

# DID YOU KNOW?

Retail therapy elevates non-essential spending but appeals most to those strapped for cash

Insights based on Global Country Average across 15 countries where the Essentials survey is conducted.



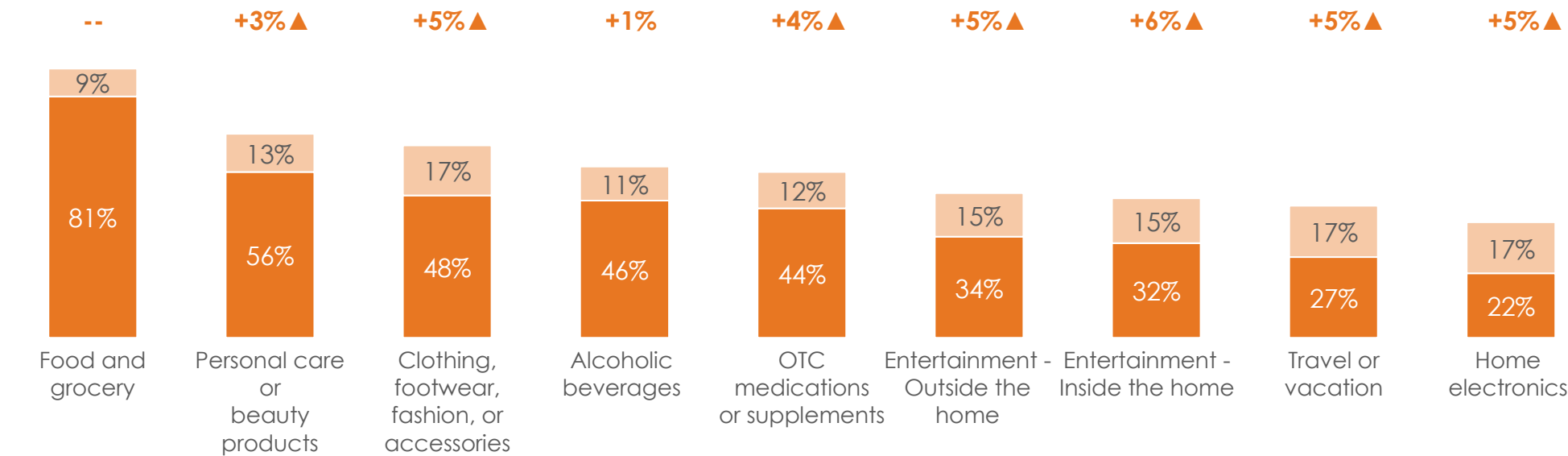
May 2024

## Shopping activities have increased across most categories compared to this time last year

### CATEGORY SHOPPING PAST 2 WEEKS

SHOPPED FOR BUT DIDN'T BUY PURCHASED

