MONY GROUP

MoneySuperMarket

HOUSEHOLD MONEY INDEX 2025

FOREWORD

MoneySuperMarket today launches the latest Household Money Index (HMI) - offering the most detailed insight yet into how rising bills are affecting everyday households.

The MoneySuperMarket HMI tracks how much people spend across 31 categories each quarter. As well as 24 months of tracking and reporting by 8,000 people across the UK, MoneySuperMarket's own data and expertise bolsters the report's findings.

Our analysis reveals that daily spending on bills is now £55.26 - that's up 8% since last year and 6% since last quarter, showing just how tight things are getting for families.

Yet there are more positive signs. Incomes have been rising faster than bills, and families are now spending a smaller share of their income on essentials: 65% compared to 69% last year.

This year we delve into the UK's new 'Grey Belt Generation' as our research reveals that one in 20 young families who currently rent are saving hard to take advantage of new housing, some of which is planned to be built on so-called Grey Belt land.

Nearly seven in 10 young families in this 'Grey Belt Generation' are switching to better deals to save money on their household bills, and over a quarter have cut back on spending on essentials, such as food, to help save for a deposit.

This latest report comes as our SuperSaveClub celebrates its second anniversary, with membership now over 1.8 million. While the HMI delves into where money is being spent, SuperSaveClub helps people to keep more of it through rewards, discounts and perks. Welcome to the third annual MoneySuperMarket HMI.

Lis Barton
Chief Customer Officer
of MONY Group

CONTENTS

HMI BY NUMBERS

The latest MoneySuperMarket Household Money Index (HMI) shows that reported spending on 31 bills and daily spending has increased to £55.26 per day - £4.13 more per day than in September 2024.

UK households are now spending an average of £1,657.67 a month on bills and outgoings.

However there is some positive news as wages have also risen. This means on average people have £216 more in disposable income per month than they did in 2024 and have nearly twice the amount they did two years ago at the height of the cost of living crisis, going from £468 to £900.

In our latest research, people reported spending less on energy, water bills, TV licences, broadband and telephones, and life insurance year on year.

£55.26 The average amount Brits spent every day in September 2025.

GOING UP

Total monthly HMI
September 2025

£1,657.67

September 2024: £1,533.80
September 2023: £1,609.64

GOING DOWN

Committed spending (of income)
October 2025

65%

September 2024: 69%
September 2023: 78%

GOING UP

Daily cost
September 2025

£55.26

September 2024: £51.13
September 2023: £53.65

GOING UP

Disposable income (per month)
September 2025

£900.91

September 2024: £684.70
September 2023: £468.36

YEAR IN REVIEW: IT'S A STRETCH

The MoneySuperMarket HMI shows how much money the average person needs to find every day from their fixed income; the amount they spend before they've even had breakfast.

The average daily spend on bills and expenses has risen to £55.26 - up from £51.13 in September 2024.

That's a rise of £4.13 a day, or £123.90 a month, showing just how much harder it's getting for households to manage their money.

STATISTICS:

