

DID YOU KNOW?

Inflation is the dominant concern for consumers around the world, forcing them to make lifestyle changes and trade-offs.

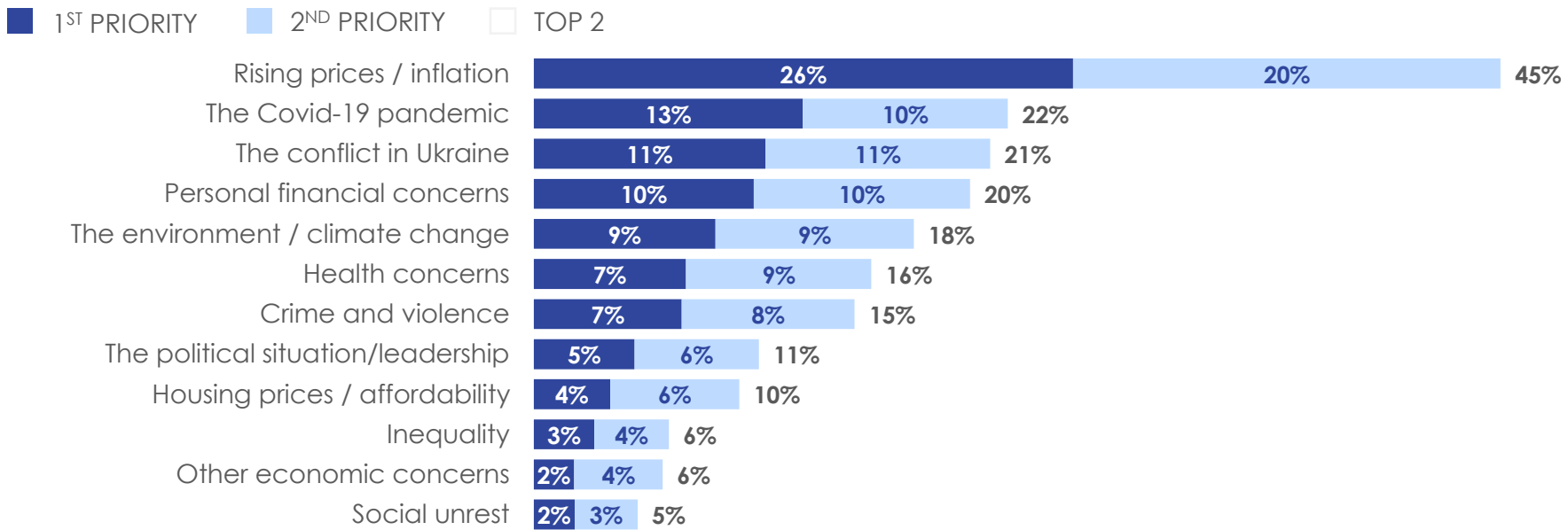


ESSENTIALS
SYNDICATED

May 2022

Concern with rising prices and inflation dominates the narrative on a global level – much more so than the pandemic, the conflict in Ukraine or the environment

