



Savings: priority in 2011

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Saving for a rainy day will be a key concern for consumers next year according to market intelligence company Mintel.

They found that in the UK, 43 per cent of consumers are trying to add to their rainy day savings or emergency fund as a priority for 2011.

This is up 15 per cent from last year.

And according to Jonathan Davis, economist and wealth manager at Jonathan Davis Wealth Management after ten years of a "debt culture" consumers are finally starting to redress their savings habits.

However, he does argue that for some it could be too late as "people should save in good times not bad times."