**BTS NDRC – LVA OBLIGATOIRE 2024**

**Hard-pressed UK shoppers feel food ‘shrinkflation’**

Consumers increasingly claim that manufacturers are reducing the size of products, Barclays research finds.

Hard-pressed consumers feel they are becoming the victims of food industry “shrinkflation” amid signs the UK’s persistent cost of living crisis is making households more alert to the need to get value for money.

With food prices up by almost 20% in the past year, the latest snapshot of consumer activity from Barclays found households were concentrating spending on essentials and increasingly concerned that manufacturers were reducing the size of products such as chocolate bars and packets of crisps.

Two-thirds of shoppers had noticed [products shrinking in size](https://www.theguardian.com/business/2023/mar/24/cat-astrophe-whiskas-pet-food-creates-a-racket-over-shrinking-servings) while the [price had remained the same or even increased](https://www.theguardian.com/business/2022/mar/28/cadbury-family-size-dairy-milk-bars-get-10-smaller-but-price-stays-the-same). In response, 20% of consumers said they were switching from products that had been downsized by manufacturers to instead buy in bulk. […]

Esme Harwood, a director at Barclays, said:“Consumers are still paying close attention to their everyday spending, and we are seeing growing concerns around [shrinkflation](https://www.theguardian.com/business/2021/oct/08/watch-out-for-hidden-shrinkflation-price-hikes-analysts-warn) in the weekly shop.

“Many are having to forgo discretionary purchases to offset rising food prices, with clothing and restaurants most impacted.”

Barclays said consumer card spending grew by 3.6% year on year in May – less than half the latest inflation rate of 8.7% and lower than the 4.3% in April. Spending on non-essential items rose just 3% due to consumers cutting back to manage household bills, while spending on groceries rose by 8.9% – the highest rate of increase in more than two years.

Fresh data from the Society of Motor Manufacturers and Traders (SMMT) showed new car registrations rose by 16.7% in May to 145,204.

Mike Hawes, the SMMT chief executive, said: “After the difficult, Covid-constrained supply issues of the last few years, it’s good to see the new car market maintain its upward trend and the fact that growth is, increasingly, green growth is hugely encouraging.”

The Guardian, Tuesday, June 6th 2023