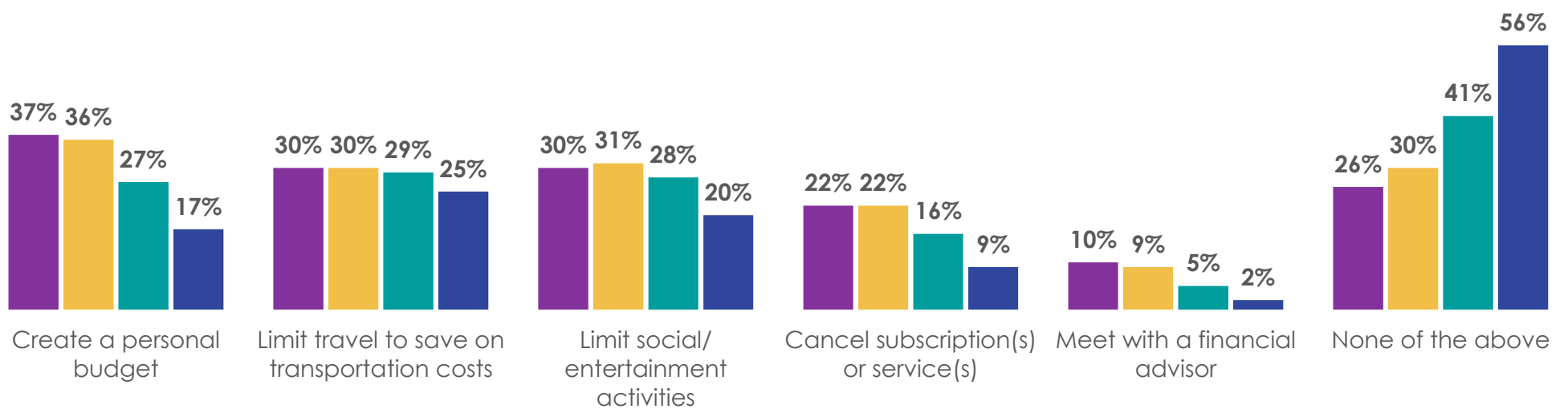
TOP CONCERNS – FIRST AND SECOND PRIORITIES



Gen Z and Millennials are being more proactive in making lifestyle changes to manage the impact of inflation

CHANGES MADE TO MANAGE IMPACT OF INFLATION (BY GENERATION)

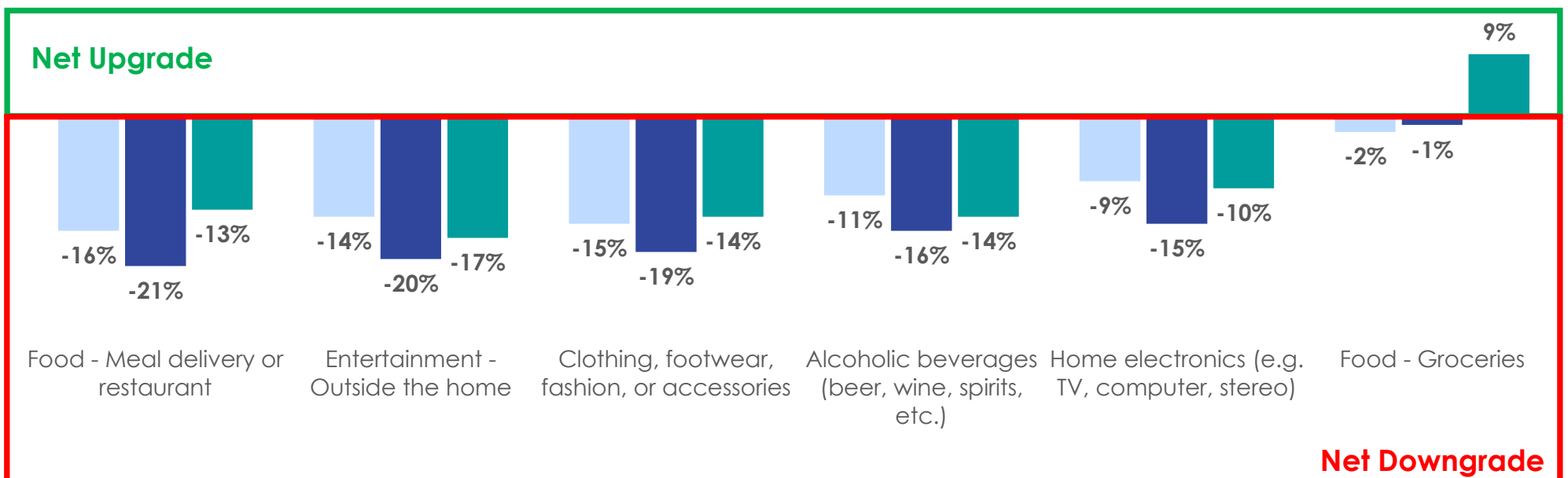
■ GEN Z (1997-2012) ■ MILLENNIALS (1981-1996) ■ GEN X (1965-1980) ■ BOOMERS (1946-1964)



