

Inflation's Ripple: Navigating New Norms in Shopper Behaviour

By **Tatyana Chappuis**
Behavioural Lead
Market Strategy & Understanding, Ipsos



The New Economic Reality

The impact of inflation is reshaping the landscape of consumer shopping behaviour, creating waves that rival those observed during the global pandemic.

A recent Ipsos survey highlights that 22% of global consumers say they have experienced a 'drastic' change in their shopping habits compared to 18% during the pandemic. This data unveils the profound influence of inflation on the everyday decisions of shoppers worldwide.

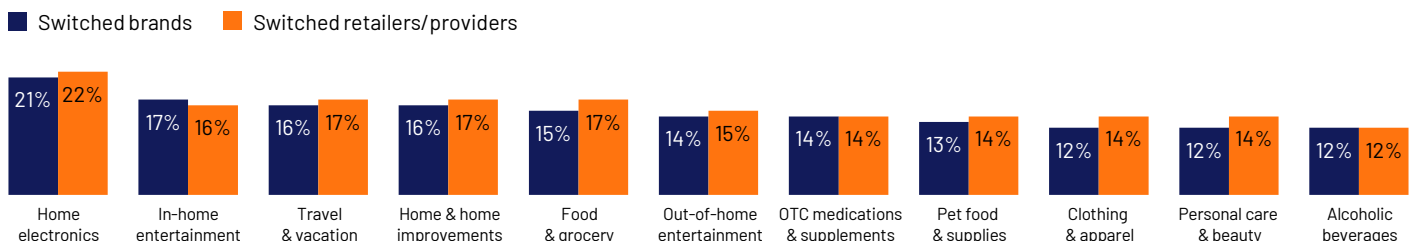
Although many have come to terms with higher prices, shoppers are re-evaluating brands and retailers to meet their budgets. Facing rising costs, consumers are strategically recalibrating their brand loyalties and purchasing behaviours. Here's what the data reveals from the Ipsos survey:

- 27%** will switch to a different retailer for more competitive pricing
- 21%** will switch brands
- 25%** will buy a store/generic brand

These trends reflect a shift in the retail domain, as consumers prioritize affordability, often at the expense of brand loyalty. Keeping insights current and decisions data-driven is increasingly critical as shopper behaviours evolve.

Past-Two-Week Switching Due to Rising Prices

Among past-two-week category shoppers



Source: Ipsos Market Essentials Syndicated Tracker, September 2025, N= 9,820 across all categories

Balancing Cost and Values

Despite the fiscal belt-tightening, many are not forfeiting their ideals. Over half of consumers remain committed to health and wellness, evident by their willingness to pay a premium for locally grown or higher-quality food products.

Redefining Discretionary Spending

Price pressures are prompting shoppers to re-think their spending, especially in non-essential categories. (See Figure 1.) Products and services such as home electronics, in-home entertainment, travel, and home improvements are seeing shoppers rethink which brands they buy and where they shop. It's noteworthy that shoppers are more brand and store loyal when it comes to alcoholic beverages.

Keeping Your Pulse on the Shopper

Keeping your pulse on the shopper is essential to shaping shopper strategies that are relevant and empathetic. As inflation continues to put pressure on shoppers, companies need to understand their attitudes and behaviours and find ways to help alleviate their financial burden. For example, as consumers increasingly turn to online platforms for price comparisons, companies can provide seamless navigation and detailed product information. Enhancing loyalty programs that emphasize value retention can maintain customer loyalty amidst shifting brand preferences. And finally, leveraging data analytics to tailor personalized promotions can resonate with cost-conscious shoppers.

Figure 1