

DID YOU KNOW?

Consumers adjust their holiday purchase plans as they grapple with inflation and a potential recession. Environmental concerns are diminishing as consumers look to governments and businesses to take a more active role in sustainability.



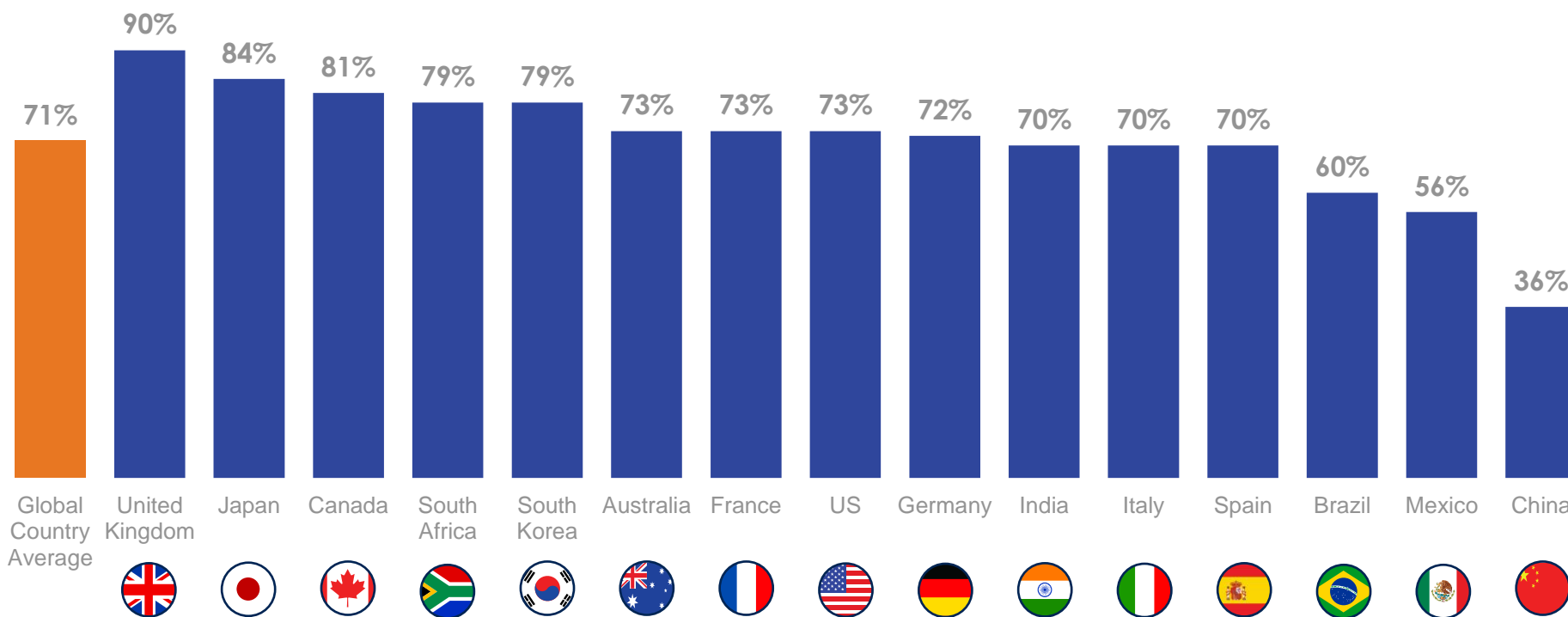
ESSENTIALS
SYNDICATED

November 2022

The threat of recession looms large in many countries

“MY COUNTRY IS HEADED TOWARDS A RECESSION”

TOP-2 BOX AGREEMENT

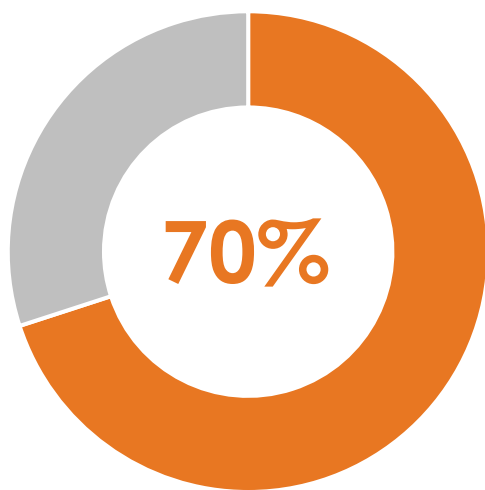


Shoppers are mitigating financial pressures by buying less and managing their budget this holiday season

EXPECTATIONS FOR HOLIDAY SHOPPING

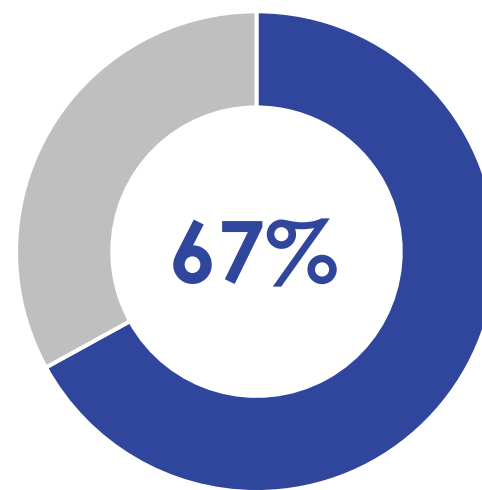
I expect to have **less money to spend on end-of-year holiday gifts and celebrations** this year”

Top-2 Box Agreement



I'm **planning to buy less this holiday season** because of the **impact of inflation** on my finances.