Shoppers are scaling back on their discretionary spending; less affluent households are even forced to downgrade on the essentials

EXPECTED SHIFTS IN SPENDING IN THE NEXT MONTH: (NET SPEND MORE/UPGRADE VS. SPEND LESS/DOWNGRADE)

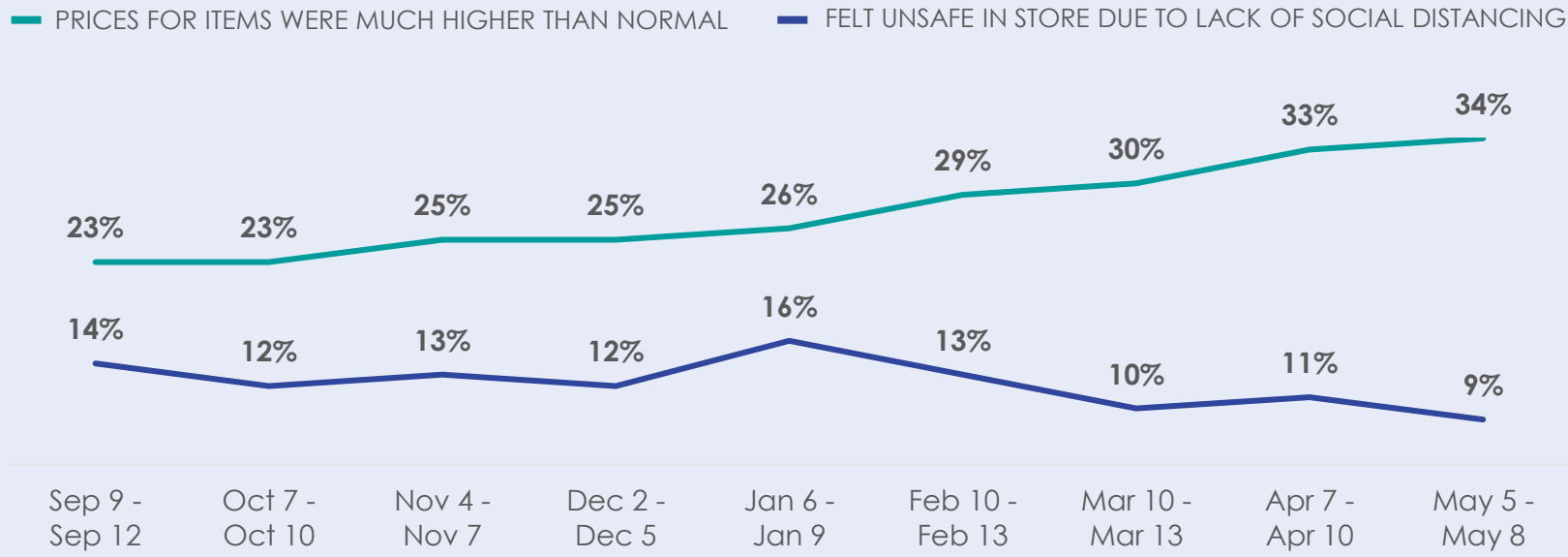
■ LOW INCOME ■ MEDIUM INCOME ■ HIGH INCOME



Rising prices are increasingly more challenging to consumers than pandemic safety issues when shopping

