

# TCS Retail Survey (UK)

## Top Trends & Takeaways



Retailers are bracing for an unpredictable economy.

How can they get ready to meet the challenges ahead?

We surveyed 1,500 UK cross-generational retail consumers of all genders, ages 18 to 77+ years, about their values and shopping behaviors, including:

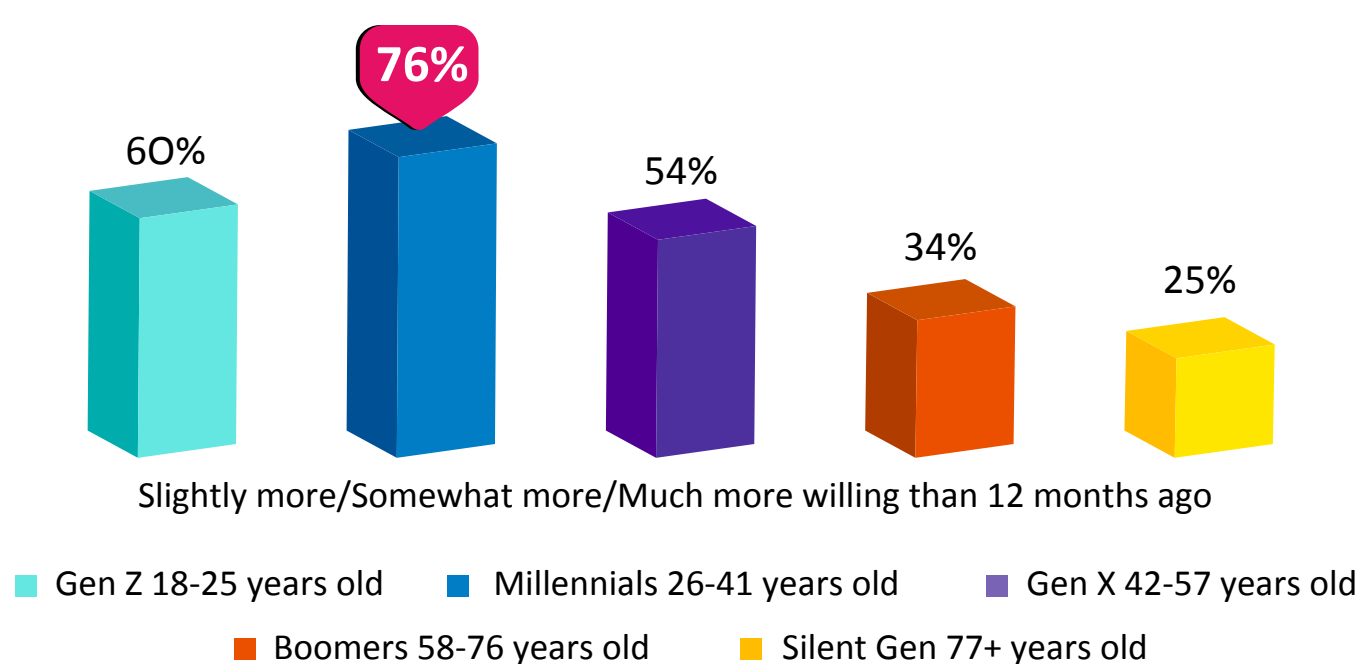
- Sustainable shopping
- New technologies to improve the customer experience
- Discretionary spend for 2023

### The research uncovered five essential takeaways

1

Millennials are more willing to share their personal information in exchange for a discount or perk compared to other generations surveyed.

Willingness to share personal information to get a discount or perk



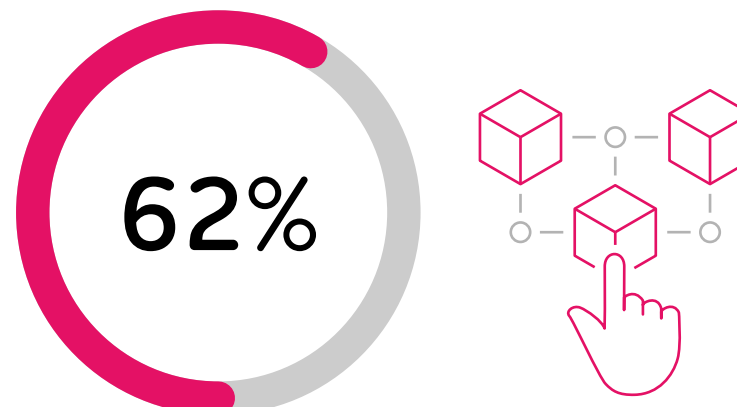
2

At 88%, an overwhelming majority of consumers\* want to purchase sustainably-made and responsibly-sourced items.