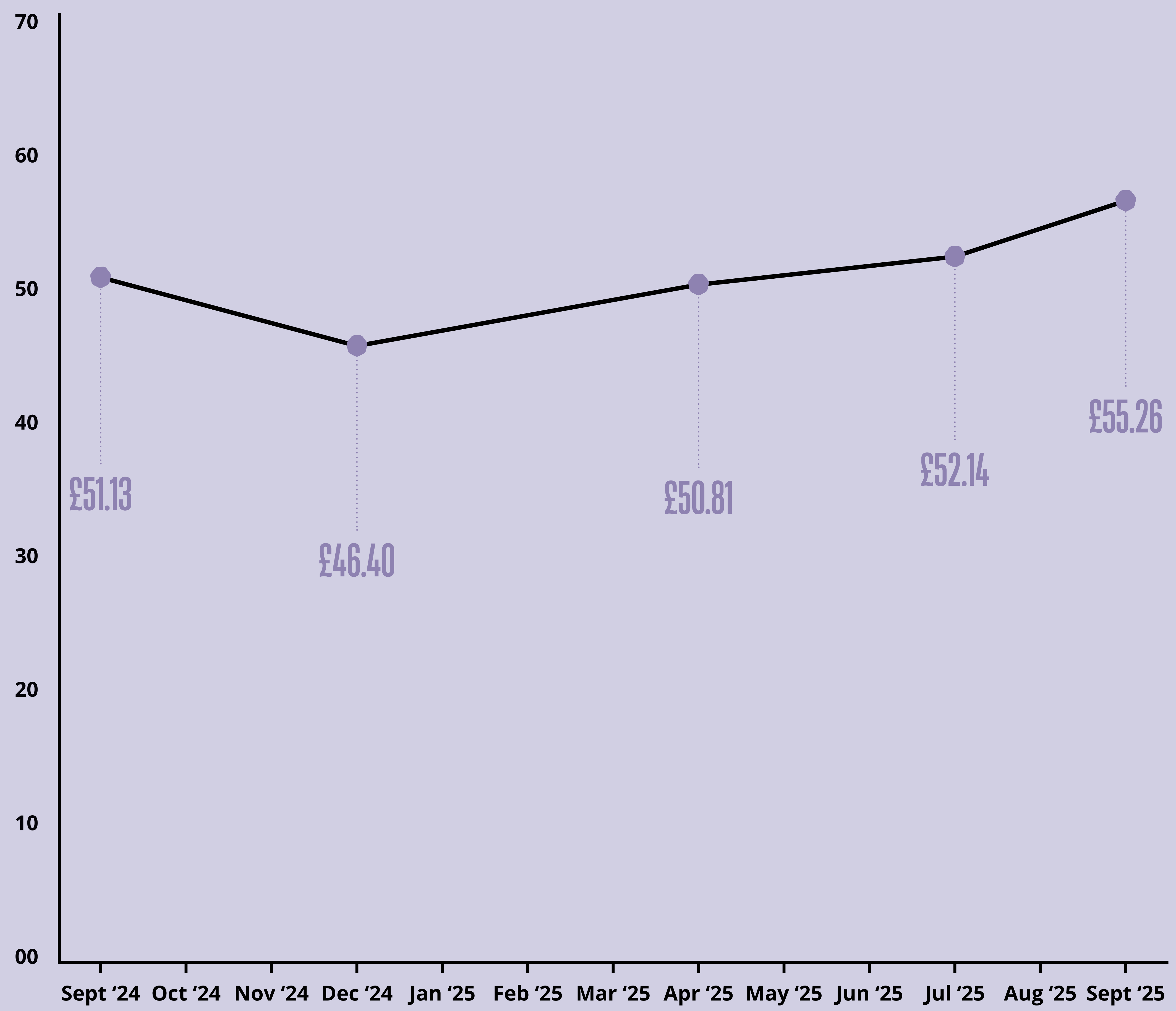
£55.26

is the amount the average person needs to find every day from their fixed income in 2025

8%

increase in daily spend since September 2024

DAILY SPEND OVER THE LAST 12 MONTHS



THE GREAT BILL DIVIDE – BRIGHTON UP AS BELFAST CITY BLOOMS

Brighton's a popular spot for Londoners who are looking to swap city life for sea air, although the cost of living might surprise them.

