CACI's Spend Estimates and Projections

CACI Spend Estimates and Projections provide a picture of UK consumer spending across multiple retail and service categories. These detailed and reliable projections give an ability to break the spend estimates down by retail centre and usage type, they can be used across a wide range of commercial applications.

Spend Estimates

Features

CACI Spend Estimates and Projections provide robust patterns of consumer spending, across a range of retail and service categories, now and in the future. They are consistent with the latest government national statistics and give detailed estimates and projections of UK consumer spend.

Built at a local area level, the estimates are broken into residential, online, workplace and tourist, both domestic and international, spend. In addition, there is a detailed breakdown into 96 product groups (eg Womenswear, Games, Toys & Hobbies) and 324 product lines (eg Women's accessories, Console Computer Games). The data is provided as estimates of pounds spent per week.

The spend projections have been calculated by using Oxford Economics' economic and industry models, which forecast market trends and their economic, social and business impact. These models are combined with proprietary CACI local area models and give the basis of CACI forecasts for any geographical area in the UK.

96 product groups   **324 product lines**

Why spend estimates?

- Projects spend patterns up to 2030 for long range forecasting
- Built using the best-of-class economic and industry models, forecasting market trends
- Wide range of product categories available
- Covers residential, online, tourist and workplace spend
- Built by highly experienced statisticians
- Data deliverable in dashboards for scenario planning

Applications

- Provide a detailed understanding of consumer spending and its likely growth.
- Analyse the spending patterns across the UK.
- Provide expenditure data at a granular level that can be used to produce robust models.
- Evaluate store performance, for market planning, and for site assessment.
- Understand the split between in store and online spend.
- Scenario planning on the impact of economic events on spend.

Knowledge

Superior accuracy

Worker spend

Online spend

Tourist spend

Retail centre spend

Detail product categories

CACI