

DID YOU KNOW?

The anticipated 'summer grace period' where citizens enjoy their post-pandemic freedom has been cut short as financial pressures mount and new variants of Omicron cause a rise in infections.

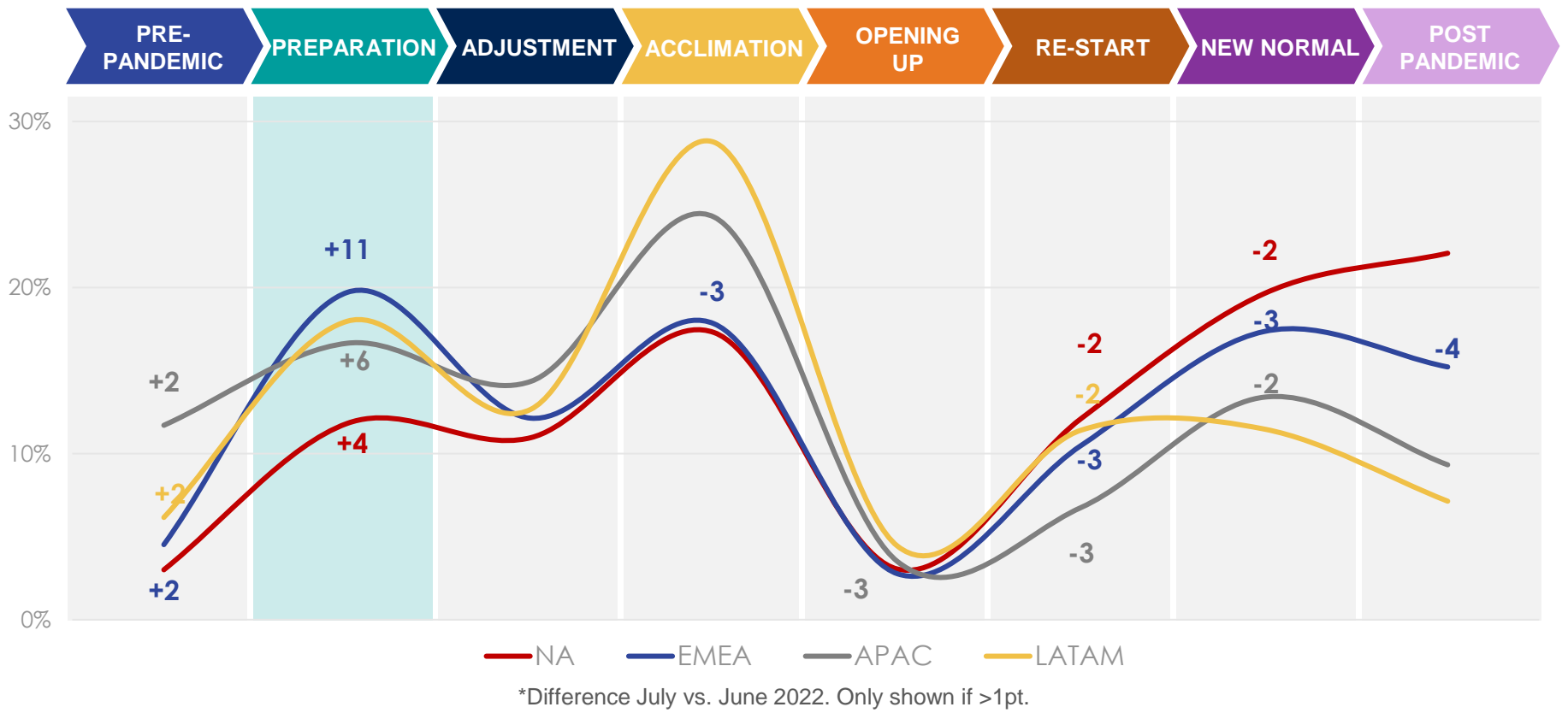


ESSENTIALS
SYNDICATED

July 2022

**A major retreat in one month's time:
More citizens around the world are preparing for new restrictions to combat the rise in cases**

"WHICH ONE OF THE FOLLOWING PHASES DO YOU FEEL BEST DESCRIBES YOUR CURRENT SITUATION REGARDING THE COVID-19 PANDEMIC?"