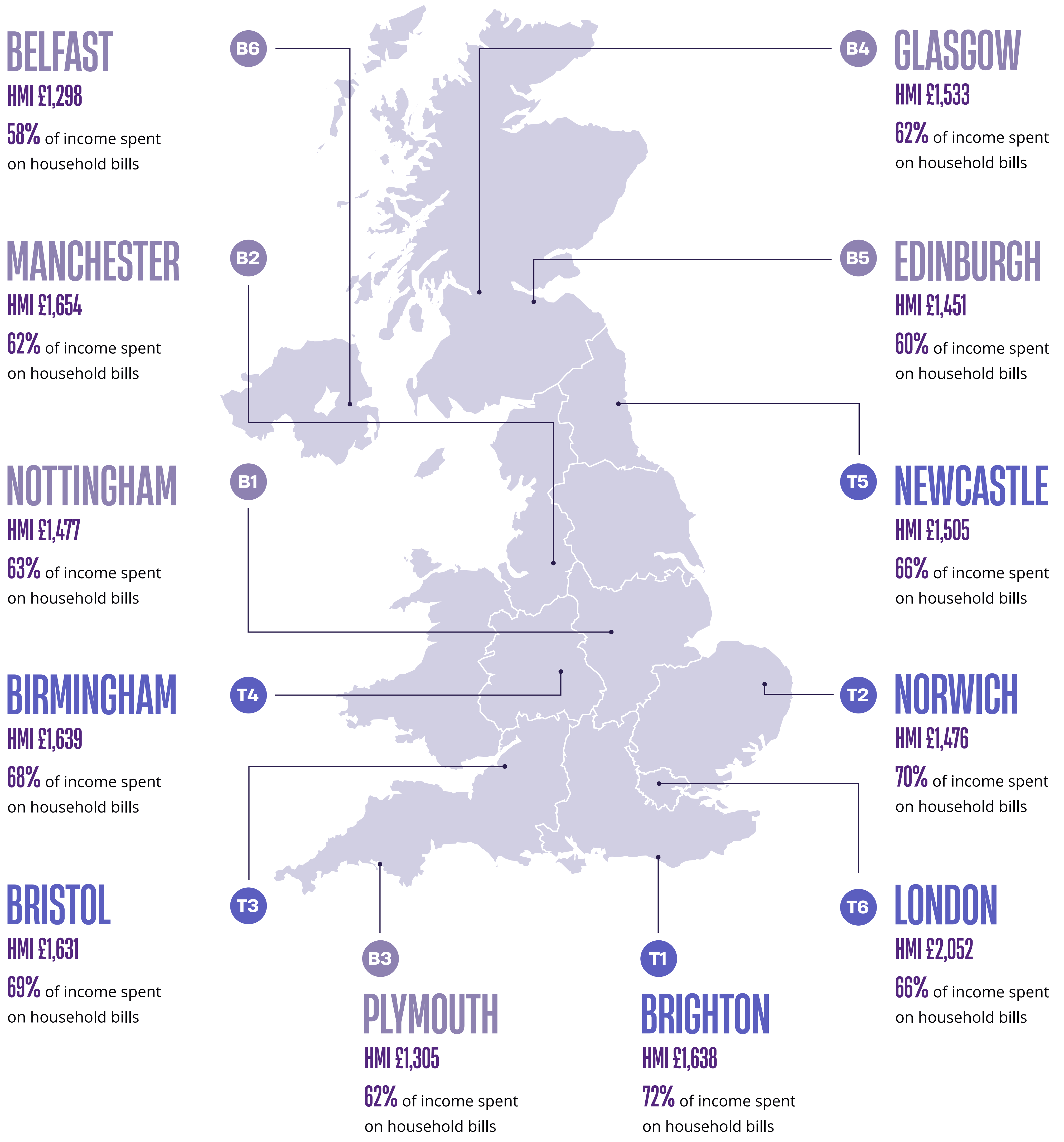
This year's data shows the city tops the table for the place where residents spend the most of their income on bills and outgoings - for the first time since the MoneySuperMarket HMI began.

Over the past year, people in Brighton have spent approximately 71% of their income each month on bills and outgoings - the highest proportion of income spent in the UK and 6% above the national average.

It is also 14% more than in Belfast, where residents spend 58% of their pay.

People moving to Brighton are likely to spend more of their income on bills and everyday expenses than they did in London. However the overall cost of living remains higher in London - where this year spending on bills rose above £2,000 a month for the first time.

AREAS OF THE UK SPENDING THE LOWEST AND HIGHEST PERCENTAGE OF INCOME ON HOUSEHOLD BILLS



TOP SIX	% OF INCOME	TOTAL HMI	DISPOSABLE INCOME
1. BRIGHTON	72%	£1,637.95	£644.13
2. NORWICH	70%	£1,476.31	£620.69
3. BRISTOL	69%	£1,631.24	£721.68
4. BIRMINGHAM	68%	£1,639.23	£764.85
5. NEWCASTLE	66%	£1,505.42	£767.91
6. LONDON	66%	£2,052.07	£1,056.93

BOTTOM SIX	% of INCOME	TOTAL HMI	DISPOSABLE INCOME
1. NOTTINGHAM	63%	£1,477.27	£863.06
2. MANCHESTER	62%	£1,654.05	£1,022.62
3. PLYMOUTH	62%	£1,305.46	£807.29
4. GLASGOW	62%	£1,533.47	£952.45
5. EDINBURGH	60%	£1,450.58	£971.92
6. BELFAST	58%	£1,298.13	£954.04

CASE STUDY: "HOW I SWITCHED TO SAVE"

Amy and her daughter

Mum-of-two Amy, from Glasgow, shares how she tackled almost £15,000 of debt - and built up £8,000 of savings in less than two years - by making 10 simple super save switches.

