

INFLATION: CONSUMER PERCEPTIONS IN 30 COUNTRIES

A Global Advisor survey

December 2021

For more information: www.ipsos.com/en/inflation-consumer-perceptions-30-countries-december-2021

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GAME CHANGERS



SUMMARY

On average, in the 30 countries surveyed:

- Two-thirds say prices they now pay for transportation (70%), food and drink (70%), and utilities (66%) are higher than they were six months ago;
- Half say so of the cost of clothing and shoes (55%), housing (51%), medical and health care (51%), and entertainment (49%)

The 12 surveyed countries where prices are most widely perceived to have increased include all six in Latin America, all four in Central and Eastern Europe, Turkey, and South Africa..

- At the opposite end of the spectrum, Japan and China are where consumers are least likely to say the prices they paid recently for various categories are higher than they were six months ago.
- Consumers who report higher prices for the products and services they buy skew more affluent and older.

Globally, about as many expect their household spending in the next three months to increase (42%) as expect it to stay the same (41%)

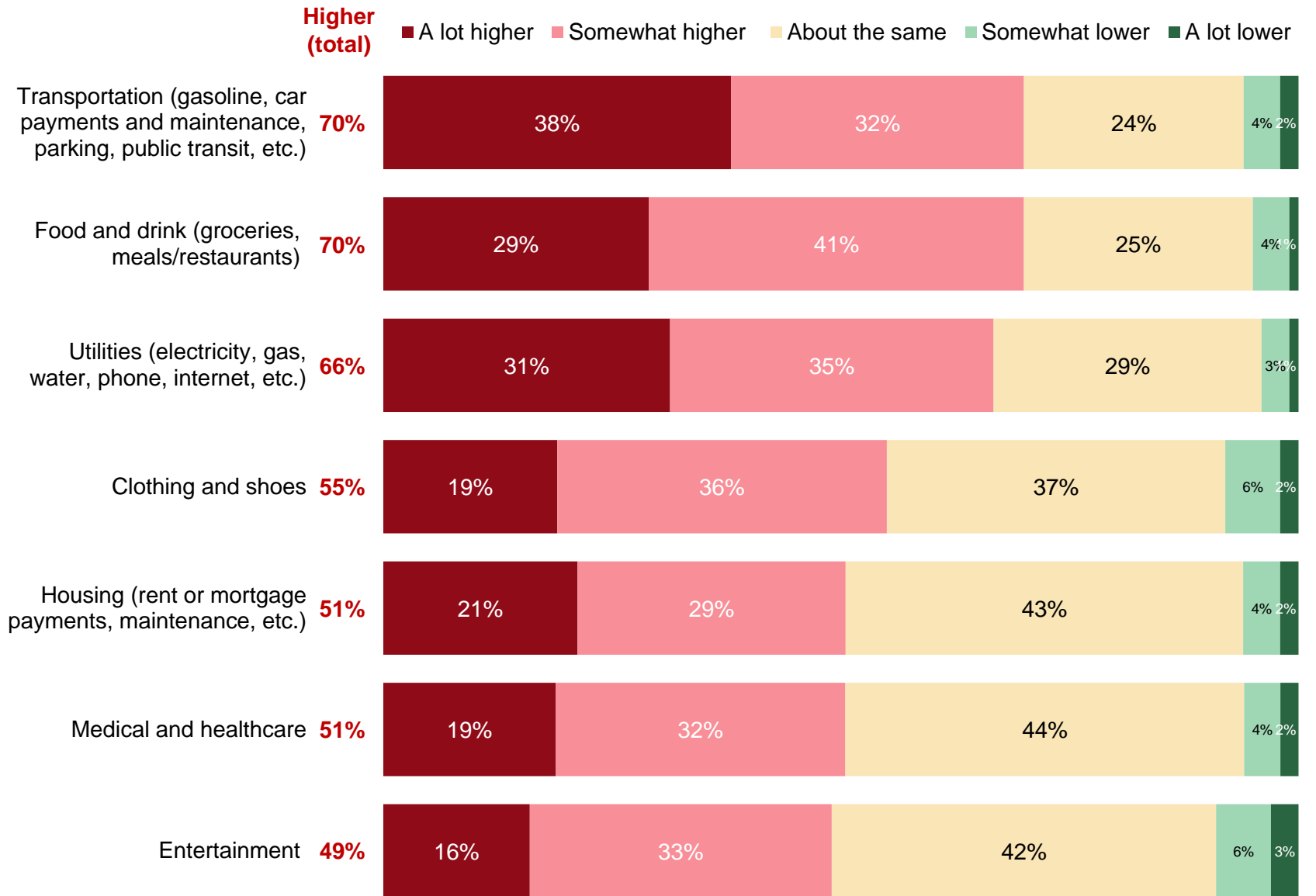
- Expectations of increased spending vary widely across countries, ranging from more than 60% in Romania and Argentina to just 16% in Japan; they tend to be highest in countries where consumers most widely report price increases.
- Consumers who expect their spending to increase are slightly more affluent and younger than those who don't.

