, succinct and bold – this service provides you with need-to-know economic updates straight into your inbox
- Around 2-3 emails per week keeping you ahead of your competitors and fully informed

Tailored Reporting

- Tailored reporting delivering bespoke reporting tools relied on by executive teams
- Need-to-know economic indicators, interpret what they mean for your business and integrated into your reporting processes

Research papers

- Independent and authoritative economic analysis focuses on the critical trends of the moment
- So whether it's the impact of Brexit, the Experience Economy or the Outlook for 2017/18, you will have access to our latest thought leadership

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LET'S SWAP STORIES

I'm from
This Company Ltd. and this is
what we do...

Great!
Let me tell you more
about what we do...

3



SEE IF WE CAN HELP



Retail Economics is an independent economics research consultancy focusing exclusively on the UK retail and consumer industry. Our subscription service empowers you with a deeper understanding of the key economic drivers supporting the UK retail industry, providing a competitive edge needed to make critical business and investment decisions.