



PRESS RELEASE

Consumers worldwide report experiencing higher prices

In 30-country survey, two-thirds say they now pay more for transportation, food and drink, and utilities than they did six months ago

New York, NY, December 14, 2021 — A new Ipsos survey finds about two-thirds of consumers across 30 countries saying the prices they are now paying for transportation, food and drink, and utilities seem higher than they were six months ago. About half report a rise in the cost of clothing and shoes, housing, medical and health care, and entertainment. On average globally, as many consumers expect their household spending will increase in the next three months (42%) as expect it will stay the same (41%). Increased spending expectations are closely correlated with perceptions of paying higher prices.

These are some of the findings of a survey of 20,504 adults from 30 countries conducted on Ipsos' Global Advisor online platform between November 19 and December 3, 2021.

Detailed Findings

On average, across the 30 countries surveyed, large proportions of consumers report the prices they have paid in recent weeks generally seem higher than they were six months ago:

- 70% say so for transportation (gasoline, car payments and maintenance, parking, public transit, etc.),
- 70% for food and drink (groceries, meals, restaurants),
- 66% for utilities (electricity, gas, water, phone, internet, etc.),
- 55% for clothing and shoes (19% and 36%, respectively),
- 51% for housing (rent or mortgage payments, maintenance, etc.)
- 51% for medical and health care, and
- 49% for entertainment.

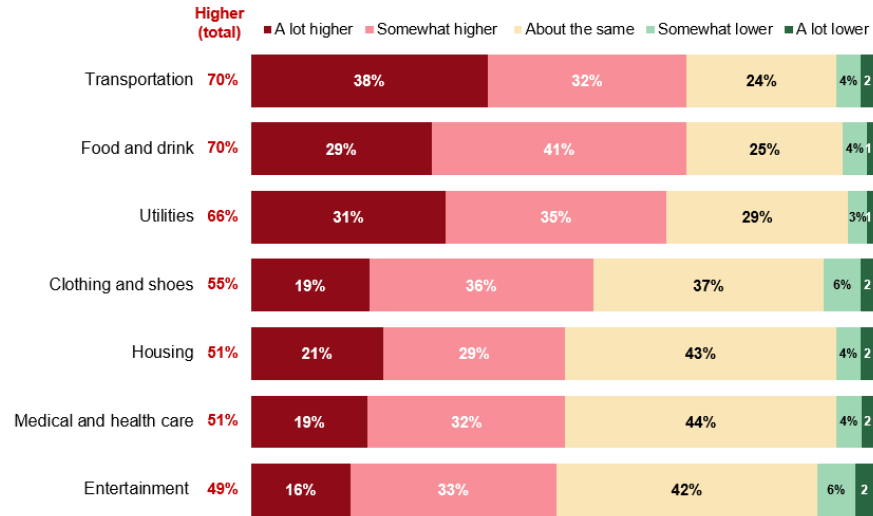
The 12 surveyed countries where prices are most widely perceived to have increased include all six in Latin America, all four in Central and Eastern Europe, Turkey, and South Africa. At the opposite end of the spectrum, Japan and China are where consumers are least likely to say the prices they paid recently for various categories are higher.

Consumers who report higher prices for the products and services they buy skew more affluent and older.



