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# Bargain Hunting Brits Get Ready for Post Lockdown Discounts

Across the UK, savvy shoppers are taking advantage of non-essential shops opening following the lift in restrictions this week with retailers pushing promotions to get Brits back in store.

Data from hotukdeals, the UK's biggest deal-sharing app, found that discounts have risen by 24% on day one of the shops reopening, and by 17% over the last 12 months, predicting a huge increase in offers throughout April.

Queues were seen outside stores including Primark, TK Maxx and JD Sports early on Monday morning as shoppers visited after months of closure.

However, consumer savings expert at hotukdeals, Dan Plant, warns that as retailers fight for shoppers' cash over the next few months, the huge amount of deals on offer means it's hard to tell which are worth parting with your cash for. He comments: *"Since the pandemic hit, we have seen sales across the high street and online like never before. With a summer of celebration around the corner, retailers are offering shoppers discounts to get them spending, but it's vital to fact check whether the deal is really worth it."*

Philip Graves, a leading experts on consumer behaviour, explains the retail strategies used to attract shoppers and what to look out for:

- ATTENTION SEEKING - Now stores are reopen retailers will be trying everything to get you back through the doors, with big flashy sales and limited offer promotions to get shoppers spending
- THRILLS AND SPILLS - They will build a lot of excitement about the great deals that are available, focusing on a few items that are heavily discounted. It's easy for people to feel excited when they start looking at what's available and sometimes, they end up buying because of this general 'thrill' not because the specific product they've bought is really that great

- FOMO - Retailers will tap into our fear of regretting a decision, this year more than ever before as we are allowed some normality back into our lives. Loss aversion makes shoppers believe that an item may sell out and switches our perspective from worrying about whether we're getting the best deal, to the fear that if we don't grab that deal right now then we will miss out altogether

The hotukdeals app saw 235,474 deals and vouchers posted from March 2020 to March 2021, over 600 per day, with more than 250,000 new members signing up for money saving deals. Londoners came out top when looking at who was grabbing the most bargains in lockdown, followed by Birmingham, Glasgow, Manchester and Leeds.

Dan Plant added, “*Retailers have been trying everything they can to get customers spending over lockdown and now non-essential shops are open again we expect to see big discounts and sales for shoppers excited to browse the aisles in person and return to the high street.*”

## **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.

## **About Pepper:**

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 eleven 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 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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