Change in purchases vs. May '23

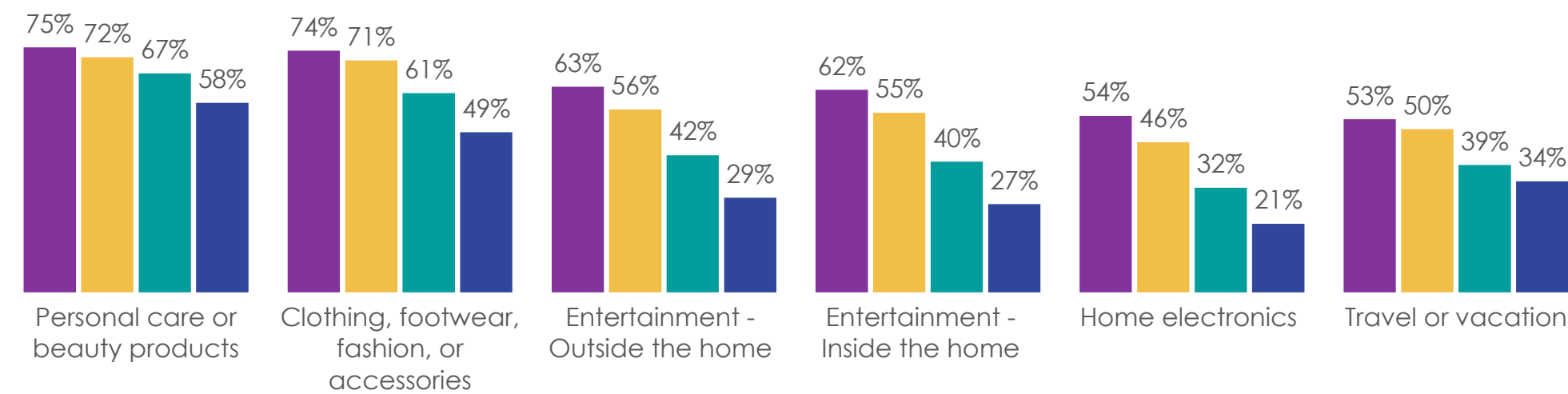


▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

## Younger generations are more likely to be shopping across non-essential categories

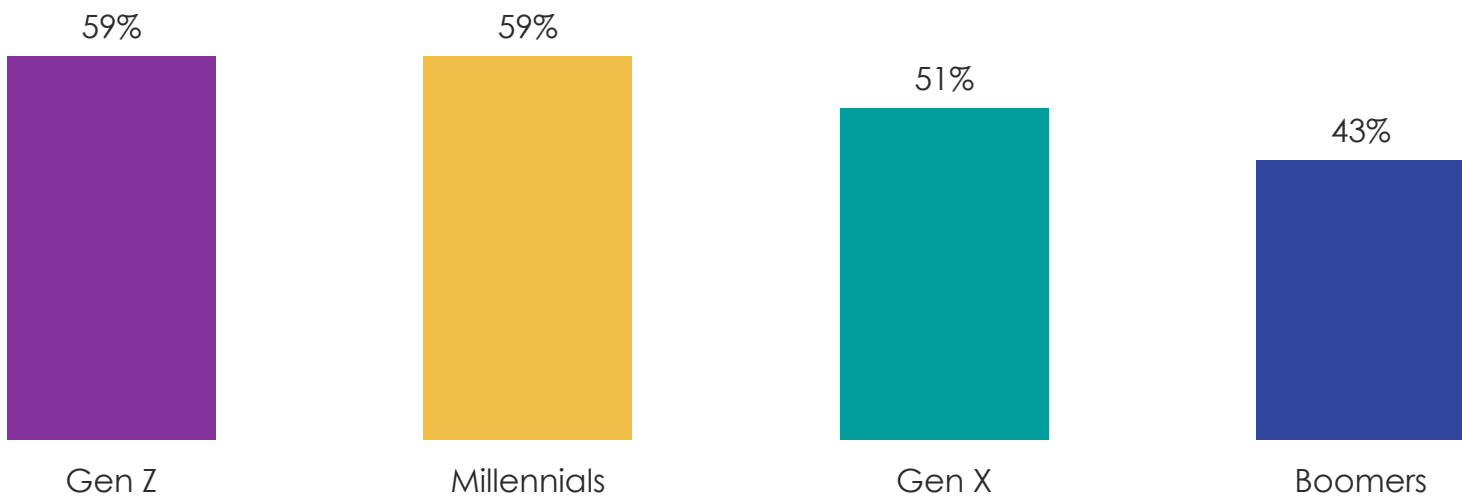
### CATEGORY SHOPPING PAST 2 WEEKS

GEN Z MILLENNIALS GEN X BOOMERS