PERCEIVED COST INCREASE FOR VARIOUS CATEGORIES GLOBAL COUNTRY AVERAGE

Q. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



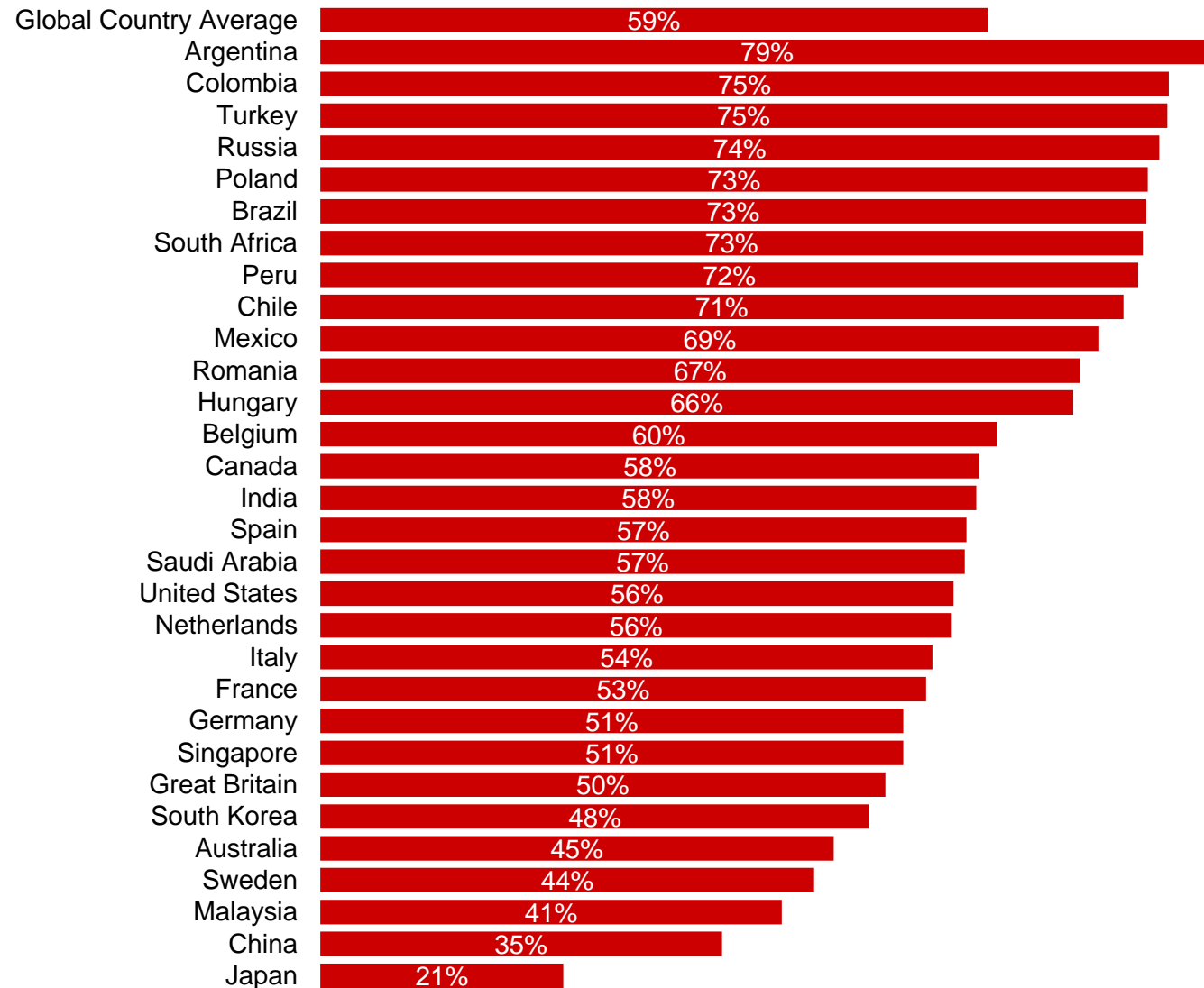
PERCEIVED COST INCREASE FOR AVERAGE OF SEVEN CATEGORIES BY COUNTRY

Q. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Asked for each of: transportation, housing, food and drink, utilities, clothing and shoes, medical and health care, and entertainment

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Prices seem higher (total "a lot" and "somewhat")



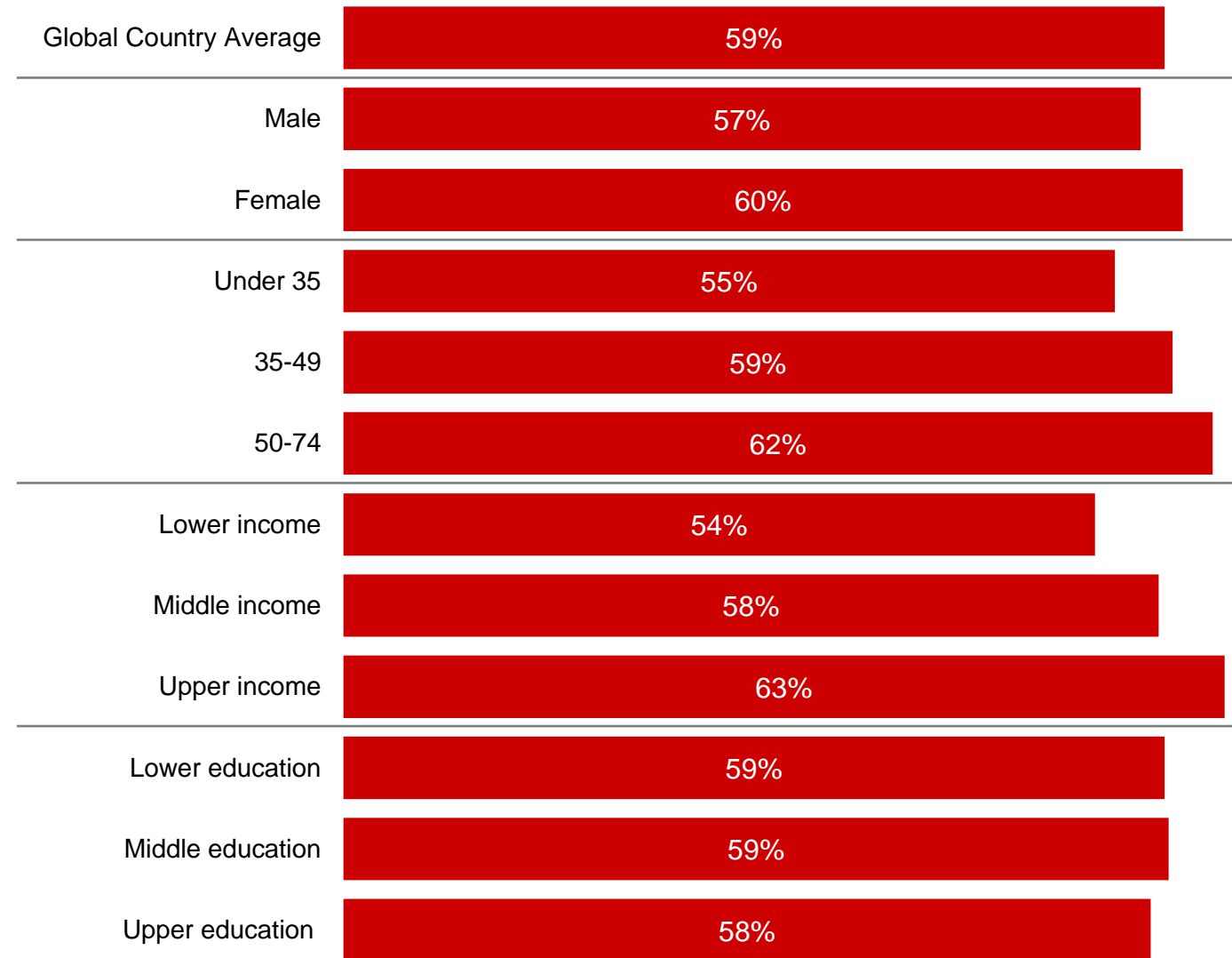
PERCEIVED COST INCREASE FOR AVERAGE OF SEVEN CATEGORIES GLOBAL COUNTRY AVERAGE BY DEMOGRAPHICS

