Syrac Inspirations disappointed by drop in consumer confidence

Tuesday 18 August, 2015

In the wake of an uncertain economic future in the UK, Syrac Inspirations look at claims consumer confidence is dropping and is having an effect on brands as a result.

Syrac Inspirations are looking at the effect of a reduction in consumer confidence and brands in the UK. As GFK's UK Consumer Confidence Index for July dropped three points, the reports show consumer confidence is dipping, and after it dropped a further point this month, it is time for brands to take action and try to restore the confidence to ensure the lowest drop in 10 years doesn't continue.

About Syrac Inspirations: http://www.syracinspirations.com

From the index survey the reported statistics show that in July 2015:

- The overall score dipped by 3 points leaving the score on 4
- Personal financial situation remained the same the score showing 4
- Anticipated personal financial situation rose by one point showing a score of 6
- General economic situation over the last 12 months is down 5 leaving a negative 1 score
- Anticipated situation over the next 12 months is down 5 leaving a negative 1 score.
- Major purchase index is down 5, leaving a score of 11

What was promising as a result of the survey was that the consumer remained upbeat regarding their financial position, and it is thought that the consumer has been hardened due to the tougher times seen over previous years. When consumers look at the score this year versus last year for projected personal finances, they are still up one point in comparison to figures reported for July 2014. It is believed that the UK consumer has become more astute at managing their finances, and have become more frugal when investing by sourcing discounts and taking advantage of promotions available.

Syrac Inspirations are not concerning themselves with this reports however, as their business model is recession proof. They offer a service to large and small brands that guarantee's a ROI, by generating new customers whilst offering unrivalled brand management services. During periods of low consumer confidence, Syrac Inspirations expect their business to maximise their growth potential, with low costs and strong results for the client. The next 12 months are expected to show high profit levels for the firm.

Sheffield based Syrac Inspirations work with a range of small businesses to house-hold brands, offering clients a service where each campaign is executed uniquely. Clients can always expect a personalised service, which brings brands to life in front of the consumer.The firm offers marketing campaigns that go a step further with guaranteed results with no financial risk to the client.

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