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**01 December 2020**

**Consumers turning to British brands and local produce as Brexit deadline looms**

According to data from Channel Pulse, Lumina Intelligence’s weekly measure of shopper and consumer behaviour across all UK food and drink channels, 19% of consumers plan to buy more British brands and 12% are going to start to buy more local produce in response to the upcoming Brexit deadline on 31 December 2020.

With uncertainty around import tariffs, 34% of consumers are worried that prices will go up and with the deadline fast approaching, 6% of consumers have begun to stockpile in case of shortages.

Unsurprisingly, business leaders share the same concerns as consumers. In a recent Lumina Intelligence survey with business leaders from across the hospitality and grocery retail industries, the number one concern about Brexit was import tariffs and the uncertainty around price increases. Business leaders are concerned this will limit their ability to offer reasonably priced products to consumers.

With maximum attention placed on tackling the challenges posed by the coronavirus pandemic, it is understandable that consumers are not fully focussed on the upcoming Brexit deadline. Almost a quarter of consumers said they had not given much thought to it and 37% indicated that they were more worried about the coronavirus than our impending exit from the EU. When asked about their general feeling towards the upcoming Brexit deadline, nearly half were worried or very worried, 36% were not worried and 17% said they were unsure how they felt about the matter.

Commenting on the results, Sarah Coleman, Insights & Communications Director at Lumina Intelligence said, *“Whilst a shift towards locally sourced produce and British brands is a huge positive for businesses manufacturing and selling British goods, there will be many businesses that rely on produce from outside of the UK that are currently in limbo as to what the future holds for them post-Brexit. There is a shared concern for both consumers and businesses that increased import tariffs will result in price increases. At a time when many are feeling the recessionary impact of the coronavirus pandemic, increased costs will be far from welcome. More clarity is needed urgently to ease the uncertainty and allow consumers and businesses alike to plan for life after Brexit.”*

**ENDS**

**Report methodology**

Data within this press release has been collated using Lumina Intelligence’s Channel Pulse – a weekly measure on shopper and consumer behaviour across all UK food and drink channels. Channel Pulse consists of nationally representative sample of 1,000 consumers every month. Opinions from business leaders were collated through Lumina Intelligence Top of Mind survey, based on responses from approximately 100 leaders working in senior management position across the grocery and hospitality industries.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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