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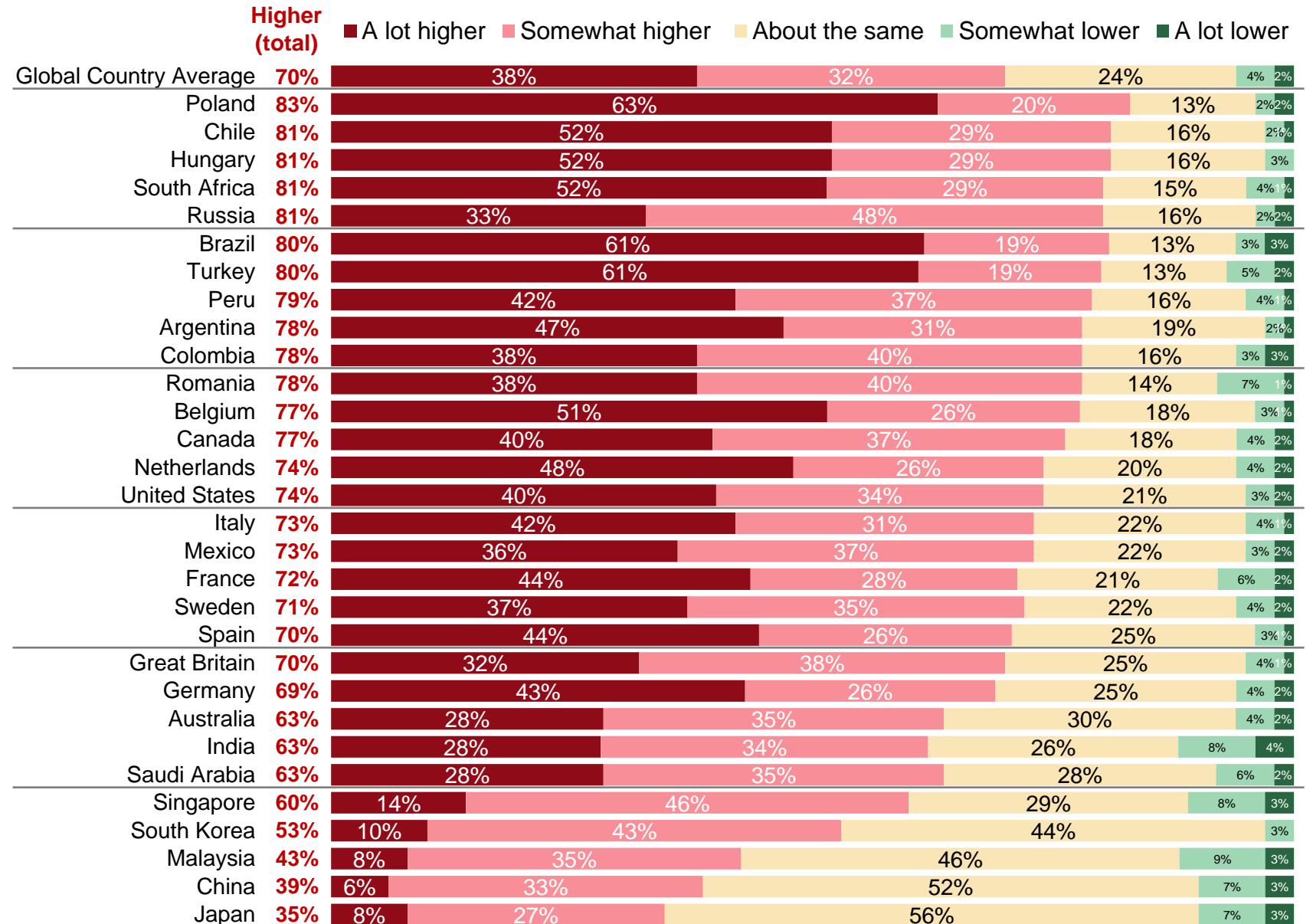


PERCEIVED COST INCREASE FOR TRANSPORTATION BY COUNTRY

Q. Thinking about the prices you have paid for transportation (gasoline, car payments and maintenance, parking, public transit, etc.) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

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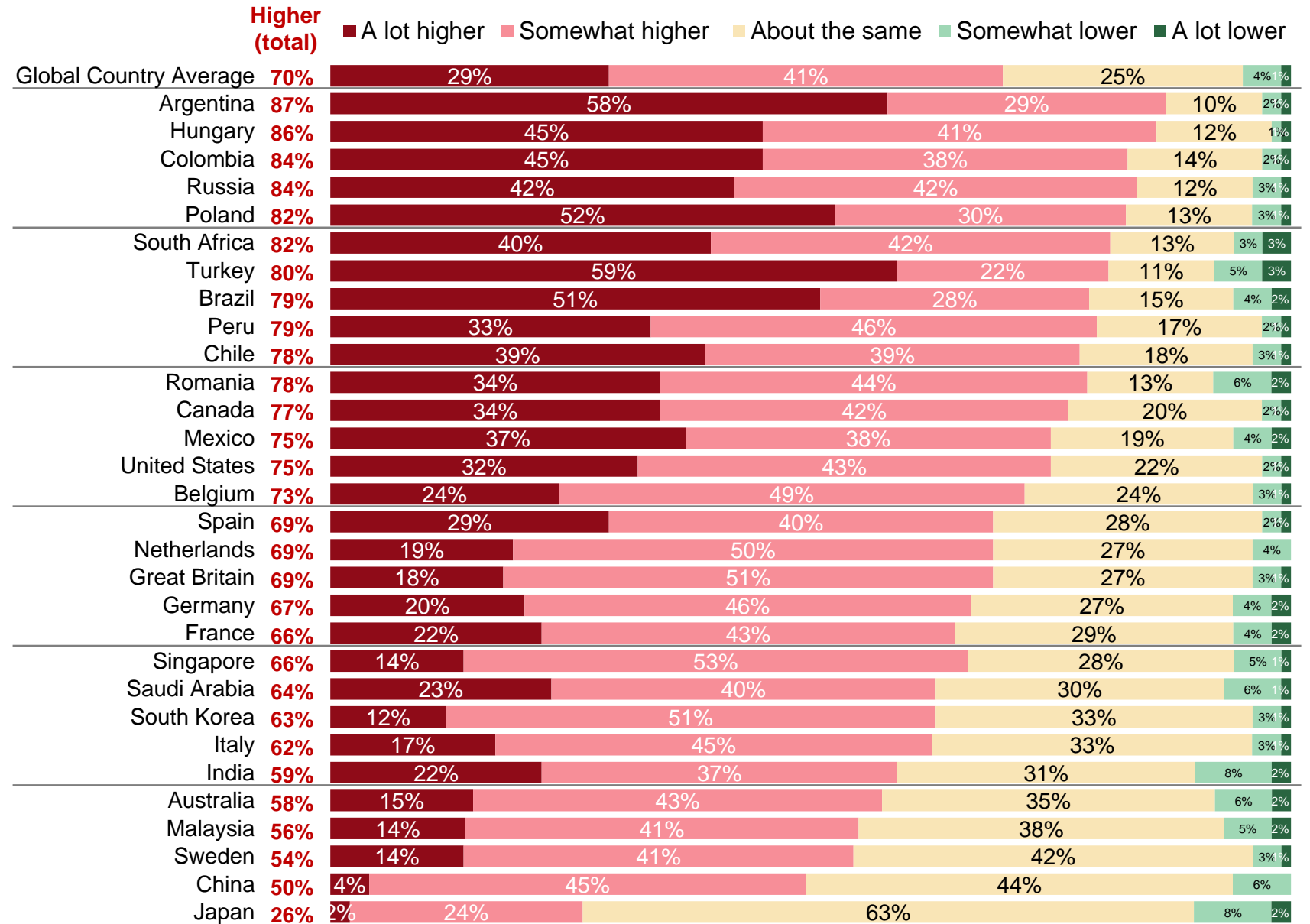