## Positive attitudes towards consumerism are apparent, especially among younger citizens

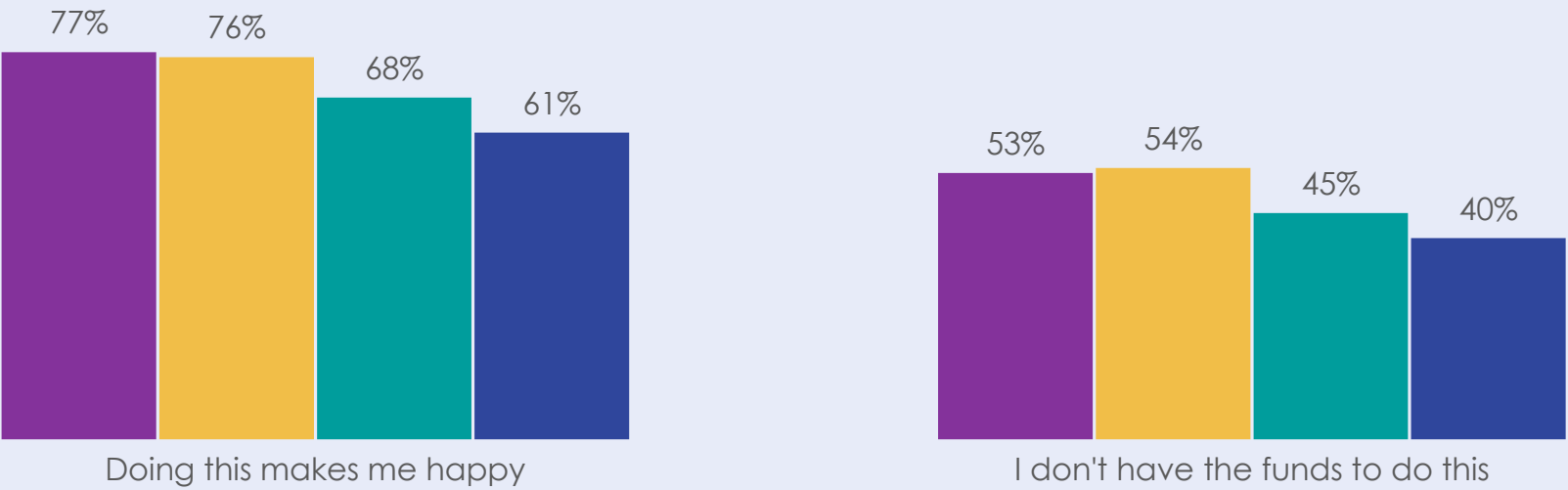
### "BUYING THINGS GIVES ME A LOT OF PLEASURE" TOP-2 BOX AGREEMENT



Retail therapy resonates most strongly with younger shoppers but is constrained by lack of funds

GOING TO AN INDOOR SHOPPING MALL  
TOP-2 BOX AGREEMENT, BY GENERATIONS

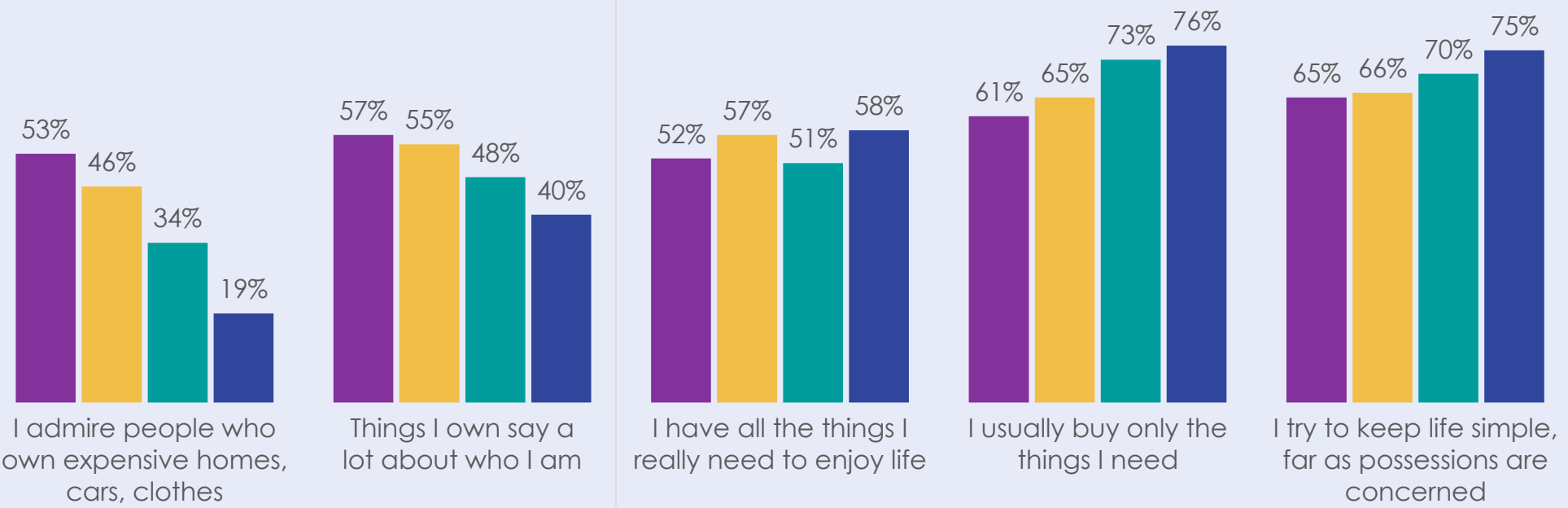
GEN Z    MILLENNIALS    GEN X    BOOMERS