3

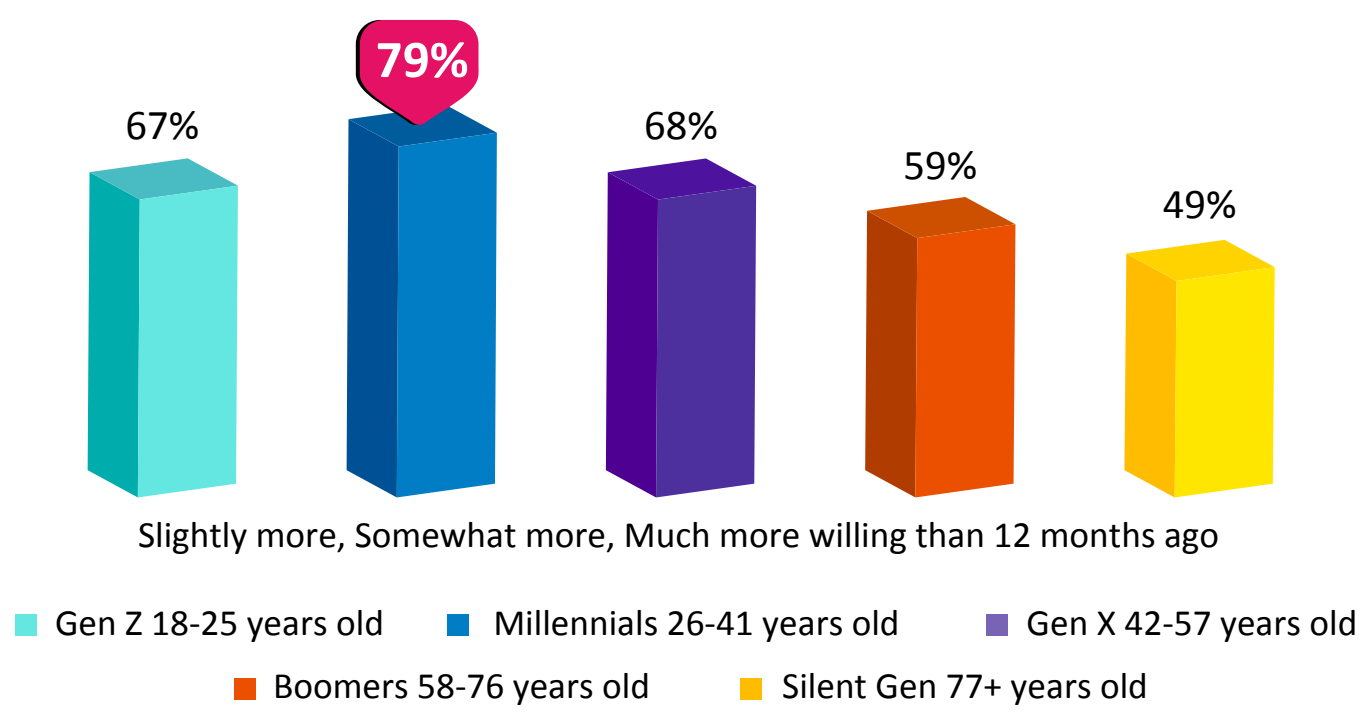
But only 62% of all consumers\* say they have actually paid more for sustainably-made and responsibly-sourced items.



4

However, most consumers—and especially Millennials—are more likely to consider shopping with retailers offering rewards for sustainable choices.

Rewards for sustainable shopping choices



5

Compared to other age groups, Millennials are the most eager to enhance their digital shopping experiences using newer technologies.



**Why this matters:** Millennials are the current powerhouse demographic that retailers need to effectively target.

“ By focusing on Millennial buying power with tailored products, messaging and offers in the in the short- and medium-term, retailers can earn added loyalty and maximise a critical customer segment for years to come. ”

— Shekar Krishnan, Head of Retail for UK, Ireland and Europe, TCS

\* This figure reflects an average of the total number of respondents surveyed.

[Read the Key Findings report](#)