PERCEIVED COST INCREASE FOR FOOD AND DRINKS BY COUNTRY

Q. Thinking about the prices you have paid for food and drink (groceries, meals, restaurants) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

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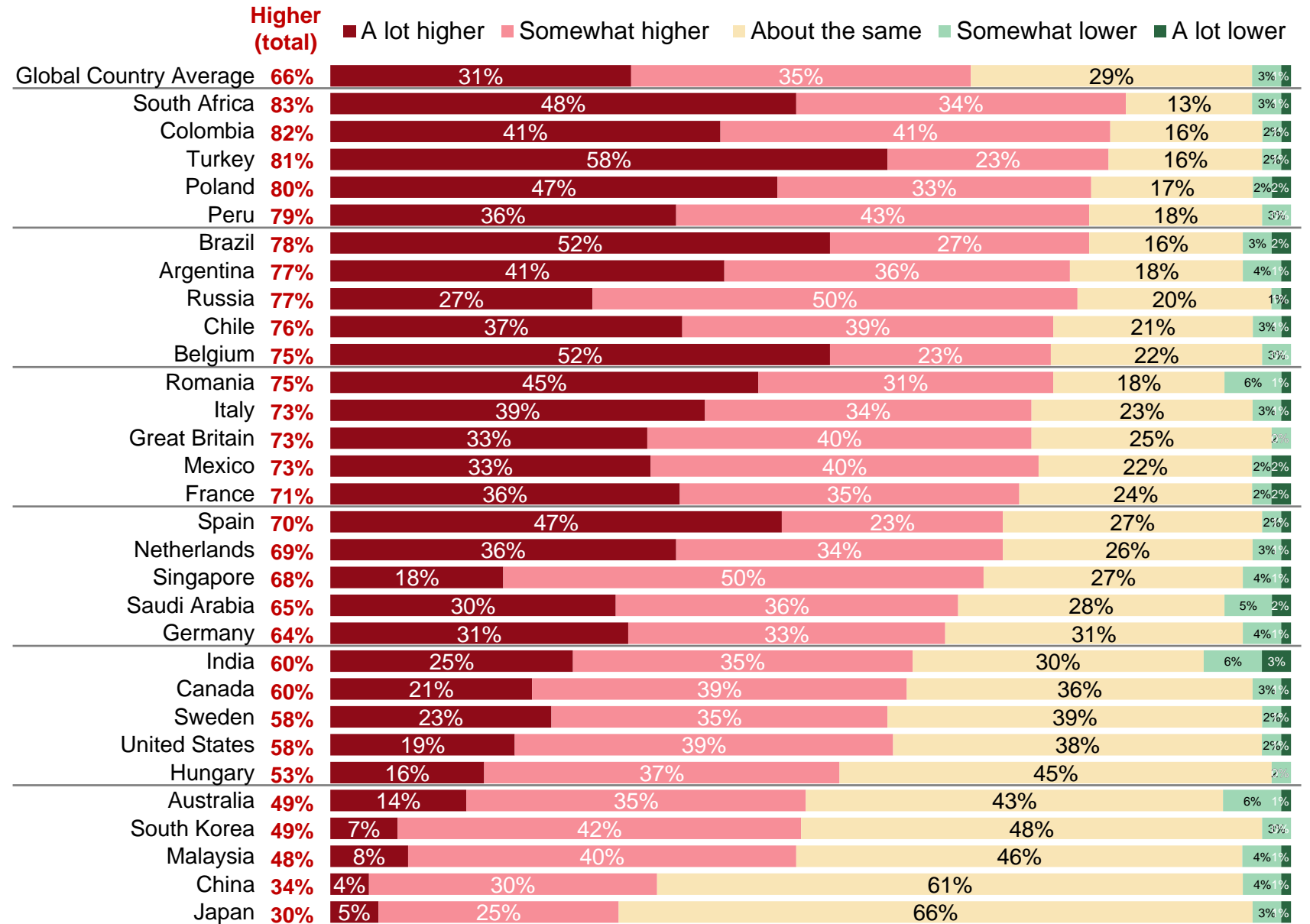


PERCEIVED COST INCREASE FOR UTILITIES BY COUNTRY

Q. Thinking about the prices you have paid for utilities (electricity, gas, water, phone, internet, etc.) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

