



## Erin Brookes Featured on Bloomberg Discussing How Economic Pressures Are Shaping UK Retail and Consumer Behaviour This Black Friday

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Erin Brookes joined Kriti Gupta and Guy Johnson on Bloomberg's The Opening Trade to discuss the evolving dynamics of Black Friday and its influence on the UK retail market as the holiday shopping season kicks off.

Amid unseasonably warm weather and intense competition, retailers are offering significant discounts across categories like fashion, electronics, and beauty. Yet, financial pressures such as the cost of living crisis, inflation, tax changes, and the recent Autumn Budget are reshaping consumer priorities, putting seasonal trade at risk. Shoppers are approaching the holidays with caution, focusing more on savings, debt repayment, and exploring alternative payment options like "buy now, pay later" schemes.

Watch the full interview to discover how these shifting trends, combined with global supply chain challenges and economic uncertainty, are shaping the retail landscape and what it means for the months ahead.

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