

A common cold or retail pneumonia?

Contributed by Synovate
Wednesday, 13 August 2008

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“Retail Therapy”™ is no longer a wishy washy term used freely by housewives in an attempt to excuse and justify their excessive indulgences to their non-understanding husbands. Now a valid description of the pleasures of the shopping experience used by many people to boost their mood, it even has a full definition on Wikipedia! A credible reason to partake in some non-essential purchasing, and responsible for brightening many a dark disposition, it now looks as though Retail itself is in need of a little tlc.

According to the KPMG / SPSL now part of Synovate Retail Think Tank™s (RTT) new Retail Health Index, the health of UK retail has dropped to its lowest level since early 2006. The RTT also predicts that the size of the non-food market will contract as the fear of unemployment reduces consumer confidence and willingness to spend.

Could this deterioration continue? The RTT thinks it’s possible. So, given all the depression lifting therapy that retail has provided many of us over the years, surely it is time to return the favour and lift UK retail out of its own unhealthy spell.

The solution? Dip into those pockets and keep shopping!

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