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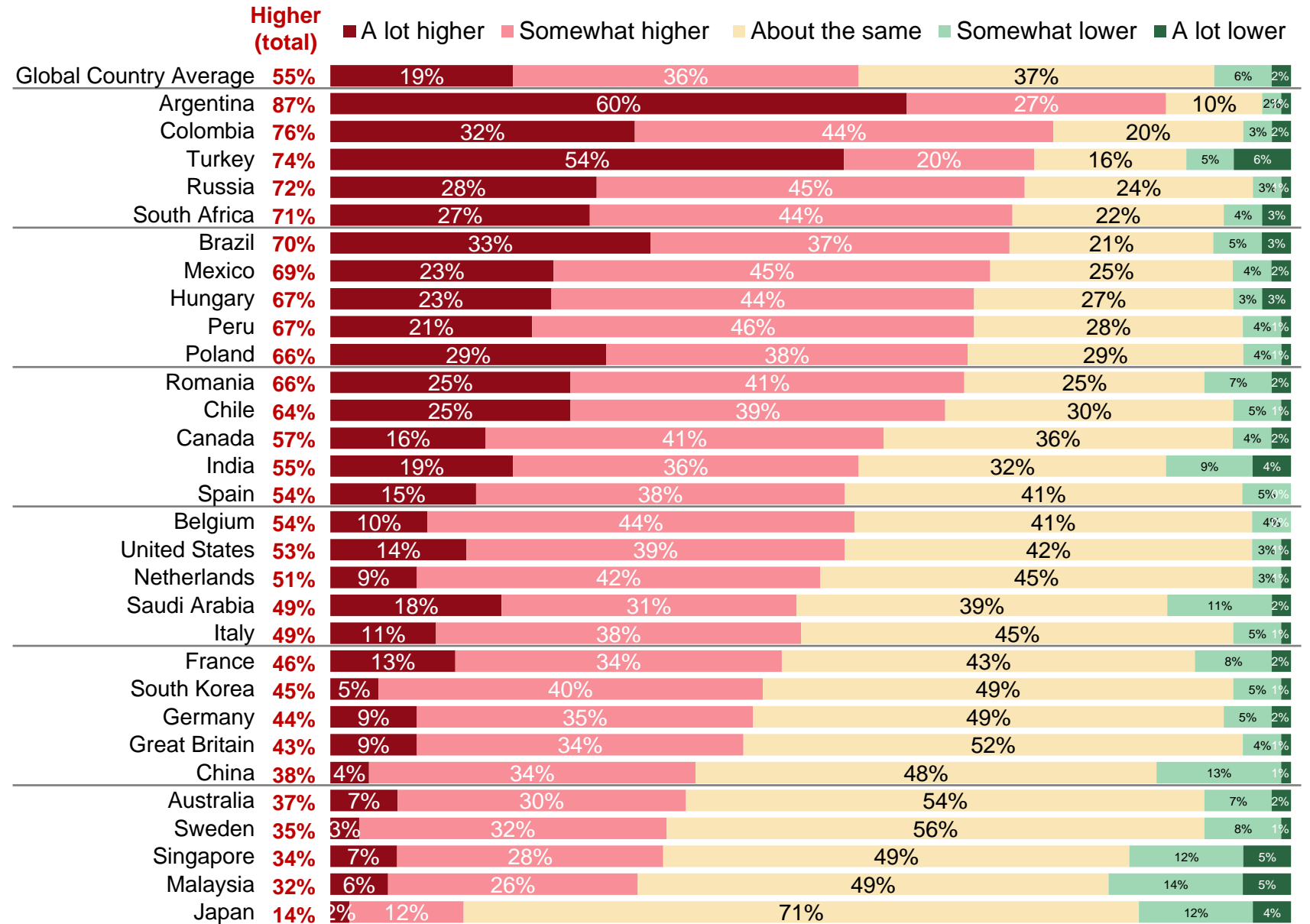


PERCEIVED COST INCREASE FOR CLOTHING AND SHOES BY COUNTRY

Q. Thinking about the prices you have paid for clothing and shoes in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

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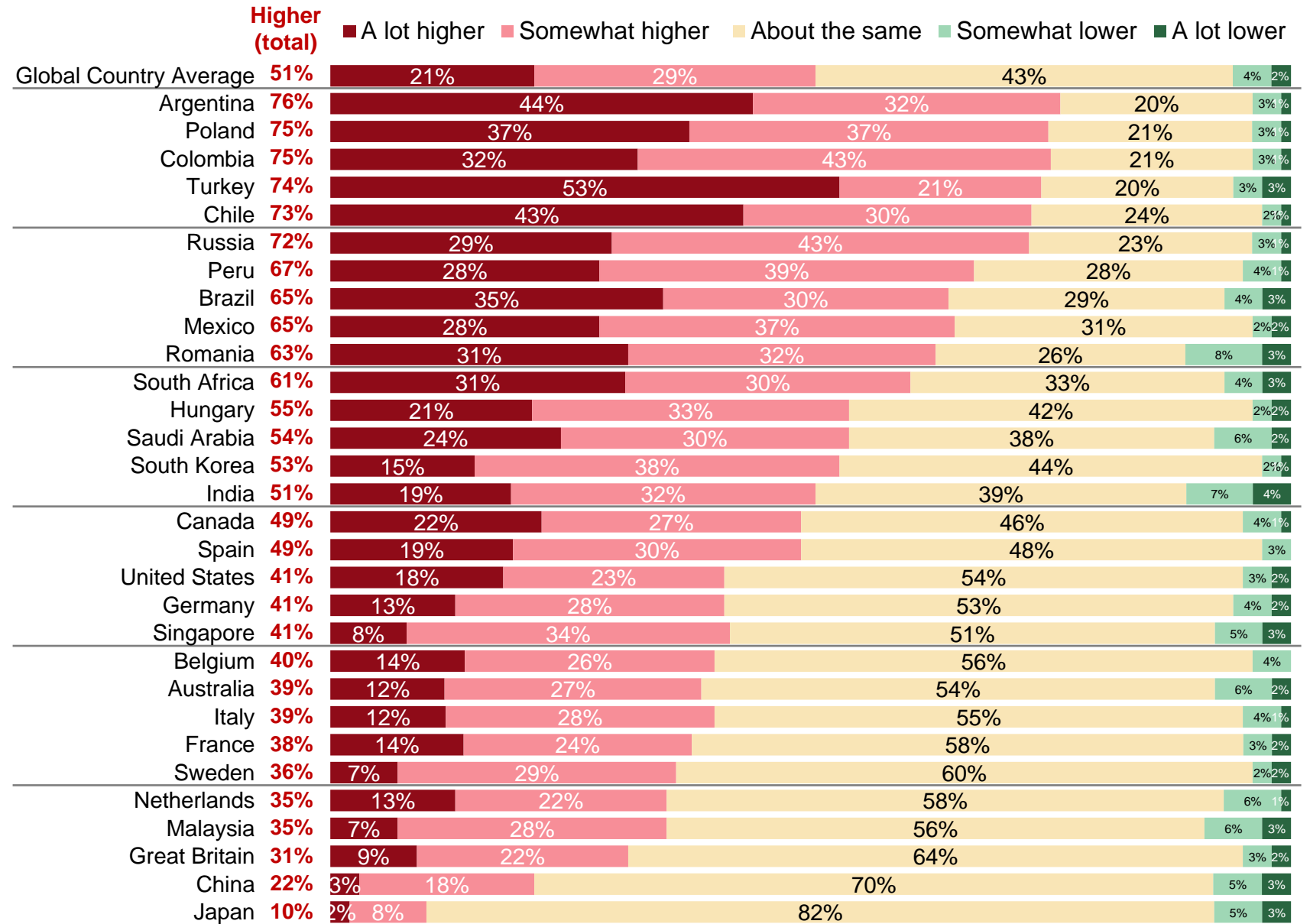


PERCEIVED COST INCREASE FOR HOUSING BY COUNTRY

Q. Thinking about the prices you have paid for housing (rent or mortgage payments, maintenance, etc.) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