Amy, 36, said: *"It was never one big purchase that got me into debt, it was an accumulation of small things over the years - like new clothes for my son or picking up lunch if you're out all day."*

"On their own they're not big things. But over time, if you're not keeping an eye on your finances it all adds up."

Amy, a school careers advisor, set herself the goal of making 10 small changes to help her to become debt free by the time her mortgage comes up for renewal in August 2026.

She said: *"I did a huge audit on all of our bills and subscriptions so I could see where everything was. Next I started going through our monthly payments to see where I could get these down by calling up providers or using price comparison sites such as MoneySuperMarket to find better deals.*

"The next thing I did was look at deals that offered cashback. I got £34 cashback when I switched my building insurance.

Amy joined MoneySuperMarket's SuperSaveClub and said: *"It took seconds to sign up and I earned a reward by checking my credit report. Now I get tips to help improve my score, and I can see all my outstanding balances in one place. Having a good credit score will help when we remortgage next summer because the better your score, the more competitive rates you're likely to be offered.*

"I'm always looking at how to reduce the cost of family days out and being a member of SuperSaveClub gives you access to free days out like London Zoo.

"The biggest challenge for us financially was our weekly food shop but I now have a set budget each week and I've managed to save around £300 a month. It's made a big difference."

Amy, who has an additional income from social media content creation, now has just £1,600 of debt left to pay off and more than £8,000 in savings thanks to her 10 easy switches.

She added: *"The weight off my shoulders is massive. I go to sleep at night and don't wake up worrying about money.*

"I set myself a goal to reduce my debt by August 2026 when my mortgage comes up for renewal, but I've smashed that target and it now looks like I'll be starting 2026 debt free.

"I'm proof you can do it. My advice to anyone is start today because the sooner you start, the quicker you can start saving."

MANCHESTER ROLLS WITH IT AS LONDON'S COSTS CLIMB

Manchester is re-establishing itself as a cheaper, better-value alternative to London - as the gap between the cost of living between the two cities has widened.

Households in Manchester now spend £1,654 a month on bills and essentials, almost £400 less than the £2,052 spent by Londoners.

In last year's MoneySuperMarket HMI, spending on household bills and expenses in Manchester was closer to London's - but this year, the gap has grown.

Today we can see Londoners are making more money than Mancunians, taking home £37,308 compared to the average income after tax of £32,120 in Manchester. But pay packets are working harder up north, with the average household spending 62% of their salary on bills compared to 66% in London.

Even though Londoners, on average, earn nearly £5,000 more a year than people in Manchester, the difference in disposable income is just £34 a month. That's because Mancunians are spending less on bills - so their money goes further, even as spending has risen by 4.7% over the past year.

	MANCHESTER	LONDON	DIFFERENCE
TOTAL HMI	£1,654.05	£2,052.07	**24.05%**
DAILY COST	£55.14	£68.40	**24.05%**
MONTHLY INCOME AFTER TAX	£2,676.67	£3,109	**16.15%**
HMI% OF INCOME	61.8%	66%	**6.8%**
DISPOSABLE INCOME	£1,022.62	£1,056.93	**3.36%**

DEFINITELY, MAYBE CHEAPER

While households in Manchester are enjoying better value for money overall than their London counterparts, they are spending more to keep the lights on.

Data shows that Mancunians spend £113 on energy every month - £8 more than the average person. They face the second highest energy bills in the UK behind Edinburgh, where people spend an average of £115 on their gas and electricity. Mancunians also spend an average of £54 a month on water, and £41 on broadband - taking their average monthly spending on utilities to £209, compared to £106 in 2024.