SHOPPING CHALLENGES
trending in
MAY

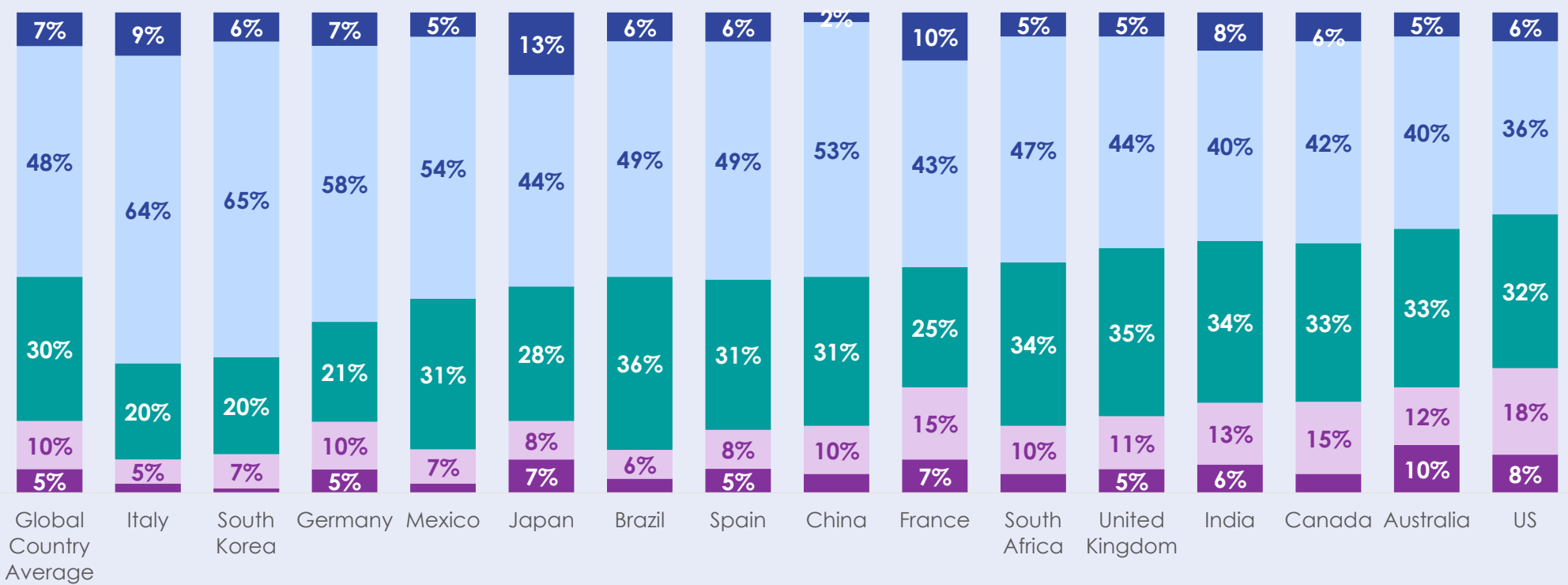
SHOPPING CHALLENGES (PAST 2 WEEKS)



On the sustainability front, countries across the world feel the risk to the environment is reaching a critical stage which necessitates immediate action

BELIEFS ABOUT CURRENT STATE OF ENVIRONMENT

- IT'S TOO LATE TO PREVENT ENVIRONMENTAL COLLAPSE
- THE ENVIRONMENT IS AT A CRITICAL STAGE – THE WORLD MUST ACT NOW
- THE ENVIRONMENT IS AT RISK, BUT THERE IS STILL TIME TO ACT
- THE ENVIRONMENT IS A CONCERN, BUT IT'S LARGELY OVERBLOWN
- THE ENVIRONMENT IS NOT A CONCERN



However, even Activists – who are most passionate about saving the environment – don't have the environment as their top concern as it's overshadowed by inflation

TOP CONCERNS – FIRST AND SECOND PRIORITIES

CONSUMER SEGMENTS BASED ON INCREASING PASSION FOR SAVING THE ENVIRONMENT

	DISENGAGED DENIALISTS	SKEPTICS	CONFLICTED CONTRIBUTORS	PRAGMATISTS	ACTIVISTS
#1	Rising Prices/ Inflation (40%)	Rising Prices/ Inflation (40%)	Rising Prices/ Inflation (55%)	Rising Prices/ Inflation (49%)	Rising Prices/ Inflation (41%)
#2	COVID-19 Pandemic (22%)	COVID-19 Pandemic (28%)	Personal Financial Concerns (26%)	Conflict in Ukraine (25%)	The Environment/ Climate Change (27%)
#3	Personal Financial Concerns (20%)	Conflict in Ukraine (21%)	Conflict in Ukraine (19%)	COVID-19 Pandemic (24%)	Conflict in Ukraine (24%)

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

