

DEMAND FOR UK-MADE GOODS IS INCREASING, BUT CONSUMERS WANT THE GOVERNMENT TO DO MORE TO ENCOURAGE PEOPLE TO BUY BRITISH

The pandemic and Brexit have changed the way that UK consumers shop, with over two thirds now more likely to buy UK-made products than ever before, according to a survey by Make it British to mark Made in UK Day on 9th March.

Membership organisation, Make it British, surveyed 1282 UK consumers to assess the current demand for British-made products. The survey found that 69% of consumers say that they are more likely to buy products that are made in the UK now than before Brexit and the pandemic, and that they are willing to pay up to 20% more for UK-made goods. The survey also found that 79% of shoppers prefer to buy UK-made products in-store from an independent shop or small business, rather than from big corporations or large online retailers.

When it comes to the reasons why consumers would choose to buy UK-made products, the preservation of UK manufacturing, the desire to create jobs, and lower their carbon footprint were all key considerations, but 90% of survey respondents thought the government could do more to encourage people to buy UK-made goods and support businesses that manufacture in the UK, with many wishing to bring back the 'Buy British' campaign from the 1960s.

Kate Hills, the founder of Make it British, said: "Shoppers are really keen to buy made-in-the-UK products now, because they know that there is a direct connection between buying British and growing the UK economy. According to the Office for National Statistics, the sale of UK-made products is currently worth around £359 billion a year, but more could be done by the government to help increase this figure, as demand is definitely there. I'd like to see all government procurement prioritise UK-manufactured goods wherever possible. It would help the UK to meet some of its environmental targets if we weren't shipping products in from all over the world. "

The most notable findings from the Make it British survey, released to coincide with Made in UK Day on March 9th, include:

- Four out of five shoppers prefer to buy UK-made products in-store at an independent shop or small business.
- 69% of consumers say that they are more likely to buy products that are made in the UK now compared to before Brexit and the pandemic.
- Preserving UK manufacturing, creating job opportunities and boosting the local economy are the top three reasons why shoppers want to buy British.

- 88% of survey respondents said that they would be willing to pay more for a product if it was made in the UK, with a third saying that they would be willing to spend up to 20% more.
- 90% of the survey respondents would like to see the UK government do more to encourage people to buy products that are made in the UK.

A full breakdown of the survey's findings can be found at makeitbritish.co.uk/made-in-uk-survey-2022.

Note to Editors

Make it British is a platform that promotes UK manufacturing and British-made brands. Founded in 2011 by Kate Hills, a former fashion buyer who became disillusioned with all of the products being made overseas and wanted to support companies making products in the UK.

In the last decade, Kate has helped thousands of businesses to find and work with UK manufacturers and supported many more to grow their British-made brands.

www.makeitbritish.co.uk

Contact Details

For interview requests please email press@makeitbritish.co.uk or call Kate Hills on 07753 678146

Images

Download images and infographics from the survey here >

<https://drive.google.com/drive/folders/10NAGrDD6TH6i1pkwXOImx3Xo0qF945c2?usp=sharing>

Social Media

@madeinukday - Made in UK Day campaign on Instagram

@makeitbritish - all platforms

#madeinukday - all platforms