

The Isolation Economy



The UK's Isolation Economy has driven a £12.9bn shift in consumer spending habits, with UK adults increasing their expenditure on four key categories: groceries, alcohol, entertainment and hobbies & crafts, during the national lockdown.

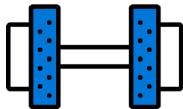
May 2020



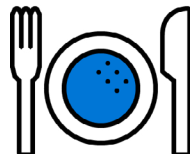
Adults are now spending **2 hours 22 minutes more each week** watching TV, streaming programmes and gaming.



Adults are also spending an extra **2 hours per week socialising** via digital platforms.



An extra 20 minutes is being dedicated each week to **exercise and wellness**.



Post lockdown, 69% of people plan to **continue cooking more meals** at home.



56% want to stay in touch with friends and family via video calls.



60% of adults plan to **buy more products locally** when the lockdown measures lift.

£247m

Across the UK, **spending has risen** by £247 million per week on groceries, alcohol, entertainment and hobbies & crafts.

5%

That's an average of £104 per week for each UK adult – a **5% increase on pre-crisis spending**.

£4.1bn

Overall, however, UK households are **spending 31% less**. A drop of £4.1 bn per week – or £215 bn per year.