

## CHANGING CONSUMER TRENDS OVER THE LAST 30 YEARS

What do consumers spend their money on and how has this changed between 1985 and 2015?



Total consumer spending more than **doubled** between 1985 and 2015 rising from **£521 billion** to **£1.15 trillion** in real terms

There was an increase of **383%** in the spending on DIY tools from 1985 to 2007 however since the 2008/2009 recession, spending on DIY tools has fallen from **£5.4 billion** in 2007 to **£4 billion** in 2015



Spending on tobacco has plummeted from **2.8%** of all consumer expenditure in 1985 down to just **£1.7%** in 2015

Spending on alcohol (home consumption) has gone up, particularly from 1995 to 2005 where it rose by **85%**



Spending on newspapers, books and stationary initially increased between **1985** and **1995** however it has been in decline since **2006**



The quantity of toys and games purchased from **1994 to 2004** increased three fold but has since been relatively stable



The personal care market has shown strong growth with the volume of spending on it being three times higher in 2015 than it was in 1985

The proportion of total consumer expenditure spent on our food (excluding restaurants) has decreased from **11.3%** in 1985 to **7.3%** in 2015

The proportion has decreased as the increase in total spending has been much faster than the increase in spending on food



Consumer spending on restaurants has remained steady over the last 30 years at roughly **7%** excluding a dip during the 2008/2009 recession



This infographic refers to statistics used in an article by *Second Reading – the House of Commons Library Blog*

<https://secondreading.uk/economy/consumer-spending-10-ways-its-changed-in-30-years/>