

# DID YOU KNOW?

Beyond the pandemic, citizens react and adapt to global issues impacting their lives – from rising prices to the conflict in Ukraine.

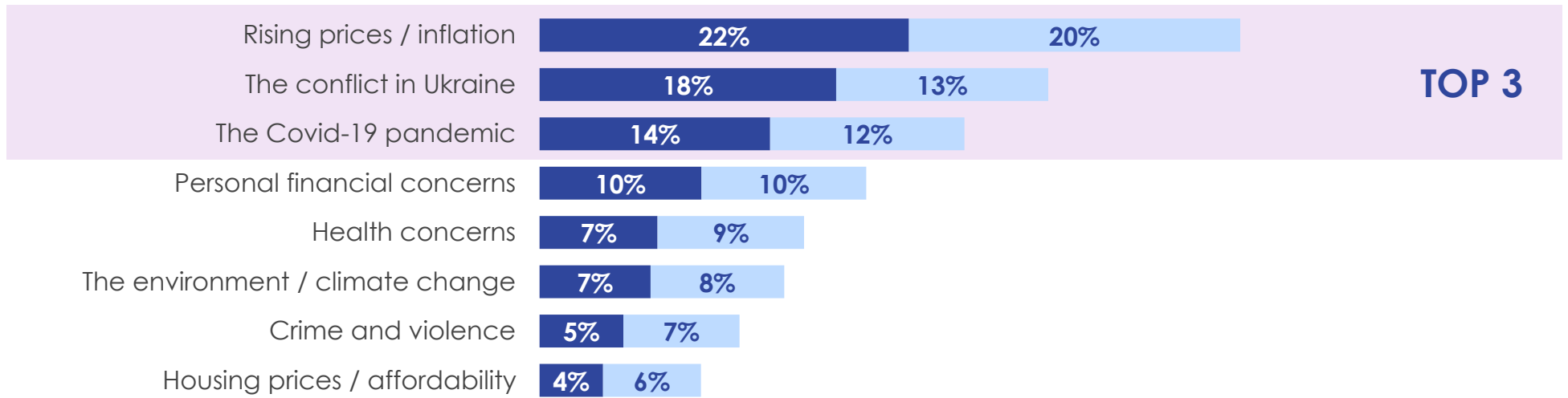


ESSENTIALS  
SYNDICATED

March 2022

## Inflation continues to be the top concern, followed closely by the conflict in Ukraine

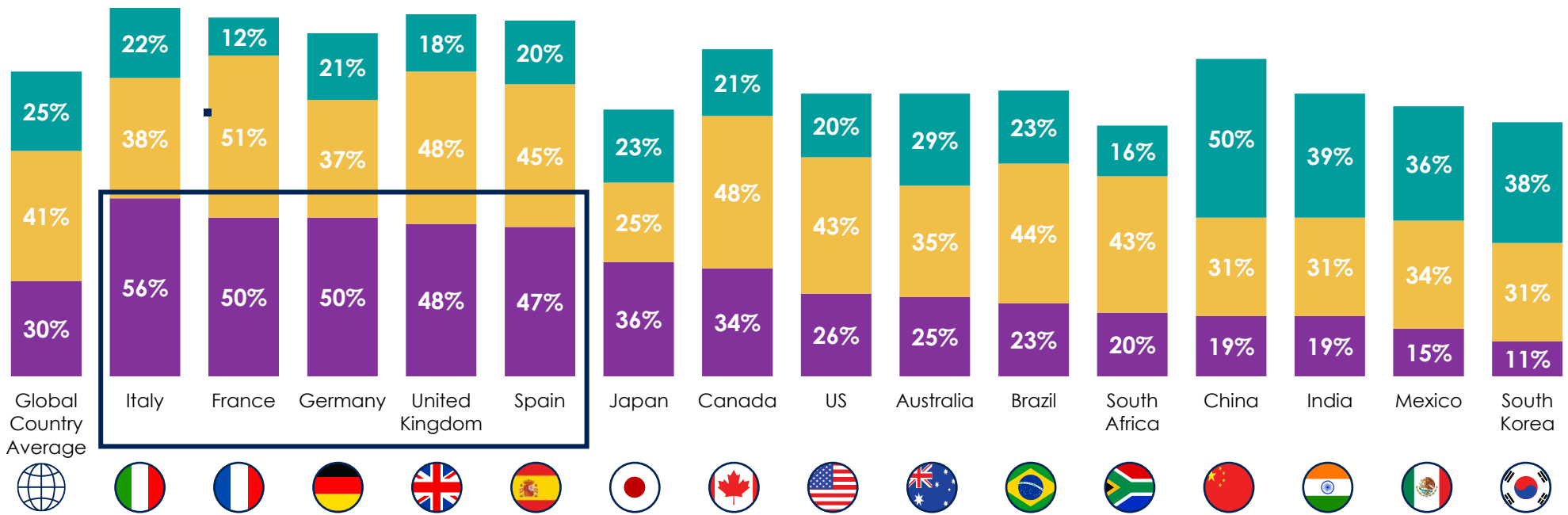
■ FIRST CONCERN ■ SECOND CONCERN



