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# hotukdeals reveal what deals Brits are finding during lockdown, and what discounts we'll see post-lockdown

Whilst many across the UK are entering the seventh week of lockdown, shopping habits and retail data is helping us understand what people are doing at home, and what shopping will look like after restrictions have been lifted.

Deal-sharing community, [hotukdeals](#), studied data from the whole of April to see what deals their 2 million members were posting and found a 15% increase in the number of deals on the platform, compared to the same period last year. As UK consumers are looking to save money during lockdown, on everything from essential items to ways to stay entertained, they are using their extra time to search for the best prices and discounts during this time.

Some of the biggest changes in number of deals, compared to the same period last year are:

[Freebies](#) - up 152%

[Culture and leisure](#) - up 107%

[Fashion](#) - up 72%

[Gaming](#) - up 45%

Since launching in 2004, members of hotukdeals have shared over 2.2 million deals and voted them as hot (good) or cold (bad) based on factors such as price, quality of the product and experiences with the retailer selling the item.

Deals shared since March 2020 have made up a huge 7 of the top 10 hottest deals of the last 16 years, from free video game downloads, free streaming services and offers for key workers and the vulnerable.

The data shows a massive increase in deals posted to the freebies section and culture and leisure category, up 152% and 107% respectively compared to April 2019. These included free media streaming, game downloads and online courses; free items and services for key workers to give back to those looking after us, as well as deals on e-books, DVDs and Blu-Rays, e-cookbooks, and free virtual plays, tours and concerts.

Fashion deals have gone up by 72% during lockdown, as workout gear and comfy clothing is on the wishlist for people staying home, and with some retailers offering free delivery helping to justify lower priced impulse buys, it's no surprise that shoppers are purchasing these items.

Gaming has seen a 45% increase in the number of deals posted, and some shoppers are so keen to get their hands on coveted items to stay entertained during lockdown, they are buying popular products including the Nintendo Switch and Oculus VR even at RRP.

Dan Plant, consumer savings expert at hotukdeals, commented: "The hotukdeals community has been working hard to find and share the best offers out there during this time - especially on essential items like groceries and toiletries such as hand wash and toilet roll, where there were initially some shortages and ensuing price hikes.

We are also seeing lots of people clicking out to potentially buy items even if the prices are higher than usual, as demand is so high, especially in areas such as gardening and DIY as people look to purchase items to keep themselves busy during lockdown. A note of caution though - we are expecting to see lots of great deals from retailers post lockdown, and it might be worth holding out for these sales if you can. If you do need to purchase items now, shop around to find the best prices available at the moment, so you can still save money."

Retailers have started to talk about how they can open stores and follow safety and social distancing guidelines once the government has lifted certain restrictions, with stores such as Next talking about their plans for when this happens and hinting at sales when they do. As some popular stores, like Primark, lack online sales space, and consumers have been following guidelines to only buy what they need during lockdown, hotukdeals predicts seeing plenty of fashion deals when retailers re-open to a fuller capacity. Some merchants will need to clear excess stock, especially those such as Next and River Island who took the decision to reduce, or even halt, online orders due to temporary warehouse closures.

Dan Plant continues, “I think it’s safe to say that we will see plenty of fashion deals with big discounts after lockdown as merchants look to clear stock ready for new season arrivals. It’s possible we’ll also see deals and discounts on furniture as these retailers look to make way for new stock and boost their sales. Electronics remains a popular deal category on hotukdeals during lockdown, as consumers look for items for entertainment, but like furniture and fashion there will inevitably be stock to clear, and therefore discounts being offered, as technology companies look to remain on track with their release cycles.

If lockdown style restrictions continue through the summer, retailers will be planning for big retail sales events later in the year such as Black Friday, when some could be hoping to catch up on any lost sales.

Dan Plant shared his predictions, “If we’re through the worst of the coronavirus and we’re not expecting to see further waves and periods of lockdown, 2020 could see one of the biggest Black Fridays on record as retailers look to clear excess stock. However if we’re still seeing some restrictions then I think it could go the other way, with people potentially having more on their minds.”

-END-

### **Notes to Editors:**

Data compiled by hotukdeals comparing 1-30th April 2019 vs 1-30th April 2020

### **About hotukdeals:**

[hotukdeals](#) is the UK’s biggest deal-sharing community where two million members find, rate and share the best deals from on and off the high street every day. Members use the temperature gauge to vote on deals so other users know that the hotter the deal, the stronger the offer. hotukdeals is a founding member of Pepper.com, the world’s largest shopping community:

Pepper.com was founded in 2014 by Fabian Spielberger (mydealz) and Paul Nikkel (hotukdeals). Through international partnerships and conversations, Pepper.com gives smart shoppers around the world a voice to share deals, tips and ideas, connecting members in twelve countries on four continents. The Pepper.com group is headquartered in Berlin, Germany with offices in Belo Horizonte, Guadalajara, London, Lyon, Mumbai and Winnipeg and consists of market-leading platforms such as Chollometro (Spain), Dealabs (France), DesiDime (India), hotukdeals (United Kingdom), mydealz (Germany), Pelando.com.br (Brazil), Pepper.com (The Netherlands), Pepper.pl (Poland), Pepper.ru (Russia), Preisjaeger (Austria) and PromoDescuentos (Mexico). 25 million consumers use these platforms every month to make 12,000 purchasing decisions per minute.

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#### ABOUT PEPPER MEDIA HOLDING

Pepper.com, the world's largest shopping community, was founded in 2014 by Fabian Spielberger and Paul Nikkel. Through international partnerships and conversations, Pepper.com gives smart shoppers around the world a voice to share deals, tips and ideas, connecting members in twelve countries on four continents. The Pepper.com group is headquartered in Berlin/Germany with offices in Belo Horizonte, Guadalajara, London, Lyon, Mumbai and Winnipeg and consists of market-leading platforms such as Chollometro (Spain), Dealabs (France), DesiDime (India), hotukdeals (United Kingdom), mydealz (Germany), Pelando.com.br (Brazil), Pepper.com (The Netherlands), Pepper.it (Italy), Pepper.pl (Poland), Pepper.ru (Russia), Preisjaeger (Austria) and PromoDescuentos (Mexico). 25 million consumers use these platforms every month to make 12,000 purchasing decisions per minute.

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