**Despite rising COVID concerns, inflation remains the top priority;
in response, consumers search for ways to keep their budgets under control**

TOP CONCERNS

51%

Rising Prices/
Inflation

22%

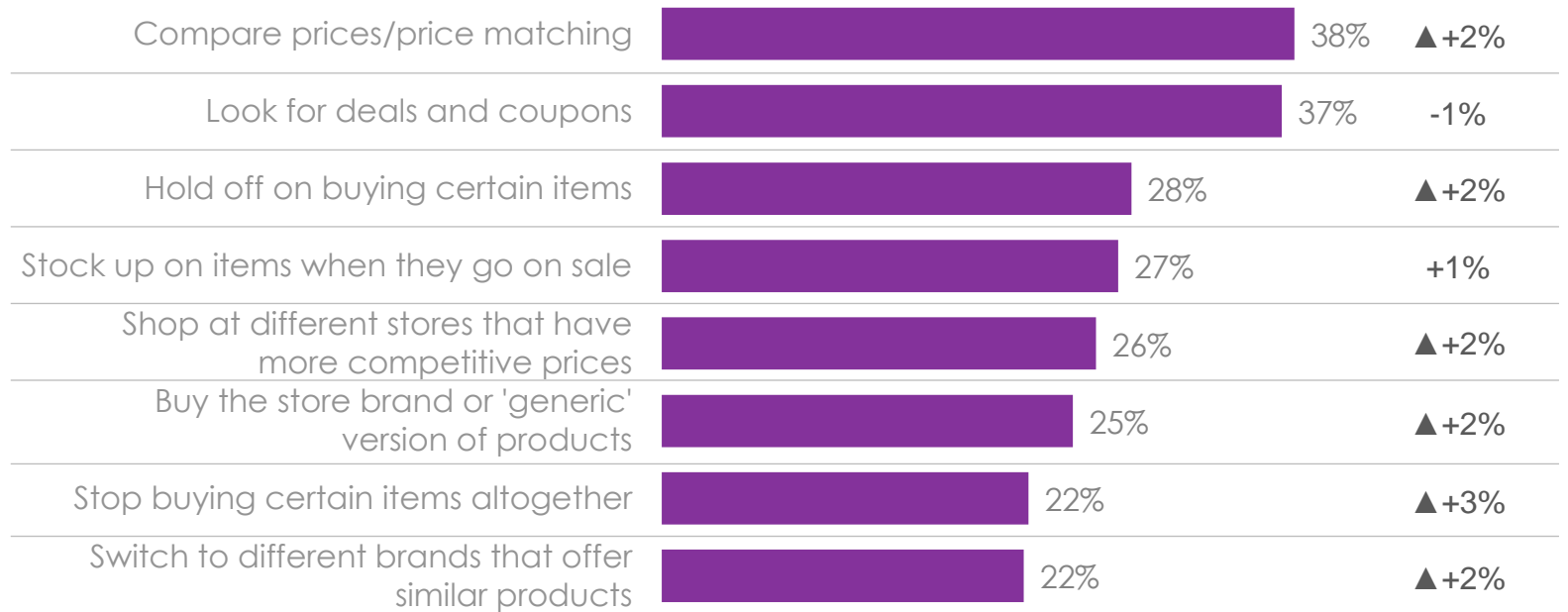
COVID-19
Pandemic

19%

Environment/
Climate Change