## The conflict in Ukraine hits closer to home – quite literally – for European countries

### TOP CONCERN

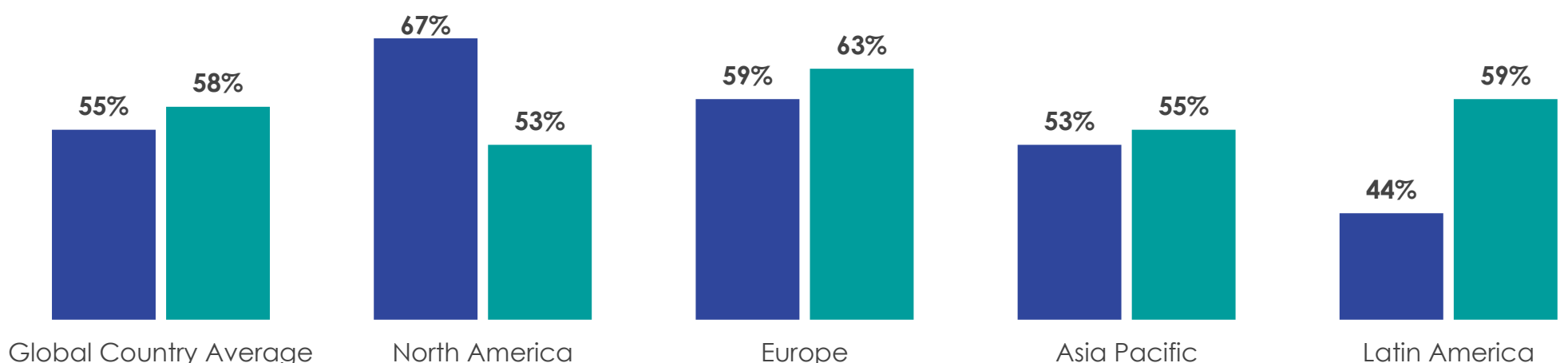
■ THE CONFLICT IN UKRAINE ■ RISING PRICES / INFLATION ■ THE COVID-19 PANDEMIC



## The Ukraine conflict has led the world to be more diligent with their spending and cautious of which companies they support

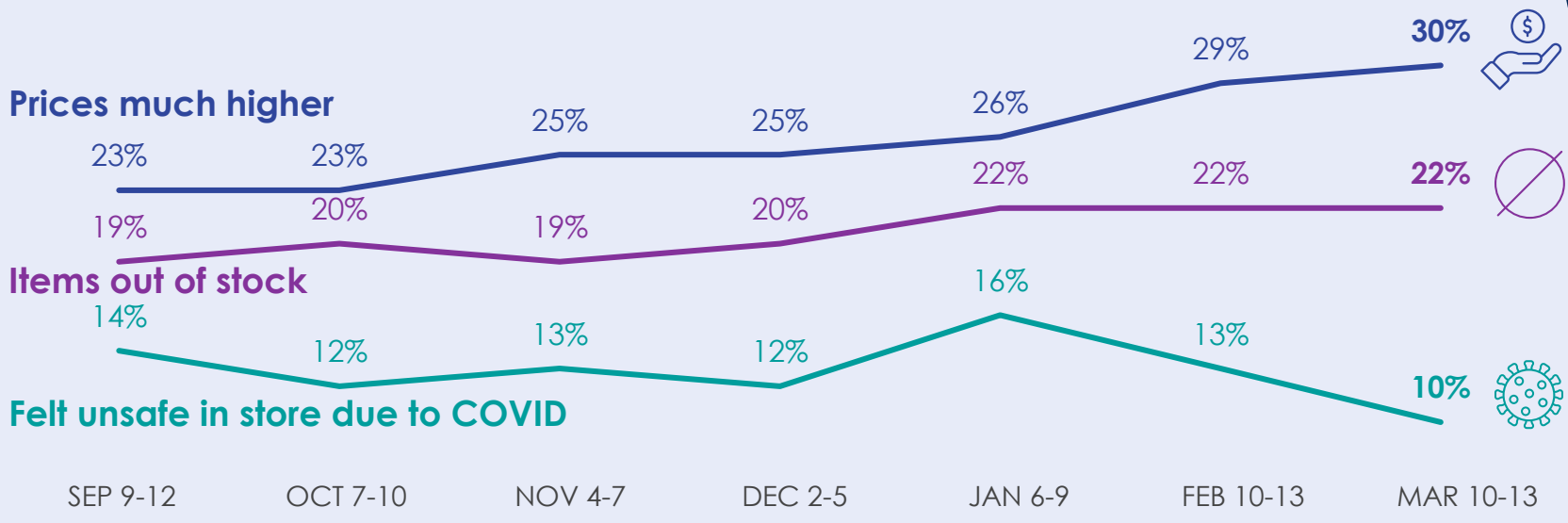
“TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING?”  
(TOP-2 BOX AGREEMENT)