Childcare and school costs have gone up in Manchester, with families now spending £76 a month - up £12.60 from last year. But when it comes to car finance, council tax, groceries and transport, costs are still lower than the national average.

ENERGY

MANCHESTER	£113.80
MANCHESTER (SEPT 2024)	£106.20
LONDON	£112.50
NATIONAL AVERAGE	£105.90

CHILDCARE AND SCHOOL COSTS

MANCHESTER	£75.80
MANCHESTER (SEPT 2024)	£63.20
LONDON	£93.00
NATIONAL AVERAGE	£71.20

GROCERIES

MANCHESTER	£184.50
MANCHESTER (SEPT 2024)	£180.00
LONDON	£185.10
NATIONAL AVERAGE	£187.90

TRANSPORT

MANCHESTER	£14.20
MANCHESTER (SEPT 2024)	£24.40
LONDON	£35.80
NATIONAL AVERAGE	£19.30

COUNCIL TAX

MANCHESTER	£126.20
MANCHESTER (SEPT 2024)	£115.50
LONDON	£138.70
NATIONAL AVERAGE	£131.10

CAR FINANCE

MANCHESTER	£33.40
MANCHESTER (SEPT 2024)	£23.80
LONDON	£32.70
NATIONAL AVERAGE	£33.50

MEET THE GREY BELT GENERATION

In 2024, the Government announced its Plan for Change project, including a pledge to build 1.5 million new homes by 2030. The government plans to build these homes on lower quality Grey Belt land for the first time. Developments would include guaranteed affordable housing, local services and green spaces. Young working families who are currently renting and aspire to buy their first home may see this as an exciting opportunity.

Even young families who have above average household incomes feel shut out of the housing market - struggling to save enough for a deposit or to meet mortgage criteria.

This is the **Grey Belt Generation** - a growing number of families who are actively saving with the ambition of buying affordable homes on previously developed land within the Green Belt. Our data reveals that 42% of young families who currently rent are hoping to take advantage of the government's pledge.

Buying a first home is still tough - especially with everyday costs rising. On average, aspiring buyers need to free up £500 per month to afford a deposit and meet mortgage affordability criteria - underscoring the financial challenge first time buyers juggling high daily living costs face.

Nearly seven in 10 (68%) families say they have found it hard to save in the last 12 months because of the rising cost of living, while 58% are worried they will never manage to put enough money aside to make it onto the property ladder.

Our research shows this has prompted many families to make difficult decisions about their household spending, overhauling their finances and switching to save money to achieve their goal of becoming homeowners.

£500 is the amount aspiring buyers need to save per month to afford a deposit

68% of familes say they have struggled to save in the last 12 months

58% are worried they will never manage to save enough to get on the property ladder

SQUEEZING THE COSTS

Grey Belt Generation families are making calculated choices to save for their first home - often cutting back on everyday spending to free up money. They're switching their bills for better deals and spending less where they can to help save towards a deposit.

Nearly seven in 10 (69%) families in this group have cut costs by switching to better deals in the past 12 months. The most common bills they switch are energy (37%) broadband (27%) and mobile (24%). One in five (22%) have switched to a different car insurance provider.

As well as switching, our research shows 83% of Grey Belt families have taken steps to cut back on household spending, specifically with the aim of saving for a deposit. Over a quarter (26%) are spending less on food, and 21% have cut back on buying toiletries. Almost three in 10 (28%) have cut their outgoings by using cheaper public transport or walking.

Half (50%) are spending less on holidays and days out (40%). Celebrations have also been pared back, with a third (31%) putting less money towards Christmas, birthdays, and other special occasions. A quarter (25%) have raised cash by selling clothes, furniture, or other possessions.

50% have reduced their holidays

40% have reduced spending on days out

31% have reduced spending on Christmas, birthdays or other occasions

28% have reduced daily travel costs by choosing cheaper transport or walking

26% have reduced spending on food

26% have sought out deals at the supermarket for their weekly shop

25% have sold clothes, furniture or other possessions

21% have cut back on buying toiletries

17% have switched their TV or broadband supplier

16% have switched to a SIM only mobile deal

14% have switched their car insurance

13% have switched their energy supplier

10% have reduced their childcare hours

7% have reduced their spending on medicine

RADICAL MOVE

To speed up their savings, some Grey Belt families are taking bigger steps by moving in with their parents (10%) or renting a cheaper property while they save (32%). A further 8% said they would jointly rent a property with another household to cut their monthly costs.