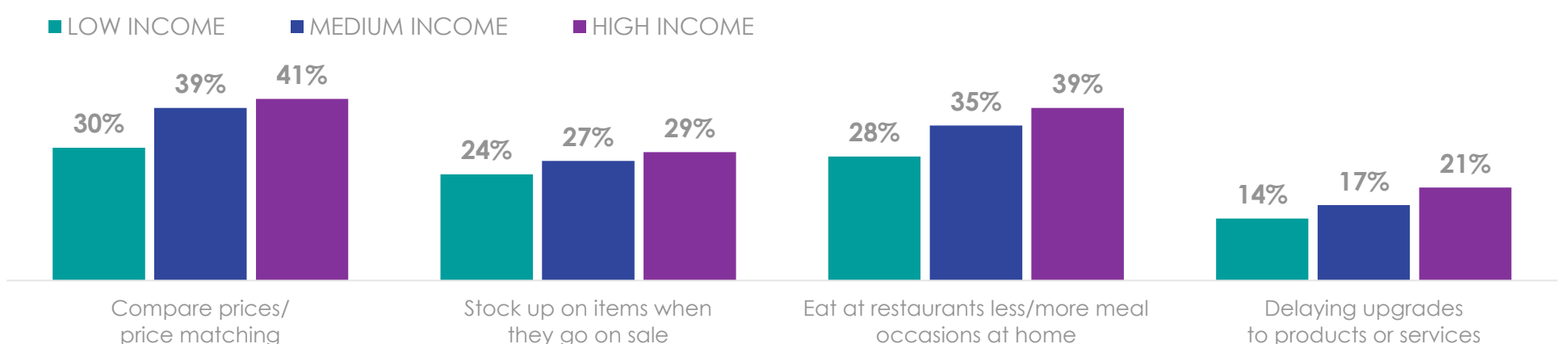
TOP SHOPPING MEASURES TO MANAGE RISING PRICES

Change from
June to July
2022



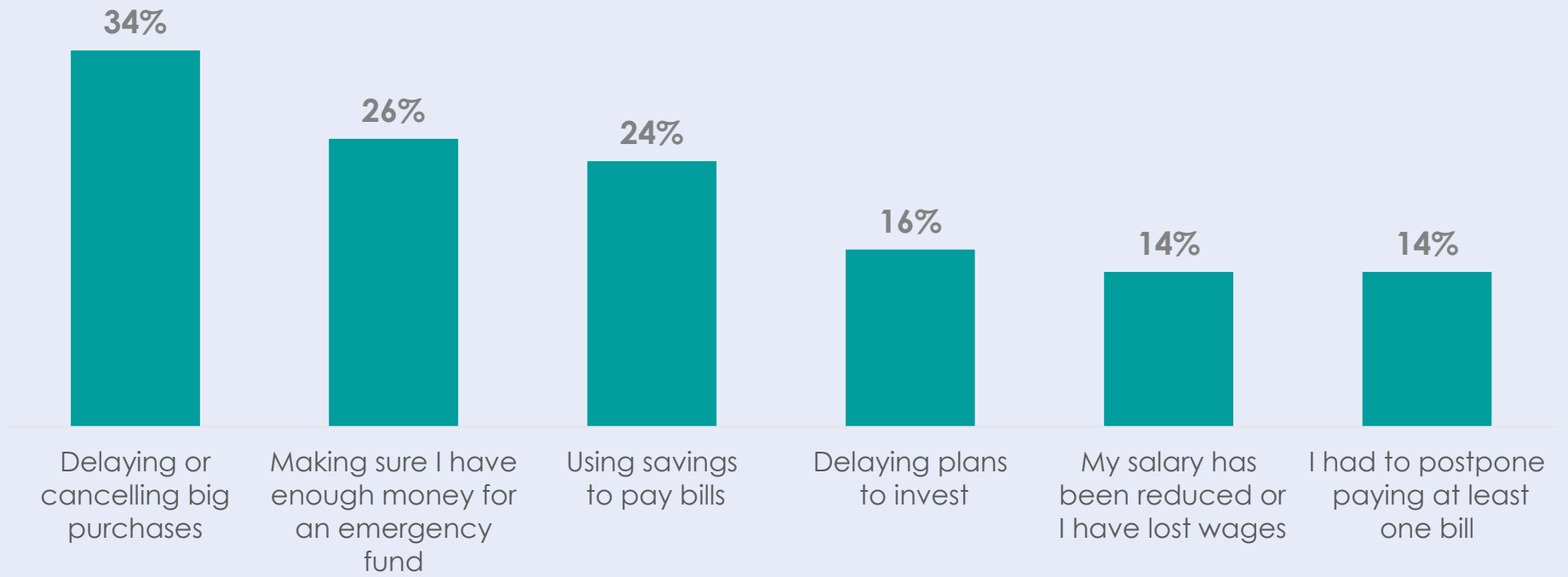
Amid prolonged financial pressures, even high-income households are scrutinizing prices and taking measures to limit spending