■ I will **not buy** from any **companies** that **work with or in Russia**  
■ I'm being more **careful** with my **spending** when I shop because of the **conflict in Ukraine**



The top challenge for shoppers is that prices are much higher than anticipated

**INFLATION**  
trending in  
**MARCH**



With rising prices and global unrest, consumers are planning to spend less across most categories

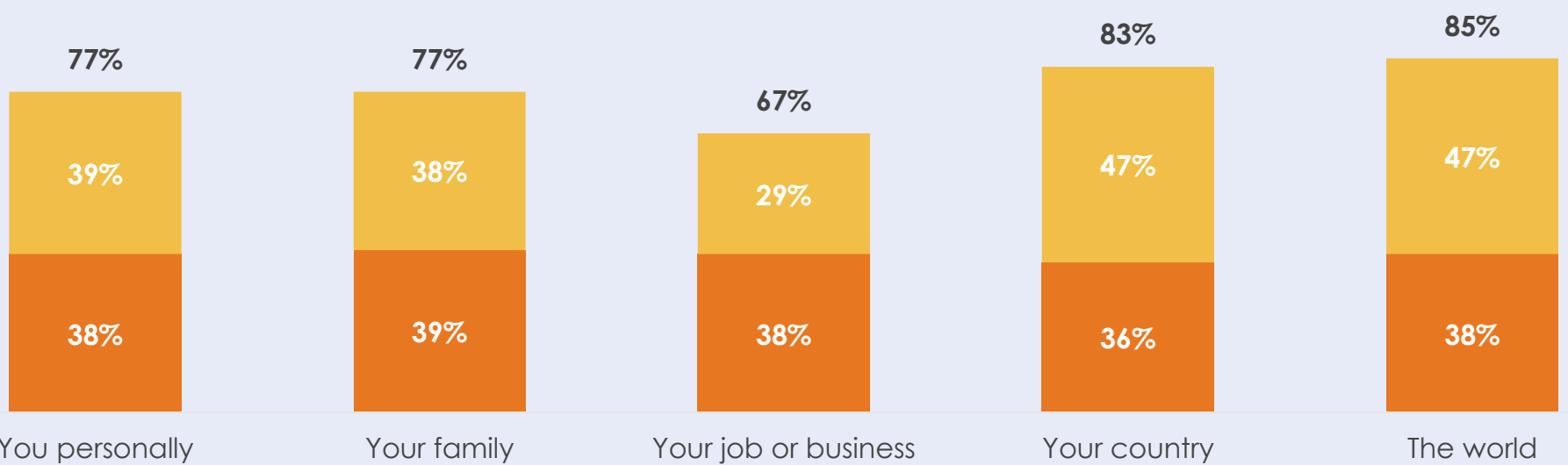
PURCHASE DOWNGRADES AND UPGRADES EXPECTED IN THE NEXT MONTH

	SPEND LESS	SPEND MORE	Change
Food - Groceries	10%	23%	+13%
Food - Meal delivery or restaurant	20%	15%	-5%
Clothing, footwear, fashion	20%	13%	-7%
Entertainment - Inside the home	14%	13%	-1%
Financial investments	13%	13%	-
Home or Home Improvements	15%	13%	-2%
Travel or Vacation	18%	13%	-5%
Automobile	13%	13%	-
Personal care or Beauty products	14%	12%	-2%
Entertainment - Outside the home	20%	12%	-8%
Telecommunications	11%	12%	+1%
Charitable donations	13%	11%	-2%
Pets and pet supplies	9%	11%	+2%
Home electronics	16%	10%	-6%
Home appliances	15%	10%	-5%
Alcoholic beverages	18%	9%	-9%
Exercise products or services	14%	9%	-5%

The impact of inflation is hitting us most at a national and global level

LEVEL OF RISK RISING PRICES AND INFLATION HAVE ON EACH OF THE FOLLOWING

MODERATE RISK HIGH RISK HIGH/MODERATE RISK



Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 16 countries, including: Australia, Brazil, Canada, China, France, Germany, Italy, Mexico, Spain, India, Japan, Russia, South Africa, South Korea, the UK and the US.

For more insights, country detail, or subscription information, contact [essentials@ipsos.com](mailto:essentials@ipsos.com)

