

## The nostalgia is real! Pringles launches NEW Retro Console Clinic as 80% of Brits fall back in love with '00s and '90s tech

- Data reveals we're a nostalgia-obsessed nation with two thirds (66%) splashing cash on retro tech in the past two years
- Research reveals Gen Z is getting in on the action too, with a quarter (24%) now owning a retro gaming console
- Pringles, the leading gaming snack, launches the Retro Console Clinic on 11<sup>th</sup> and 12<sup>th</sup> of February, a free repair shop for gaming consoles from the '90s and '00s



As research shows the nation's love for retro tech is stronger than ever, Pringles launches the Retro Console Clinic—a free repair shop for the gaming community dedicated to bringing consoles from the '90s and '00s back to life.

Data from Pringles, the leading gaming snack<sup>1</sup>, shows two thirds of Brits (66%) have been stocking up on retro tech, with digital cameras (23%) and DVD players (20%) topping the list of our favourite throwback buys. Research reveals Gen Z is getting in on the action too, with a quarter (24%) now owning a retro gaming console.

Meanwhile, 61% of millennials are convinced cassette tapes are making a comeback, and a bold 30% of Brits are ready to ditch their smartphones for the ultimate throwback—flip phones. Over half of Gen Z (55%) even report they'd rather snap photos with a digital camera than their phone.

Members of the public are invited to dig out their retro consoles and bring them down to the clinic on Tuesday 11<sup>th</sup> and Wednesday 12<sup>th</sup> February (12pm-8pm) for a free MOT, courtesy of retro gaming tech experts. Gaming fans can either book onto a session to get a consultation for

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<sup>1</sup> NIQ Consumer survey, 2023

their console, or simply drop in for some top-tier retro care advice. Visitors to the Retro Console Clinic will be able to play the classic games on offer at Four Quarters for free.

**Rebecca Worthington, Pringles Marketing Lead UKI, said:** “Our research shows that adult gamers love 90s and 00s tech, so we’re excited to help nostalgia lovers revive their beloved retro consoles. Pringles and the gaming community share a passion for fun and connection, and we can’t wait to welcome gamers—and their classic gaming gear—to our Retro Console Clinic.”

*So what’s the reason behind our nostalgic tech obsession?* A massive 78% say they love how old-school gadgets let them escape the constant buzz of their phones. Meanwhile, 79% find retro tech comforting as it takes them straight back to their childhood.

A massive 89% of gamers love that retro gaming gives them a break from the internet, and almost three quarters (74%) think nostalgic games are just so much more relaxing. 77% of us who hang on to retro tech say they do so as it has sentimental value.

According to new data from Pringles, our love for retro tech is just the tip of the nostalgia iceberg. We’re fully embracing a *nostalgia-core* renaissance, bringing back the best of the ‘90s and ‘00s across music, fashion and TV.

A massive 59% of us would rather rewatch classic sitcoms than stream the latest blockbuster, while 64% prefer jamming out to ‘90s tunes over today’s chart-toppers. When it comes to fashion, a huge 82% are turning to the ‘00s for their style inspo.

Many of us are also revisiting childhood hobbies, with 50% picking up colouring, 41% diving back into retro video games, and 30% rediscovering the joy of painting by numbers. British adults also report enjoying playing with building bricks (27%), sticker booking (24%) and model making (20%.)

The nostalgia trend shows no sign of slowing down with #nostalgia amassing over 11 million posts on Tik Tok<sup>2</sup>, many featuring gadgets and games from the 1990s and 2000s.

**- ENDS -**

### **Notes to editors**

Research of 2,000 Brits was commissioned by Pringles and conducted by 3Gem in January 2025.

For further information or imagery, please contact [pringles@mischiefpr.com](mailto:pringles@mischiefpr.com)

### **Pringles presents the Retro Console Clinic:**

- **When:** 11<sup>th</sup> and 12<sup>th</sup> of February 2025
- **Timings:** 12pm- 8pm
  - Please note that there are two sessions on each day: 12pm-4pm & 4pm-8pm
  - Simply book onto a session through Eventbrite, and you’ll be able to attend at any time within the session. Drop-ins also welcome.

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<sup>2</sup> <https://www.tiktok.com/tag/nostalgia?lang=en>

- **Where:** Four Quarters Elephant Park, 20 Ash Ave, London SE17 1AZ
- **Please note, the event is strictly 18+.**