MEASURES MORE COMMONLY TAKEN BY HIGH-INCOME HOUSEHOLDS TO MANAGE RISING PRICES



A third of citizens are delaying or cancelling major purchases and a quarter are using savings to pay bills

FINANCIAL SETBACKS

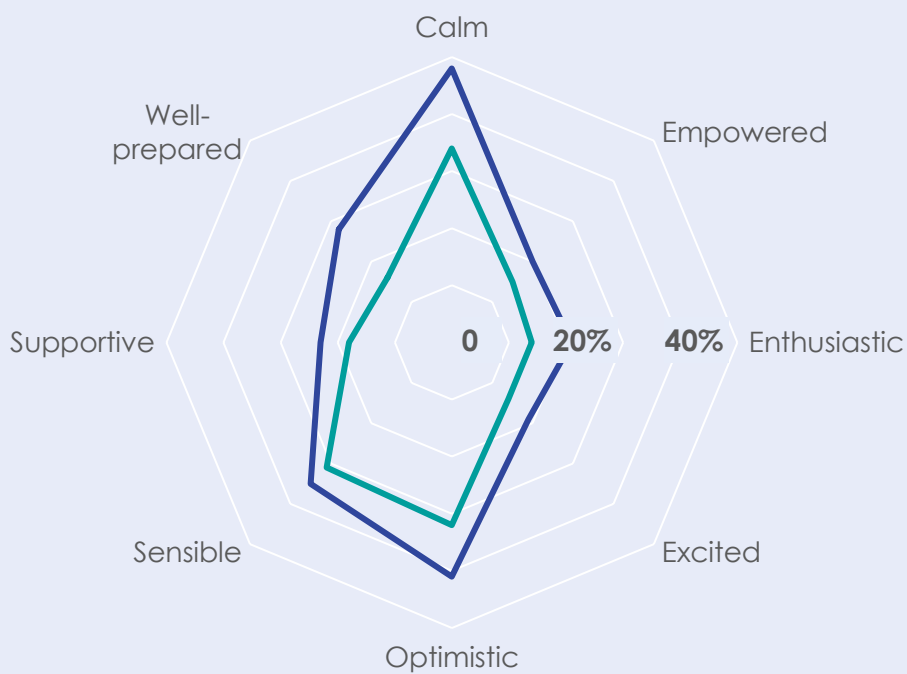


As savings are being depleted, we see more negative feelings and increased frustrations