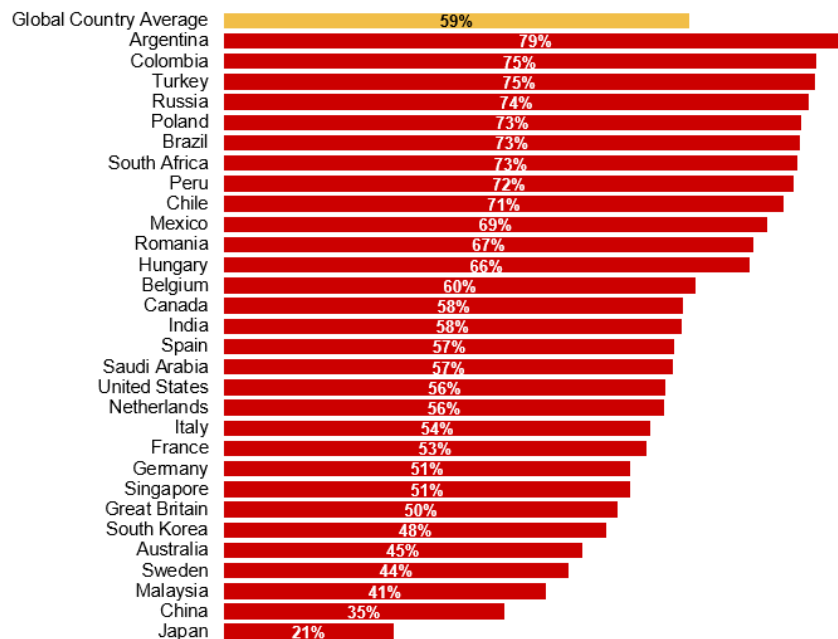
PRESS RELEASE

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?
(30-country average)



% saying prices seem higher than six months ago

Average for transportation, housing, food and drink, utilities, clothing and shoes, medical and health care, and entertainment

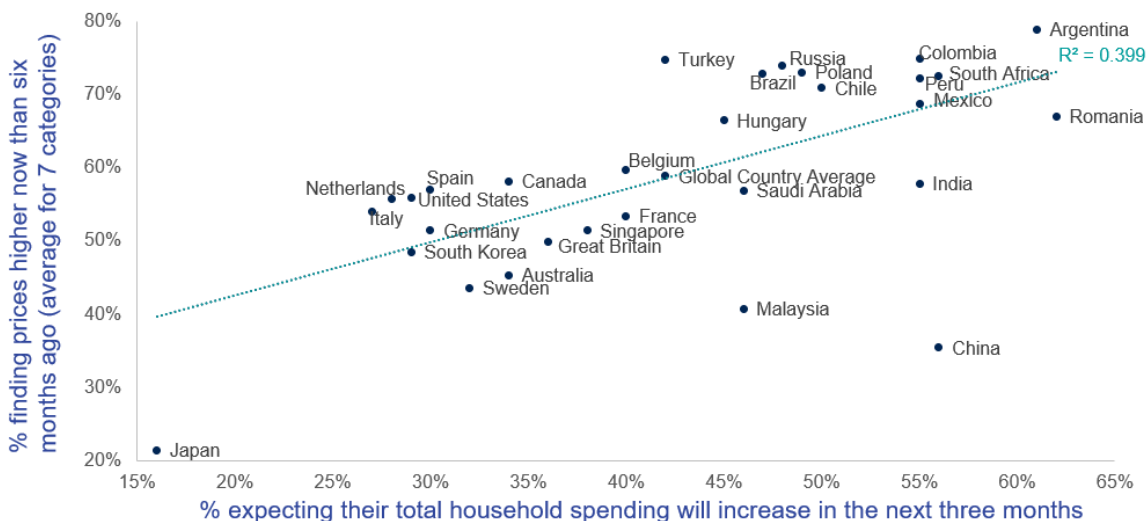




PRESS RELEASE

When asked how they expect their total household spending (aside from normal holiday spending) to change over the next three months, a global average of 42% say it will increase (a lot for 12%, a little for 30%) while 41% say it will not change and 17% that it will decrease.

At a global level, upper-income and younger consumers are slightly more likely than less affluent and older consumers to expect that their spending will increase in the next three months. However, expectations of increased spending vary less across demographic groups than they do 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.





PRESS RELEASE

About the Study

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.

For more information on this news release, please contact:

Nicolas Boyon
Senior Vice President, Public Affairs, U.S.
nicolas.boyon@ipsos.com

Kate Silverstein
Media Relations Specialist, Public Affairs, U.S.
kate.silverstein@ipsos.com



PRESS RELEASE

About Ipsos

Ipsos is the world's third-largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com