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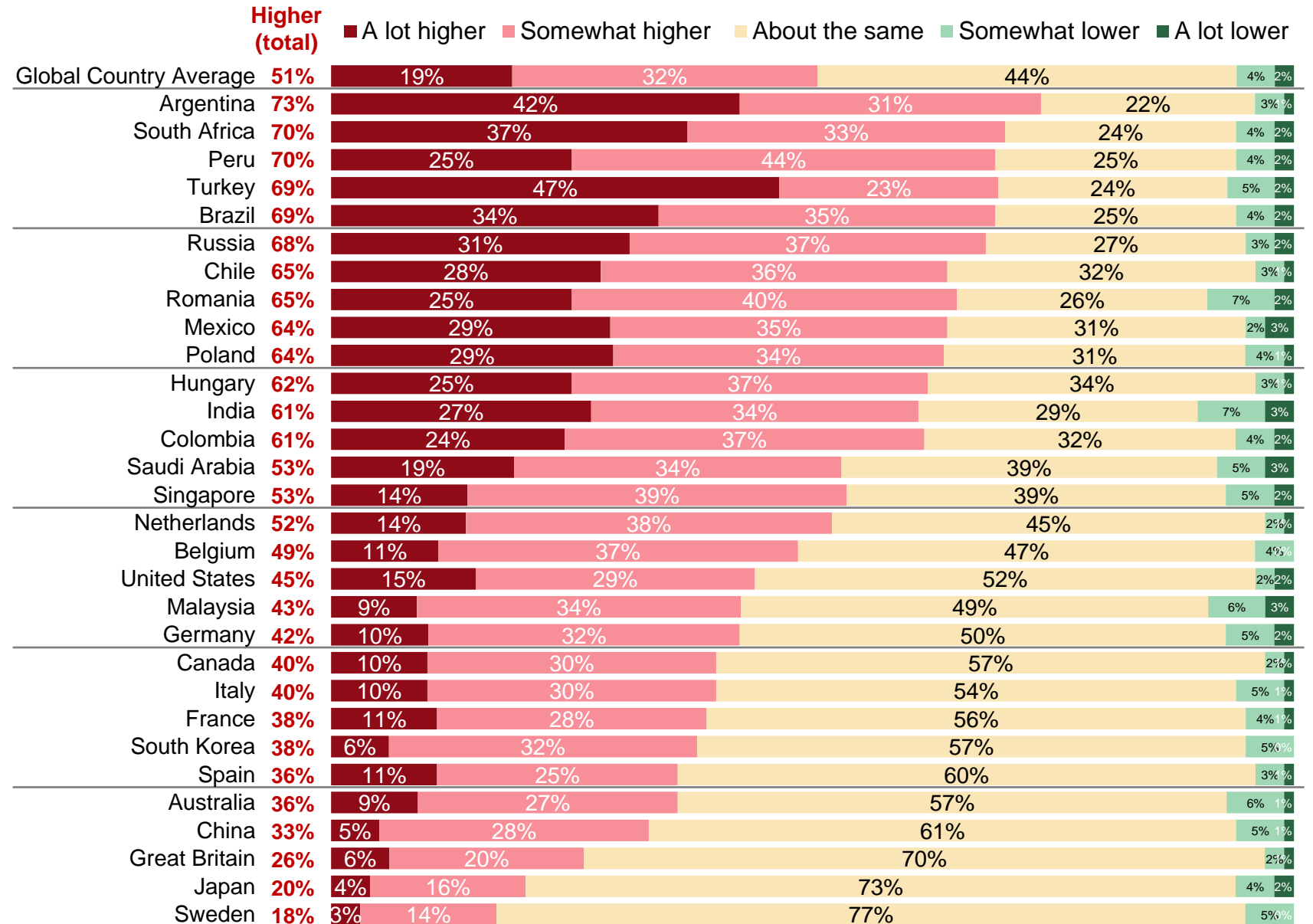


PERCEIVED COST INCREASE FOR MEDICAL AND HEALTH CARE BY COUNTRY

Q. Thinking about the prices you have paid for medical and health care in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

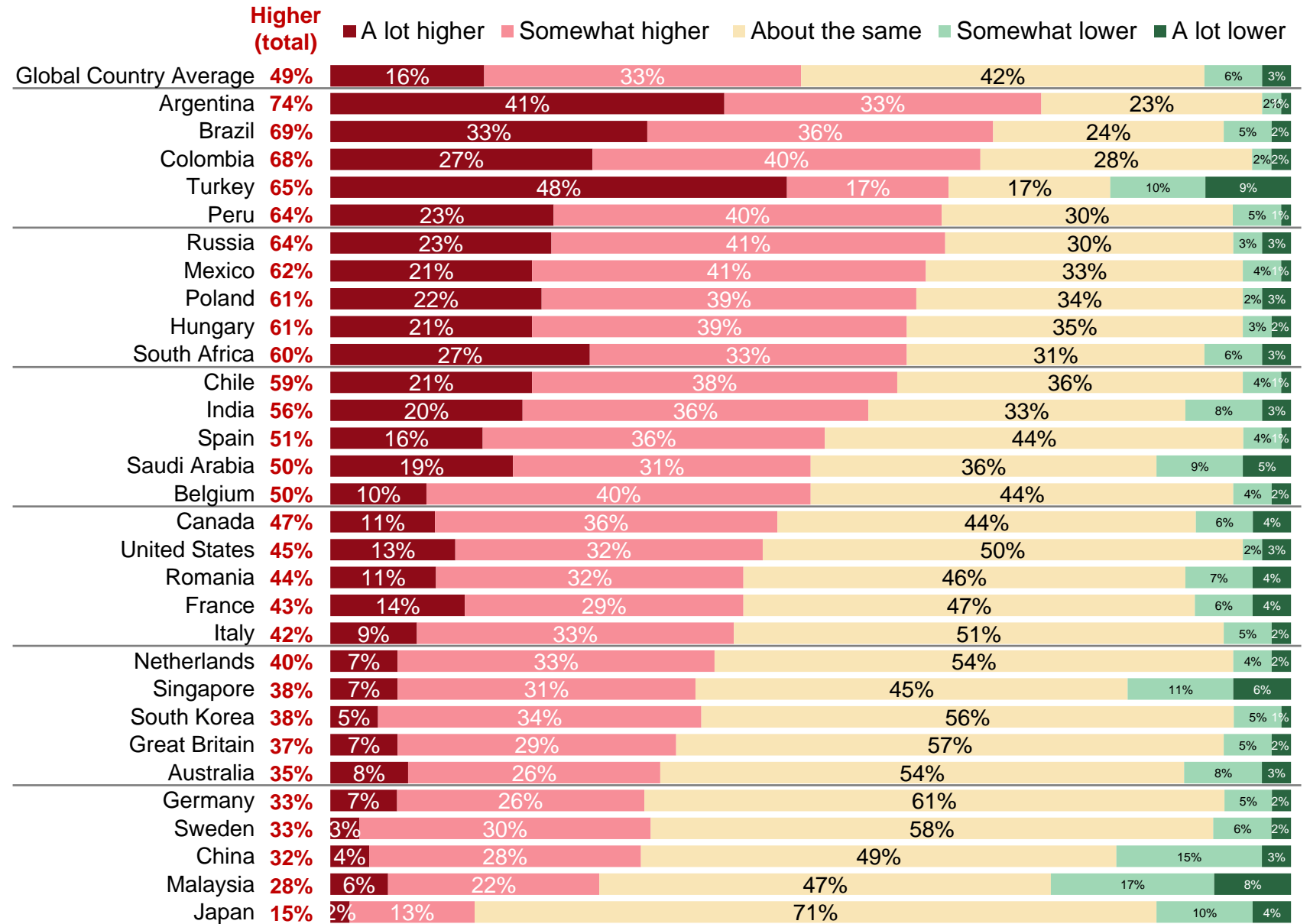
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PERCEIVED COST INCREASE FOR ENTERTAINMENT BY COUNTRY