Others told us they're willing to make long-term choices to get on the property ladder. Three quarters (75%) would relocate to secure a home of their own, with 50% willing to move away from their family or hometown. Over half (54%) said they would change jobs if it enabled them to buy a house, while 45% would change their children's school. A quarter (25%) said they would be prepared to sell their car or another valuable asset.

75% of Grey Belt families would relocate to secure a home of their own

54% would change jobs if it enabled them to buy a house

50% would move away from their family or hometown

45% would change their children's school

25% would sell their car or another valuable asset

CASE STUDY: "BUYING OUR OWN HOUSE WOULD BE A HUGE ACHIEVEMENT"

Lottie and Kelly

Lottie and her wife Kelly have been saving for four years for their own home, but are still struggling to get on the property ladder.

But now the couple, both 35, are hoping to purchase a home in a Grey Belt development in their local area, and are prepared to increase their savings to do so.

Lottie said: *"We've outgrown our flat and feel stuck.*

"We are looking for a two-bed semi-detached house with a mortgage of £250,000. But even with a quarter of a million pounds, we can't find a property that doesn't need serious renovation work done - work we just can't afford to pay for.

"However, now that there is Grey Belt land being developed nearby, we're hoping it will be the opportunity we need to finally buy our first home."

The couple are aiming to buy in a proposed development on former Green Belt land south of Hyde, Greater Manchester.

Lottie went on: *"I can definitely relate to people who feel that the pressure of rising costs is stopping them from getting on the property ladder for the first time.*

"We both earn good salaries - we have a household income of more than £80,000 - and yet to save enough money for a deposit, we still have to budget carefully.

"So I can't imagine how it would be possible for someone earning less.

"At the start Kelly and I worked out how much was left out of our incomes after all of our outgoings per month, and decided to put whatever was left in a joint account.

"We also cancelled everything that wasn't essential - like our TV subscription, which saved us £100 a month - and started using money-saving deals.

"We switched our weekly shop to a cheaper supermarket, and cut out any items we didn't need - which took around £20 off our bill per week."

Lottie went on: *"When my parents were 35, it was normal for them to own a house, but that definitely isn't the case now - it's more likely to be the exception than the rule.*

"Kelly and I have saved around £20,000 so far, but it feels like we still have a way to go because we don't have anything for things like solicitors fees, or surveys, which could cost us up to £10,000.

"Our plan is to carry on saving and do all we can to get ourselves in a position to buy, so that we're ready to move when a house that we can afford becomes available.

"If we manage, it will be a huge achievement for both of us."

Young people across the country aspire to own their own home; it's a cornerstone of stability and opportunity. The MoneySuperMarket Household Money Index shows how many are making the financial steps, and often real sacrifices, to make that dream a reality.

The Government has a vital role to play in helping turn those aspirations into achievable goals, and I'm proud to be part of a Labour Government that's making this a priority. This will be done by reforming planning rules, building new towns, and getting on with the job of delivering the homes people need.

Josh Dean
Labour Member of Parliament for Hertford and Stortford

SAVING FOR YOUR FIRST HOME STARTS HERE

Kara Gammell, personal finance expert at MoneySuperMarket, said: "While mortgage rates have been steadily falling in recent months, we're not quite at the point of stability just yet. There's still some room for rates to drop further, particularly if inflation continues to ease and the Bank of England holds or cuts the base rate.

"We're also seeing more mortgage products come to market, particularly in the high loan-to-value space, which is often where first-time buyers are looking, as lenders look to compete and attract would-be homeowners. The number of mortgage products available does fluctuate, so this change isn't necessarily a sign of a major shift.

"For first-time buyers, the real hurdle remains affordability. It's not just the monthly repayments, but the size of the deposit and the limits on how much people can borrow based on their income. MoneySuperMarket's comparison tools can help everyone find the best deals for their existing bills, so you can save more. And, when the time comes, our mortgage comparison service will be ready to help homebuyers find the best deal for their circumstances."