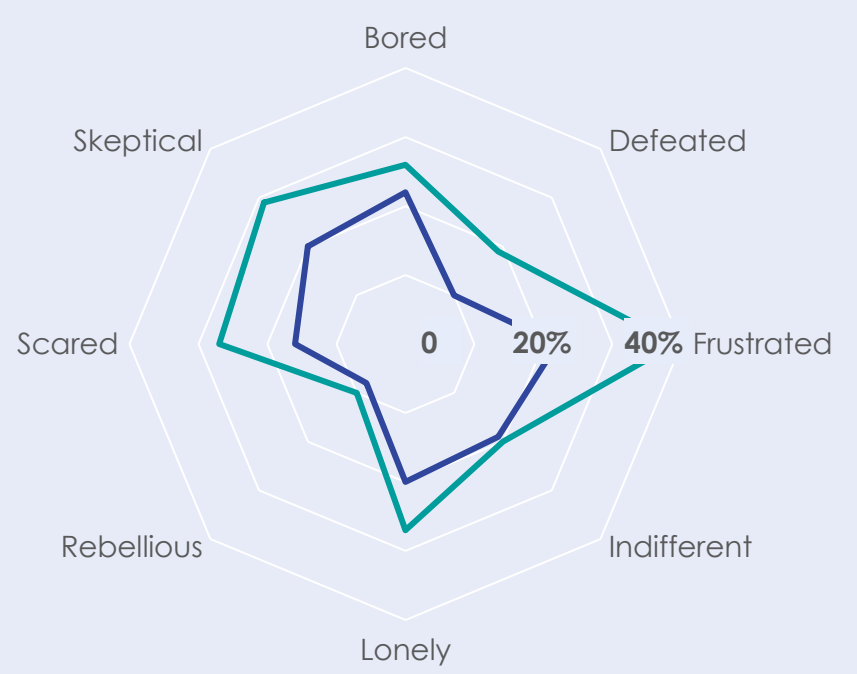
CENSYDIAM EMOTIONS

■ CURRENTLY SAVING MONEY ■ NOT CURRENTLY SAVING

POSITIVE EMOTIONS

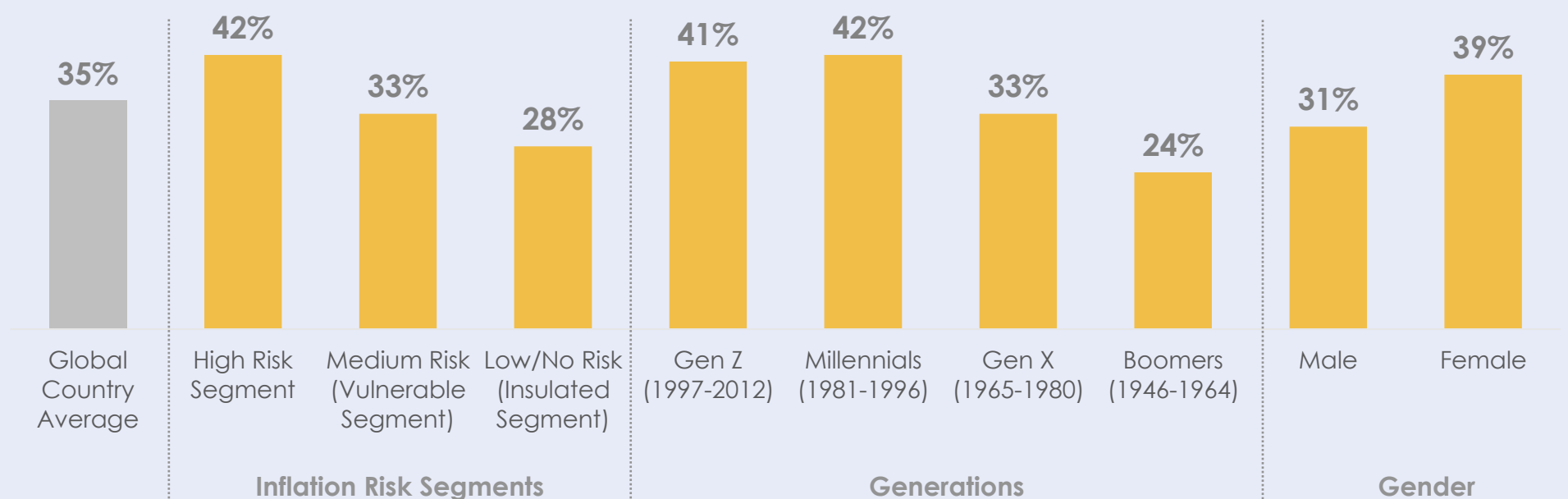


NEGATIVE EMOTIONS



Citizens facing inflation risk also have a greater need for wellness services – brands need to be empathetic towards these consumers

SUPPORT FOR MENTAL HEALTH AND WELL-BEING (INTERESTED IN HAVING ACCESS TO "MORE")



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, Italy, Mexico, Spain, India, Japan, South Africa, South Korea, the UK, and the US.

For more insights, country detail, or subscription information, contact essentials@ipsos.com