Tapping into the financial potential of the Boomer generation can pose a significant challenge

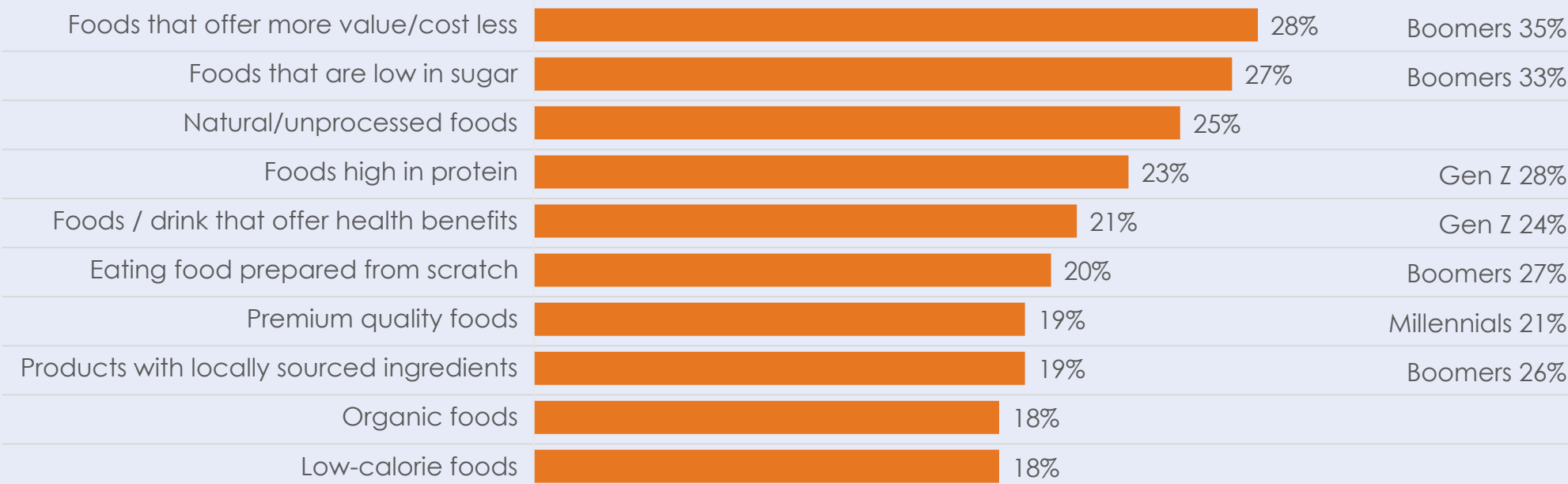
SHOPPING ATTITUDES  
TOP-2 BOX AGREEMENT, BY GENERATIONS

GEN Z    MILLENNIALS    GEN X    BOOMERS



Food and financials: Consumers try to find a balance between healthy and budget conscious food choices

FOOD TRENDS  
MOST IMPORTANT



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 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

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

