

FACTS AND FIGURES ON THE UK MARKET

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Compiled by



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PR GROUP



- **Lloyds Bank's January Business Barometer** revealed that business confidence fell in the first month of 2025, marking the fifth consecutive monthly decline. The headline index dropped by 2 points to 37%, the lowest level since December 2023, to reach a 13-month low.
- While **Natwest UK's Regional Growth Tracker**, also for January 2025, shared that four of the 12 UK nations and regions (London, North-East, Wales and South-West) recorded business activity growth in January, according to the latest NatWest Growth Tracker.



- UK Consumer confidence remains high and close to its highest level in five years with confidence at -8.1% for Q4 2024 compared with -7.9% in Q3 2024. Although there is possibly some nervousness about the UK economy following last year's budget including how higher taxes on businesses might impact their income and prices at the till.

Source: Deloitte Consumer Tracker, Q4 2024



And there is good news for companies wanting to launch their brands in the UK is new research in which the UK comes low on the list of countries with consumers agreeing with the statement: "I only buy the best-known brands"

- United Arab Emirates; Australia; Singapore; Indonesia; United States; Spain; Germany; France; **United Kingdom**; Denmark

Source: YouGov Profiles January 2025



- Those interested in our "pub culture", might want to know that 50% of adults have visited the pub in the last month, 20% within the last three to six months and 17% longer than a year or never.

Source: YouGov 11 February 2025



- On a subject close to our PR world are the circulation (and readership) figures. January's average circulations for our national papers were as follows: Metro (free) 952,438; Daily Mail 687,063; Mail on Sunday 557,721; Daily Mirror 205,332; Sunday Mirror 146,909; Daily Express 128,551; i 122,487; Daily Star 111,082; FT 109,995; Sunday Express 108,870; City AM (free) 68,053; Daily Star Sunday 58,450 and Sunday People 46,319.
- The Sun, Times and Telegraph titles have chosen to keep their ABC circulations private (since the start of 2020) as have The Guardian and Observer (from September 2021).

Source: Audit Bureau of Circulations



- Equally of interest to PR is the **Edelman Trust Barometer** which always makes for fascinating reading. It's difficult to highlight just one element but we have selected data that shows companies headquartered in the UK score highly – 4th - for being trusted (among respondents from outside the country). Canada, Japan and Germany take top spots but the UK is ahead of for example France, United States, South Korea, Brazil, China, Saudi Arabia, South Africa, Mexico and India

Source: Edelman Trust Barometer Global Report: Trust and the Crisis of Grievance



Aside from our pub habits, if you want to know more about the UK's favourite brands, the top three are Marks & Spencer, IKEA and Samsung. These rankings are based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommendation scores for the last 12 months. For reference, these are the top three in some other countries:

- Australia: Bunnings, Toyota, Google
- Denmark: REMA 1000, Matas, MobilePayFrance: Doliprane, Samsung, Nintendo
- Germany: PayPal, dm, LEGO
- Indonesia: Shopee, Indomie, WhatsApp
- Singapore: Singapore Airlines, Changi Airport (including Jewel Changi Airport), Shopee
- Spain: WhatsApp, Fairy, Amazon
- United Arab Emirates: Emirates, Samsung, Almarai

Source: YouGov BrandIndex January 1 2024 – December 31 2024