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The latest media trends, insights & news



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MAY 2023 CORONATION ESTIMATED TO BOOST UK ECONOMY BY £1 BILLION

In just a few short weeks, the Kings Coronation will take place, and is predicted to have a significant impact on the economy. According to recent estimates, the coronation is expected to generate an additional £1 billion for the UK economy, mainly through increased spending in hotels, pubs, and shops.

54% OF US TOURISTS

Visiting the UK say that they plan to spend more on travel than pre-pandemic levels.

IT'S ESTIMATED THAT US TRAVELLERS TO THE UK WILL EACH SPEND ON AVERAGE £1,567



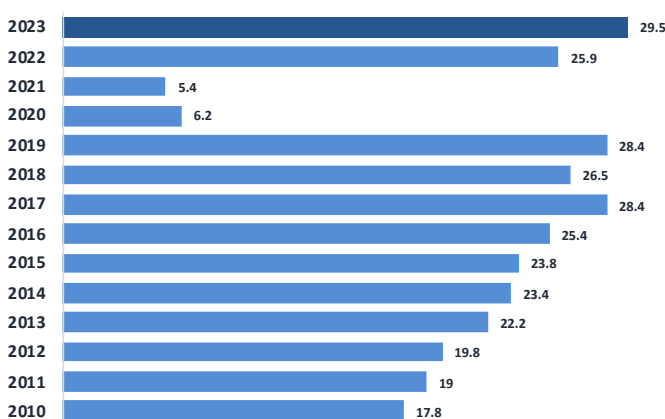
The anticipation of the coronation has already led to an increase in tourism, and it is expected that the number of visitors will continue to rise as the event draws closer. **In fact, it is estimated that US travellers to the UK will spend an average of £1,567 each, which is excellent news for local businesses and the economy as a whole.**

Hotels are expected to benefit the most from the coronation, as visitors from all over the world flock to London to witness the historic event. **The increased demand for accommodation is expected to result in higher prices, which will be a significant boost to the hotel industry. Pubs and shops are also expected to benefit from the increased footfall, with visitors spending more money on food, drinks, and souvenirs.**

The economic impact of the coronation is not limited to London, as other parts of the UK are also expected to benefit from the influx of visitors. **The event is likely to attract tourists from all over the world, which means that businesses in other parts of the country could also see a significant increase in sales.**

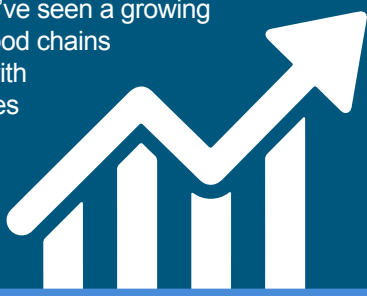
The coronation is not just good news for businesses; it is also a positive sign for the UK economy as a whole. The country has been through a difficult time in recent years, with the ongoing pandemic and Brexit causing economic uncertainty. The coronation is a welcome boost to the economy, and it is hoped that it will help to kickstart a period of growth and prosperity.

SPENDING FORECAST BY OVERSEAS VISITORS IN THE UK (IN BILLION)



ON-DEMAND DELIVERY AND FAST-FOOD GIANTS: THE CHANGING FACE OF THE UK FAST-FOOD MARKET

It's no secret that the fast-food industry is a highly competitive one, with chains constantly looking for new ways to grow and expand their reach. In recent years, we've seen a growing trend of American and Canadian fast-food chains setting their sights on the UK market, with plans to open hundreds of new branches across the country.



So why do these chains see the UK as such a ripe opportunity for growth? One key factor is the UK's growing appetite for fast food.



According to recent research, **THE UK FAST-FOOD MARKET IS EXPECTED TO REACH A VALUE OF £23.4BILLION BY 2024**, driven in part by changing consumer habits and a growing demand for convenience (IDG).