Kara shares tips on how you can save for your first home: "Saving for your first home can feel daunting but breaking it down into manageable steps makes it far more achievable.

"Start by setting a clear goal - work out how much you'll need for your deposit and other moving costs, like legal fees and stamp duty. Once you know your target, you can build a realistic plan to get there.

"Creating a budget is the first step to finding savings - I like to do this in 15-minute segments, so it doesn't feel overwhelming. Track your spending, spot the areas where you can cut back, and set up a standing order to move money into your savings pot as soon as you get paid so you're saving before you even notice it's gone.

"Next, look at your household bills - make a note of when your contracts are up for renewal, whether it's energy, broadband, mobile or insurance. Start shopping around about a month before your renewal date to find the best deals. Over half of drivers who switched their car insurance through MoneySuperMarket in September saved up to £508 on their premium. Households who switched their broadband saved an average of £172. You also earn rewards of up to £15 each time you switch with our SuperSaveClub.

"Know your credit score - it plays a role in the mortgage deals you'll qualify for. The better your score, the more competitive rates you'll be offered. Make sure your credit report is accurate and that you're not financially linked to any ex-partners or flatmates. If you have outstanding debts, such as credit cards, check whether you could switch to a balance transfer card to reduce the interest you're paying. Our free eligibility checker can help you find cards you're likely to be approved for and using it won't affect your credit score.

"Small changes can make a big difference, and with the right tools and mindset, you'll be one step closer to getting the keys to your new home."

Kara Gammell
Personal Finance Expert
MoneySuperMarket

THE STATE OF THE NATION

Young families are among those being hit hardest by the pressure of persistent rising costs in the UK. Our research shows that parents with children aged three or under spend 76% of their income on bills and outgoings, compared to the average spend of 65%.

From September 2025, eligible working parents have been able to claim 30 government-funded hours of childcare per week when their child reaches the age of nine months.

While this has lessened the load for working families, parents of children under three still report spending £163.90 per month on childcare. That's more than any other bill, with the exception of rent or mortgage payments.

However, other basic costs such as clothes, shoes, nappies and formula milk are having an impact too. Parents of children aged three or under told us they spend an average of £76.30 on clothes and shoes, while nappies, milk and medicine set them back £151.50 - £45 more than the average UK adult spends on their monthly energy bill.

Parents told us the financial pressure is taking its toll, with 48% experiencing anxiety about being able to pay essential bills. An additional 38% feel they are struggling to make ends meet, and 77% are taking steps to improve their financial situation by switching and saving.

CHILDCARE	£163.90
FOOD FOR YOUR CHILD	£106.80
CLOTHES AND SHOES	£76.30
ACTIVITIES	£59.10
MEDICINE	£54.00
FORMULA MILK	£53.90
NAPPIES	£44.10

THE STATE OF THE NATION

Almost two in 10 (19%) parents spend less than they used to on toiletries.

Over four in 10 (42%) have actively switched their bills in the past year, to help ease the pressure placed on their bank balance by increasing childcare and school costs.

The most common bill to switch is TV or broadband (16%), followed by energy (14%) and car insurance (13%).

Non-essentials are being deferred, with over a third (35%) of families cutting back on holidays and 32% have reduced spending on days out.

A third have sold clothes, furniture or possessions on resale sites like Vinted and Facebook Marketplace to earn extra cash.

More than 10% said they have reduced their childcare hours because it wasn't affordable.

35%	have cut back on holidays
33%	have sold clothes, furniture or other possessions
32%	have reduced spending on days out
26%	have reduced spending on Christmas, birthdays or other occasions
25%	have reduced spending on food
25%	sought out deals for weekly supermarket shop
19%	have reduced daily travel costs by choosing cheaper transport or walking

16%	have switched their TV or broadband supplier
14%	have switched their energy supplier
13%	have switched their car insurance
13%	have switched to a SIM only mobile deal
12%	have reduced their childcare hours
6%	have reduced their spending on medicine

CASE STUDY: "WE MOVED IN WITH MUM TO SAVE MONEY AFTER OUR SON WAS BORN"

Chloe and Family

Chloe, 25, from Cleethorpes, has three children with husband Ethan.

