British Retailers Set to Cash-in on Winter Blues

The onset of bad weather and shorter evenings prompt 92 per cent of Brits to hit shops and bars in a bid to cheer themselves up according to new research from VoucherCodes.co.uk, which reveals the retailers benefit from a £4.6 million a month boost from Brits looking for a pick-me-up after a bad day.

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The study found the average Brit will spend £20.36 more on a 'bad day' to try in a bid to improve their mood, and with each adult having an average of five bad days each month retailers offering convenience options, quick boost products and alcohol will benefit from repeat custom.

Takeaways are the mood-booster of choice for most, with over half (53 per cent) reaching for the takeaway menu when they're having a bad day – spending an average of £16.45 each time. Pubs and bars also profit, with two in five (40 per cent) visiting their local pub or bar to unwind, each spending £18.43 on average. A further one in five (20 per cent) will splash out £31.05 opting for retail therapy on their local high street with two in five (38 per cent) buying clothes; a quarter (28 per cent) investing in new shoes and one in three (36 per cent) picking up something for the home.

Top ten pick-me-up purchases:

1. A takeaway
2. Alcohol in a pub or bar
3. Alcohol to take home
4. Clothes
5. Homeware
6. Chocolate
7. Shoes
8. Cake
9. Flowers
10. Bags

A night of disturbed sleep is the top cause of grouchiness amongst UK adults, with two in five (43 per cent) stating this sets them up for a bad day. A third of Brits (31 per cent) will be put down by a bad day at the office and a further one in three (31 per cent) blame arguing with their partner for a drop in mood.

Claire Davenport, Managing Director of VoucherCodes.co.uk commented:"With colder, wetter weather creeping in retailers can expect to see a boost in sales as consumers hit local pubs, high streets and takeaways looking to cheer themselves up. Whilst £20 doesn't sound like much, with 92 per cent of the UK adult population having five bad days a month it adds up to a £4.6 billion a month spend nationwide – which is a big opportunity for Britain's retailers."

Notes to editors:
Research of 2,000 UK adults conducted by One Poll on behalf of VoucherCodes.co.uk between13th and 20th October 2014.

* Based on ONS adult population of 49,280,805
92.3 per cent have a bad day 5 times a month = 45,683,306 people
£20.36 spent each time x 5 = £101.80 x 45,683,306 = £4,649,799,186 per month

About VoucherCodes.co.uk
VoucherCodes.co.uk is the UK's largest voucher website, helping millions of consumers shop with the brands they love, for less. Every Tuesday our members receive our weekly newsletter, packed with the very best offers and deals from the UK's favourite retailers, restaurants and attractions.

VoucherCodes.co.uk works with over 3,000 of the UK's biggest retailers and restaurants covering every imaginable product and service, so no matter what our customers are looking for we're sure to have a great deal to help save them money.

Our website, email newsletter and mobile shopping app make it safe and simple for our 7 million registered members to save money, whether they're shopping online, in-store or through their mobiles.

VoucherCodes.co.uk is operated by RetailMeNot, Inc. the world's largest digital coupon marketplace. RetailMeNot, Inc.'s websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons and offers from retailers and brands.

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