Q. Thinking about the prices you have paid for entertainment in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

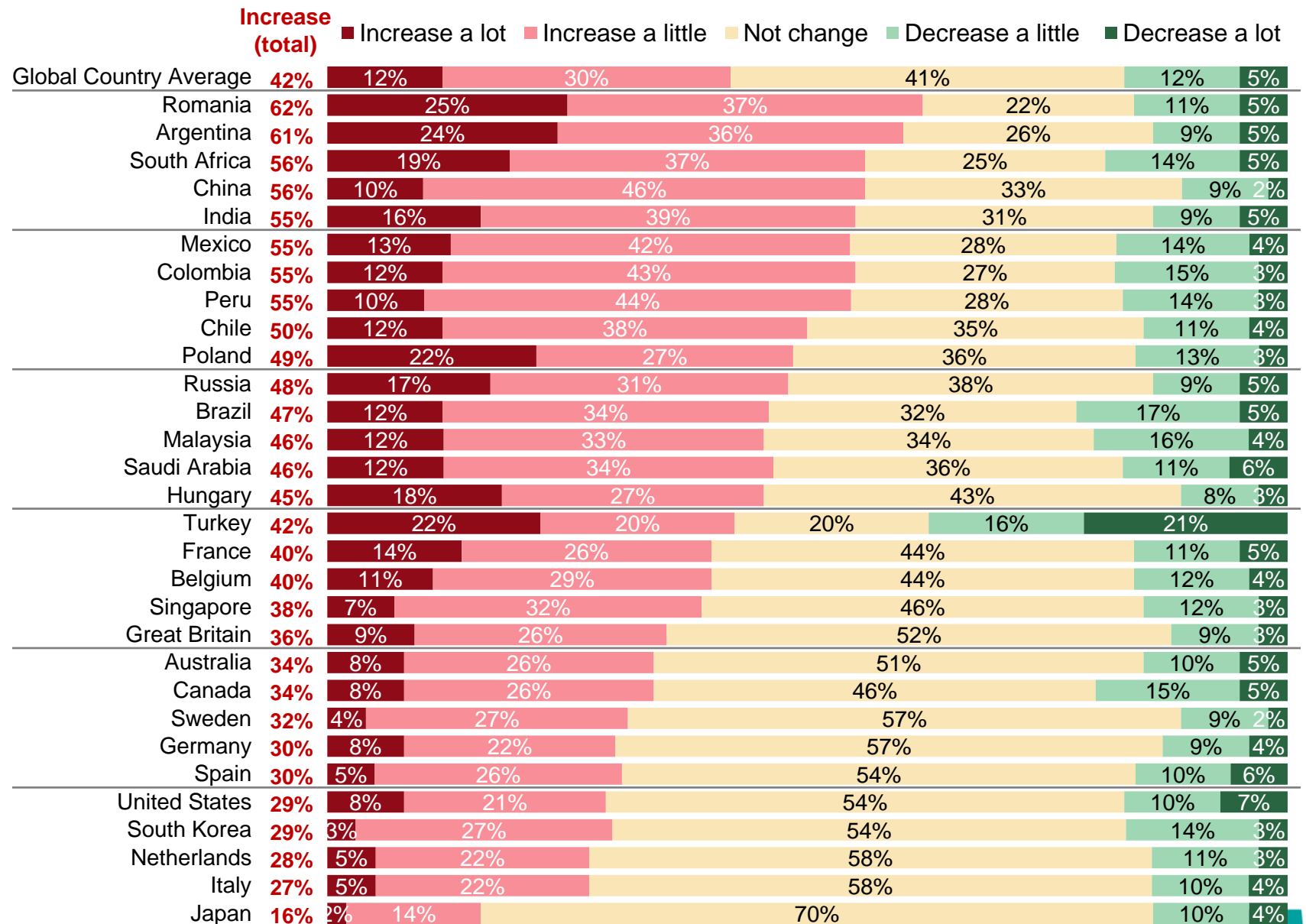


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EXPECTED INCREASE IN HOUSEHOLD SPENDING BY COUNTRY

Q. How do you expect your total household spending to change over the next three months compared to now, aside from normal holiday spending?

It will...



