# Lloyds warns of surge in holiday scams exploiting fake retail offers



Lloyds Bank has issued a significant warning to customers as the long weekend approaches, alerting them to a surge in scams that exploit seasonal breaks. With many individuals keen to indulge in shopping, particularly for DIY, household, and beauty products, the bank is urging vigilance against "too good to be true" offers that could leave them financially vulnerable. Reports indicate that victims may see abrupt deductions of £30 to £40 from their accounts, frequently linked to promises made through dubious social media advertisements.

Scammers are increasingly posing as reputable brands, using false promotions and limited-time offers to entice users. These fraudulent ads often feature well-known retailers like Screwfix, Amazon, and Elemis, suggesting exclusive deals that require immediate action. Potential victims are misled into signing up for what appears to be a simple draw or a small postage fee, only to find themselves enrolled in a cycle of continuous payments with no products delivered.

Gavin Evans, Senior Fraud Manager at Lloyds, emphasised the deceptive nature of these scams, stating that legitimate retailers would never pressure consumers into impulsive purchases. He cautioned against the red flags in such advertisements, particularly the overwhelming emphasis on urgency and unrealistically low prices. “The biggest one is the offer is always too good to be true,” Evans remarked, alerting customers to verify promotions through official retail channels.

The financial repercussions of these scams are alarming. Between January 1 and April 24, 2025, Lloyds reported over 1,400 chargeback requests from credit card customers who discovered suspicious transactions. This trend is not isolated; it melds into a broader narrative of scamming that has seen various forms, including cryptocurrency schemes, advance fee scams, and impersonation frauds, all on the rise.

In recent months, cryptocurrency investment scams have climbed by 23%, with victims losing an average of £10,741 each. Many victims are under 35, lured by enticing promises of quick returns on social media platforms where such scams proliferate. Concurrently, cases of advance fee scams—where individuals pay upfront for goods or services that never materialise—have surged by over 80%. With victims averaging losses of £711, these tactics exploit consumer trust by presenting enticing financial opportunities that ultimately lead to disappointment.

Moreover, impersonation scams, where fraudsters masquerade as trustworthy figures such as police officers or bank officials, have increased by 13%. The average loss in these incidents exceeds £3,000, highlighting the desperate need for consumers to exercise caution and verify identities when faced with unexpected requests for money.

In the realm of events and entertainment, concert ticket scams have detected a staggering rise of over 500% in reported cases. Here, victims often discover themselves duped into purchasing non-existent tickets through convincing but fake online advertisements. The average loss in such cases is estimated at £110, though some individuals have lost thousands.

Lloyds Bank has made it clear that the emergence of these scams demands a proactive response from consumers. They advocate thorough research before engaging in purchases and recommend using trusted retail channels to safeguard against potential deceit. The overarching message remains: if a deal seems implausibly attractive, it likely isn't legitimate. As holiday periods prompt increases in shopping activity, the bank urges individuals to stay alert to potential scams and their alarming frequency.

This confluence of fraudulent schemes underscores a critical need for consumer awareness and informed vigilance in our increasingly digital shopping environments. As the landscape continues to evolve, so too must our strategies for protection against those seeking to exploit our hard-earned finances.

### Reference Map

1. Paragraph 1, 2, 3, 4, 5, 6, 7
2. Paragraph 5
3. Paragraph 6
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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.express.co.uk/news/uk/2057891/lloyds-bank-issues-warning-40> - Please view link - unable to able to access data
2. <https://www.lloydsbankinggroup.com/media/press-releases/2023/lloyds-bank-2023/urgent-warning-issued-over-crypto-investment-scams.html> - Lloyds Bank has issued an urgent warning about a 23% increase in cryptocurrency investment scams in 2023, with victims losing an average of £10,741 each. The bank highlights that 66% of these scams originate on social media platforms like Instagram and Facebook, often involving fake ads and celebrity endorsements. The most affected age group is 25 to 34-year-olds, who are typically enticed by promises of quick returns. Lloyds Bank advises investors to conduct thorough research and invest through trusted, genuine companies to avoid falling victim to such scams.
3. <https://www.lloydsbankinggroup.com/media/press-releases/2023/lloyds-bank-2023/urgent-warning-issued-over-advance-fee-scams.html> - Lloyds Bank has issued an urgent warning about a surge in 'advance fee' scams, where fraudsters trick victims into paying upfront fees for goods or services that never materialize. Reported cases have increased by over 80% in the past year, with victims losing an average of £711. Common tactics include fake ads for loans, jobs, and rental properties. The bank emphasizes the importance of verifying the legitimacy of offers and advises consumers to be cautious of unsolicited requests for upfront payments.
4. <https://www.lloydsbankinggroup.com/media/press-releases/2024/lloyds-bank-2024/lloyds-bank-issues-warning-on-impersonation-scams-as-they-rise-thirteen-percent.html> - Lloyds Bank reports a 13% increase in impersonation scams over the past year, where fraudsters pose as trusted figures like police officers or bank staff to deceive victims into transferring money. The average loss per victim is over £3,000. The bank highlights that scams involving impersonation of police or bank staff have risen the most. Lloyds Bank advises consumers to be vigilant and verify the identity of individuals requesting money, especially when contacted unexpectedly.
5. <https://www.lloydsbankinggroup.com/media/press-releases/2023/lloyds-bank-2023/sharp-increase-concert-ticket-scams.html> - Lloyds Bank warns of a sharp increase in concert ticket scams, with reported cases surging by over 500% in the past year. Victims lose an average of £110, though some cases involve losses of thousands. Scammers often use fake websites, social media posts, or emails to offer discounted tickets or access to sold-out events. The bank advises consumers to purchase tickets only from trusted retailers and to be cautious of deals that seem too good to be true.
6. <https://www.lloydsbankinggroup.com/media/press-releases/2023/lloyds-bank-2023/biggest-purchase-scams-2024.html> - Lloyds Bank reports a 42% increase in purchase scams compared to the previous year, with over three-quarters of these scams originating on social media platforms. Fraudsters often target consumers looking to buy tickets, cars, pets, and other high-demand items, tricking them into paying for goods that don't exist. The bank advises consumers to be cautious when shopping online, especially on social media, and to avoid deals that seem too good to be true.
7. <https://www.lloydsbank.com/help-guidance/protecting-yourself-from-fraud/scam-messages.html> - Lloyds Bank provides guidance on recognizing and protecting oneself from scam messages, including emails and texts with fake links designed to steal personal details. Red flags include unexpected messages asking for personal information, containing links, or requesting urgent payments. The bank advises consumers to verify the sender's identity, avoid clicking on suspicious links, and report and delete any messages that appear to be scams.