Of course, with so many new entrants coming into the market, **the UK fast-food landscape is set to change significantly in the coming years.** Established chains such as McDonald's and KFC will need to work hard to maintain their market share, while smaller, independent players will need to adapt quickly to stay competitive.

Uber Eats  deliveroo

One way that these new entrants are looking to gain an edge is by leveraging the power of on-demand delivery services. With the rise of apps like Uber Eats and Deliveroo, consumers are increasingly expecting fast, reliable delivery of their favourite fast-food meals. **Chains like Popeyes, Cinnabon, Wendy's, and Tim Horton's are all looking to tap into this trend by partnering with on-demand delivery providers and optimising their menu offerings for delivery.**

Wendy's  Tim Hortons **POPEYES**

In conclusion, the influx of American and Canadian fast-food chains into the UK market is set to shake up the industry and provide consumers with even more options when it comes to satisfying their fast-food cravings. With the help of on-demand delivery services, these chains are well-positioned to capitalise on the growing demand for fast, convenient meals, and we can expect to see further branches opening across the UK in the coming years.

UK RETAIL INDUSTRY REPORT COMING SOON

We are excited to announce that the highly anticipated UK Retail Industry Report will be released later this month.



CONTACT US TO ENSURE YOU RECEIVE THE REPORT!

THE RISE OF 'BUY NOW, PAY LATER': HOW BNPL SERVICES ARE TRANSFORMING ECOMMERCE IN THE UK

The rise of "buy now, pay later" (BNPL) services and apps is transforming the ecommerce landscape in the UK. Consumers are increasingly using BNPL options at the checkout when shopping online because it provides a way to spread out the cost of purchases over time, making them more affordable and accessible. **This is particularly appealing to younger consumers, such as Generation Z, who are frequent users of BNPL services (Forbes Advisor).** In fact, the same research shows that 70% of BNPL users in the UK are paying through these means more often as a direct result of the cost-of-living crisis.



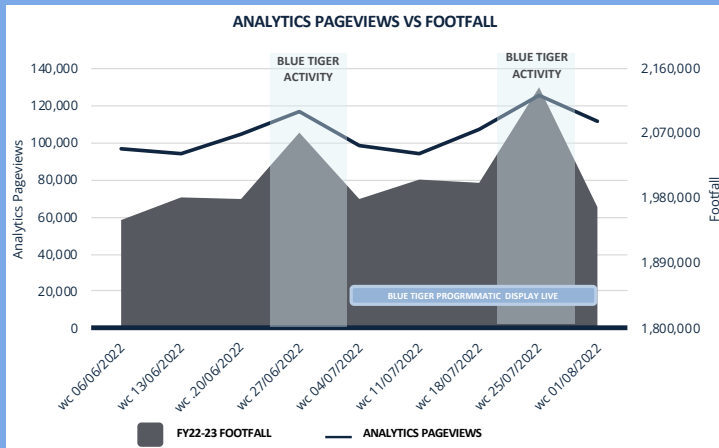
The popularity of BNPL is also being driven by the adoption of mobile payment apps, which allow consumers to make purchases using their smartphones and other mobile devices. **This trend is now extending to offline stores, with many retailers offering BNPL options at the point of sale (e.g., shoe retailer Office).**



Overall, the rise of BNPL services and apps is having a profound impact on the ecommerce market in the UK, as well as the wider retail industry. By providing consumers with more flexible payment options, BNPL is helping to drive online retail growth and making it easier for consumers to manage their finances.

DRIVE FOOTFALL WITH BLUE TIGER

Blue tiger specialises in driving footfall to key retail locations. With our extensive experience and expertise in the field, we have a proven track record of increasing customer traffic and sales for businesses operating in a wide range of retail sectors.



Blue Tiger work across a plethora of industries and have strategic insight into current and upcoming trends. Please do not hesitate to get in touch if you wish to discuss anything further or just fancy a chat!



BLUE TIGER

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