She shared how when her eldest son Jayce was 10 months old, she and Ethan moved back in with her mum to ease the pressure on their finances.

Chloe said: *"When I fell pregnant, I had no idea how expensive having a baby would be. It was a lovely time, but we were spending so much money.*

"The list of things we needed even before he was born seemed endless.

"And then when he did arrive, you realise you need a constant supply of milk, nappies, wipes, the things you use multiple times a day with a baby.

"We didn't go on any family days out, and saved money wherever we could, but things were still quite tight.

"Eventually, as Jayce approached his first birthday, we decided we needed to do something to get back on track, so we moved back in with my mum.

"It was a tough decision, but it helped us to get our finances sorted."

Moving home helped Chloe free up enough money for Jayce to have a few hours a week with a childminder, allowing her to complete a degree.

Chloe qualified as a psychologist, while engineer Ethan - who lost his job during the Covid-19 pandemic - was rehired soon after.

A year later, in May 2023, the pair welcomed twin girls Marnie and Robyn.

SuperSaveClub member Chloe went on: *"I wanted to go back to my job after the girls were born, but to have both in nursery was going to cost more than £1,000 a month, which is exactly what I was earning before I went on maternity leave.*

"It does feel like things have got a lot more expensive for parents in the past few years - especially for things like food and groceries.

"But being savvy with money and making regular savings where you can definitely helps, and being able to use MoneySuperMarket's SuperSaveClub to access deals and rewards has been fantastic.

"Now that we're a family of five, I spend £100 a week on our supermarket shop, and that's with me shopping where is cheapest that week and hunting out deals.

"Having twins obviously means double the supplies, so if I can get a good deal that makes quite a big difference when it comes to my total bill.

"At times things are still really tight, but I also know we are not alone - the majority of our friends are in the same position."

SOURCES & METHODOLOGY

POLLING

All consumer polling figures for 2025 (unless otherwise stated) are from a poll of 2,000 or 8,000 adults carried out on behalf of MONY Group by Opinium on the following dates:

16 September 2025 - 30 September 2025
27 June 2025 - 01 July 2025
25 March 2025 - 28 March 2025
01 November 2024 - 05 November 2024
09 August 2024 - 13th August 2024
19 April 2024 - 23 April 2024
13 February 2024 - 16 February 2024
03 November 2023 - 07 November 2023
15 August 2023 - 18 August 2023

Opinium are company partners of the MRS and abide by its code of conduct and guidelines for best practice when carrying out research for clients, ensuring results are accurate, impartial and fair to both clients and participants.

The core MoneySuperMarket Household Money Index (HMI) was calculated from the replies of 8,000 adults self-reporting how much they spend in the average month on 27 different categories. Four categories: car, life, home and pet insurance have been rebased with MoneySuperMarket's data on average premium prices between July and September 2025.

The categories were determined by MONY Group experts to represent a 'basket' of common household bills and expenditures. Results have been weighted to be nationally representative.

EXPERTISE INTEGRATION

Polling data was subjected to statistical analysis, including cross-tabulations and sentiment analysis. These analyses allowed for the identification of significant trends, preferences, and consumer sentiments pertaining to the HMI.

MoneySuperMarket's three decades of experience and expertise in the finance sector played a pivotal role in the analysis process. Subject matter experts with a deep understanding of financial services were actively involved in interpreting the data, providing insights and contextualising findings.

SYNTHESIS OF FINDINGS

The insights derived from website data analysis, consumer polling, and the invaluable input of MONY Group's seasoned experts were meticulously synthesised. This synthesis encompassed identifying key trends, challenges, opportunities, and actionable recommendations to produce the results throughout the Index and accompanying report.

FACT CHECKING

All information in the index and accompanying report has been professionally fact-checked and is correct to the best of MONY Group's knowledge at the time of publication 30 October 2025.

PROPRIETARY DATA

MoneySuperMarket.com is a price comparison site processing millions of quotes per month on over 40 financial products and services. These millions of quotes provide a rich source of data from which MoneySuperMarket has determined historic policy prices for the insights throughout this document.

MoneySuperMarket

moneysupermarket.com