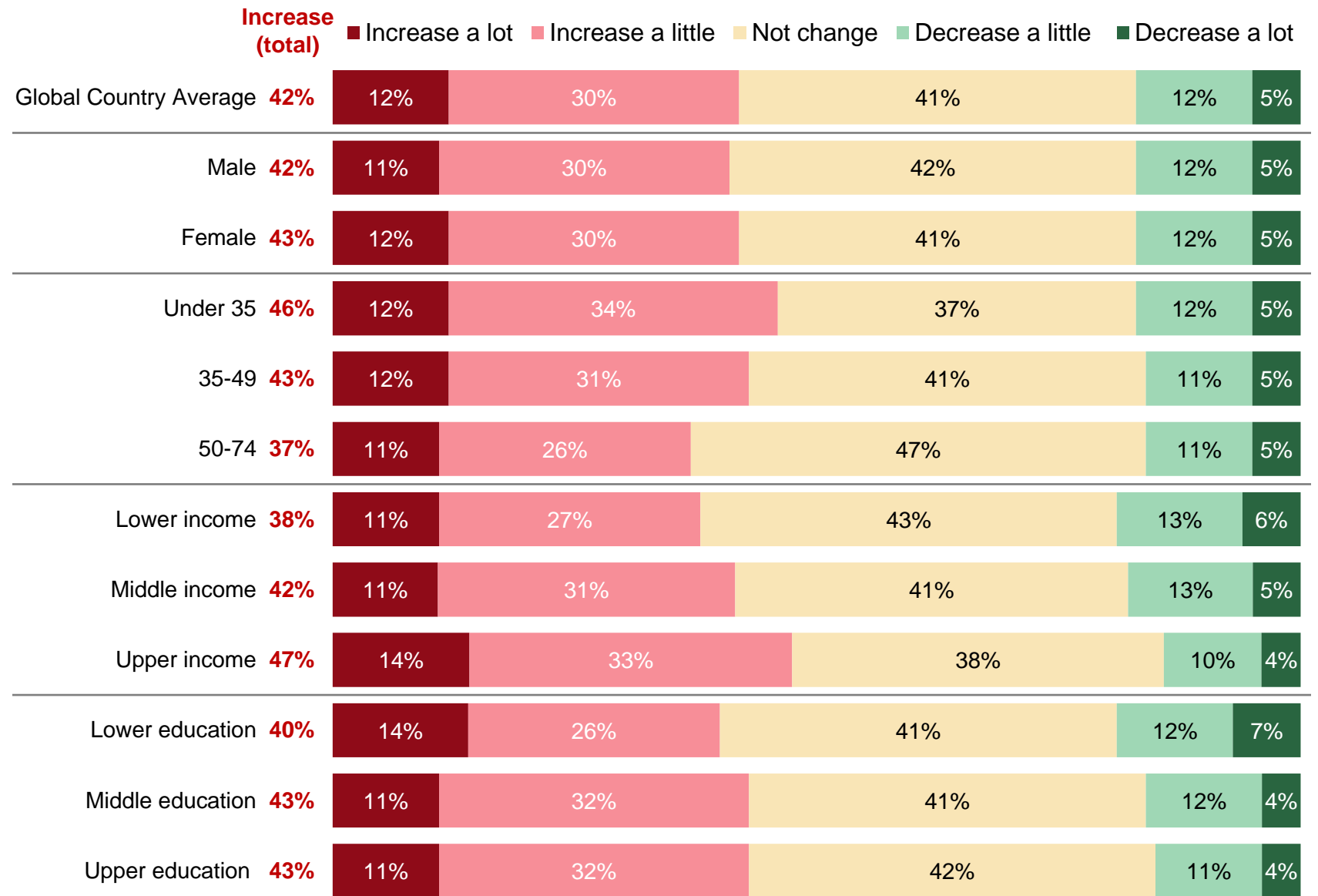
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EXPECTED INCREASE IN HOUSEHOLD SPENDING

GLOBAL COUNTRY AVERAGE BY DEMOGRAPHICS

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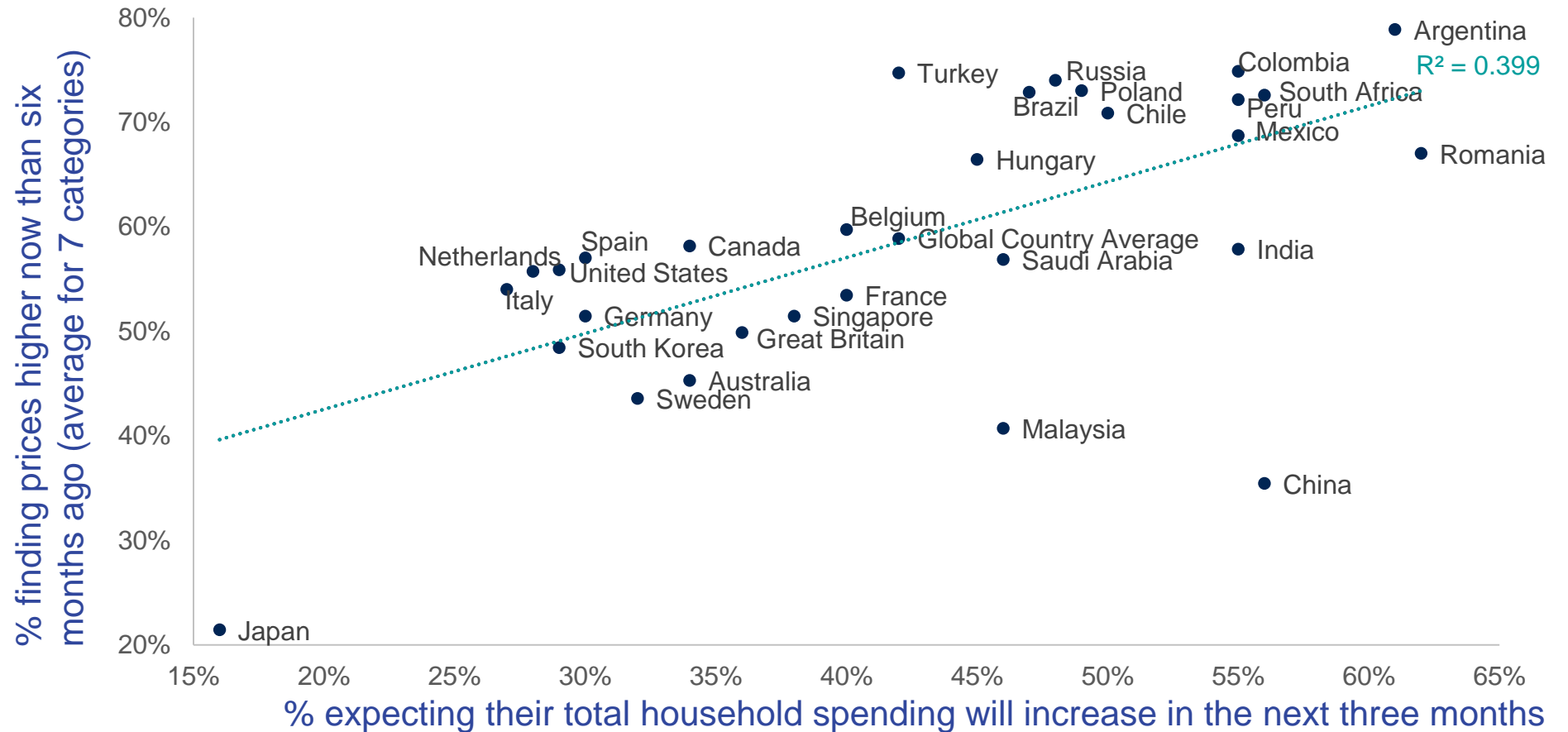
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EXPECTED INCREASE IN SPENDING CLOSELY RELATED TO PERCEIVED INFLATION

China, Malaysia and Japan are outliers



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METHODOLOGY

- These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,504 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 21-74 in Singapore, and 16-74 in 25 other countries, between November 19 and December 3, 2021.
- The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.
- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- The “Global Country Average” reflects the average results for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.
- Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don't know,” or not-stated responses.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

**THANK
YOU**

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