

World Cup to kick-off £1.3bn spending frenzy

With the FIFA World Cup 2014 just around the corner, new research from VoucherCodes.co.uk reveals that the upcoming tournament will trigger a £1.3bn spending frenzy if England make it through to the second round.

- VoucherCodes.co.uk reveals over 23 million will splurge on souvenirs, sportswear & new TVs in time for the tournament
- Fans will spend £198.5m at shops, pubs and clubs per goal
- If England make the final, spending will increase to £2.58bn
- An England final will see fans fork out over £1bn on food & drink to watch games at home

With the FIFA World Cup 2014 just around the corner, new research from VoucherCodes.co.uk reveals that the upcoming tournament will trigger a £1.3bn spending frenzy if England make it through to the second round.

Over 23 million fans will splash out on everything from new TVs, sportswear and drinks to celebrate according to an independent report by VoucherCodes.co.uk, which also reveals happy fans will blow a staggering £2.58bn at shops, pubs and restaurants should the Three Lions make it all the way to the final.

Every goal scored by the England team will trigger a £198.5m spending frenzy in shops, pubs and clubs as fans buy sports memorabilia and food and drink to get into the spirit and cheer on the national team. With just 5,000 people expected to fly out to Brazil to watch their team, £165.3m of this will be spent in the UK, as fans celebrate on home soil.

The biggest spend will be on food and drink to enjoy at home, as people get into the spirit with garden parties and barbeques during the evening matches. £508m is set to be spent if England emerges from the group stage, with £280m of this to be splurged on drinks, as footie fans stock up on refreshments to toast their team's success. This figure will rise to over £1bn (£1,041m) should England make it to the final.

Die-hard fans will splurge on TVs and electricals to watch the games in big-screen style which should see £255m spent past group stage and £475m if England make the final. Pubs, clubs and cafes will also do well from the nation's football frenzy with spending anticipated to reach £175m if England play through the group stage, increasing to £431m if they make the final. Buying the latest kit will cost the nation an extra £249m expected at group stage increasing to £429m if there is an England final.

Internet retailers are also expected to do well during the World Cup as fans take advantage of home delivery to avoid missing any of the action. In fact, fans are set to spend an additional £174.71m online by the second stage, increasing by 110 per cent to £367.49m if England make the final. Mobile sales are expected to make up 21.5 per cent of online sales, with a total value of £38m at the second stage and £79m if England are finalists.

Claire Davenport, Managing Director, VoucherCodes.co.uk comments: "As excitement for the 2014 FIFA World Cup reaches fever pitch, UK retailers can expect to see a huge boost to sales. More than 23 million fans will celebrate England's successes by heading to the pub, upgrading to the latest TV, or buying England memorabilia. Pubs, clubs and shops are putting some great offers on for footie fans to take advantage of.

"By checking online before you buy, it's possible to make great savings on a wide variety of home electricals as well as find deals for restaurants and pubs, so be sure to use voucher websites and apps to seek out those deals and enjoy the World Cup in style this summer!"

Table: Total spend during World Cup across each sector

	2014 Estimates		(all in £ millions)		

	Group	Round 16	subtotal	Sales in Later Stages* if England Do Not Progress After Round of 16	Total Sales if England Do Not Progress After Round of 16	Total Sales if England Do Get to Finals
Food & drink	£365	£143	£508	£284	£792	£1,041
-food	£168	£60	£228	£124	£352	£470
-drink	£197	£83	£280	£160	£440	£571
TV electrical	£180	£75	£255	£92	£347	£475
Sportswear	£185	£64	£249	£36	£285	£429
Souvenirs	£51	£20	£71	£11	£82	£148
Gardens/BBQ	£24	£10	£34	£7	£41	£56
All Retail	£805	£312	£1,117	£430	£1,547	£2,149
Pubs clubs café	£116	£59	£175	£161	£336	£431
Totals	£921	£371	£1,292	£591	£1,883	£2,580

*Later stages: quarter finals, semi finals, runner up and World Cup Final stages.

Notes to editors

Shopping For The World Cup 2014: How The FIFA World Cup Will Affect Retail Spending is an independent report from the Centre for Retail Research, Nottingham, sponsored by VoucherCodes.co.uk. The research into UK retail spending generated by the FIFA World Cup 2014 is based on interviews with 605 shoppers, and discussions with 40 UK retailers responsible for 18 per cent of UK annual retail sales.

Any opinion, factual statement, forecast or estimate given here is the sole responsibility of the Centre for Retail Research. The report has been prepared by Professor Joshua Bamfield, Director of the Centre for Retail Research.

About the Centre for Retail Research

The Centre for Retail Research, based in Nottingham England, publishes reports on retail spending, the impact of online retailing in Europe, and the future of retailing. It produces specific estimates of spending in relation to key events including the 2010 World Cup, UEFA, the Olympics, the royal wedding and the birth of Prince George. The Director of the Centre for Retail Research is Professor Joshua Bamfield.

The Centre's research and views are quoted widely on radio and TV stations, including the BBC, CNN, Sky News, and ABC. Our statistics are used by organisations such as The Economist, the OECD, and the UK Government, and its reports are published by major newspapers including The Times, Time Magazine, Daily Mail, Frankfurter Allgemeine, Financieele Dagblad, Le Monde, Täglicher Marktbe, Expansion (Spain), The Irish Independent, the Times of India, the Washington Times, Wall Street Journal and International Herald Tribune.

<https://retailmenot.mediaroom.com/press?item=125393>