

UK Summer Mindset Study 2026

Topline findings for consumer media: Brits are making their own sunshine this summer through days out, BBQs, pub gardens, outdoor plans and time with friends.



Brits are making their own sunshine this summer
As travel uncertainty puts UK plans back in focus, the summer feeling starts closer to home.

70%

believe they can create summer wherever they are

68%

say best summer memories were made in the UK or split with abroad

48%

prefer several smaller UK moments to one big holiday abroad

UK summer triggers

Selected from a list of summer moments

Days out and trips	60%
BBQs	58%
Parks/outdoor spaces	48%
Evening drinks with friends	46%
Pub gardens	45%

Local summer plans

Likely behaviours this summer

Spend time outdoors locally	63%
Explore local areas more	57%
Socialise at home	56%
Make most of the day regardless	52%
Wait for the right conditions	16%

bring me
sunshine
KOPPARBERG



PRESS READ The summer feeling is not just about the destination. It is created through smaller, more spontaneous moments closer to home.