Yes %



Tension between shopping plans and limited budgets means more shoppers are going to wait for deals on gifts

END-OF-YEAR HOLIDAY SEASON SHOPPING PLANS

YES %

I will **hold off on buying gift items** until they **are on sale**

60%

I have **already started my holiday shopping** for this year

49%

Compared to last year, fewer shoppers have started their holiday shopping as of November. Gen X and Boomers are taking it slower with fewer having started (36% and 32%, respectively).

52%

Nov 18 - Nov 21,
2021

Nov 11 - Nov 15,
2022

Nov 18 - Nov 21,
2021

Nov 11 - Nov 15,
2022

Conscious consumers care about important values in their shopping, including sustainability

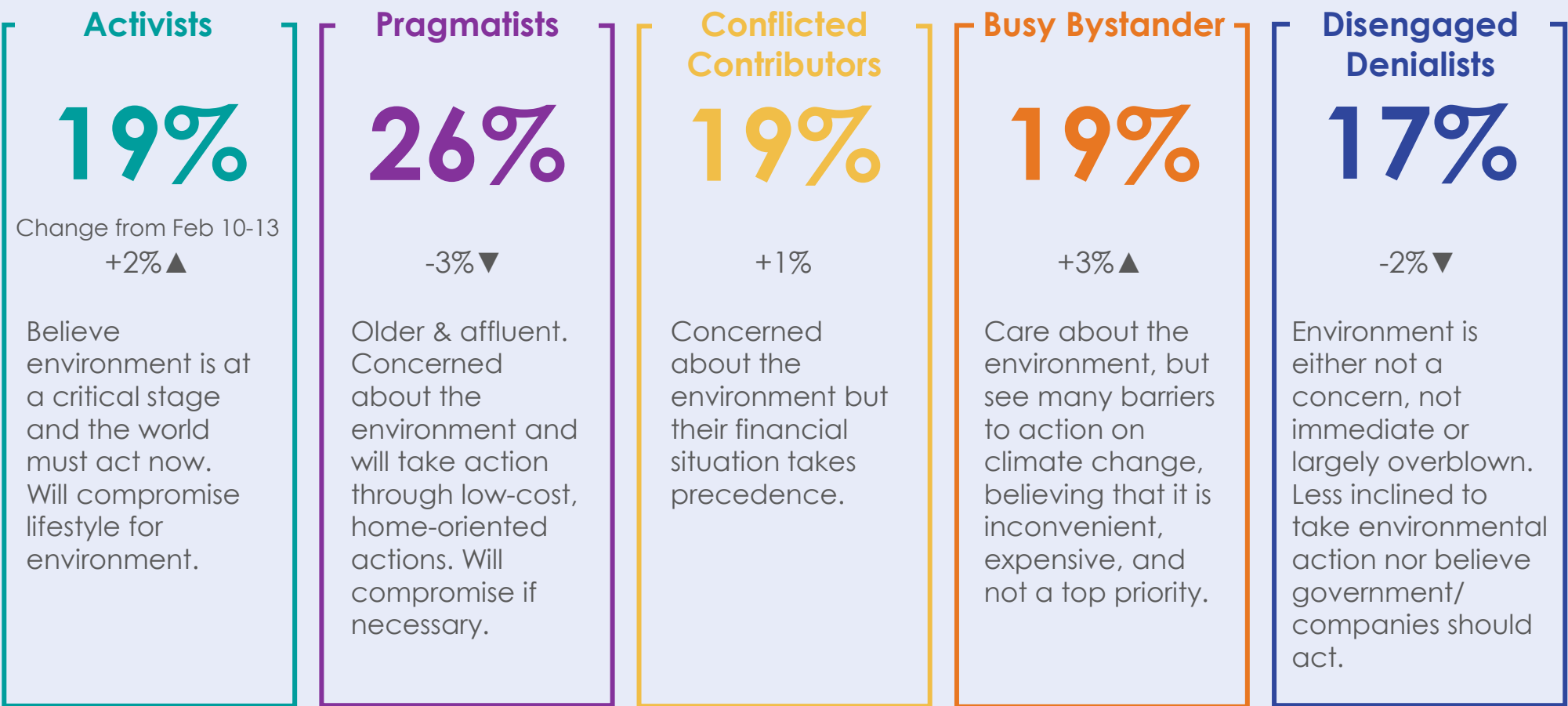
CONSCIOUS CONSUMERISM
TOP-2 BOX AGREEMENT

GEN Z MILLENNIALS GEN X BOOMERS



Still, a greater focus on other priorities, such as inflation, has increased the percentage of less environmentally-engaged Busy Bystanders in Ipsos' Sustainability Segmentation

CONSUMER GROUPS BASED ON ENVIRONMENT CONCERN

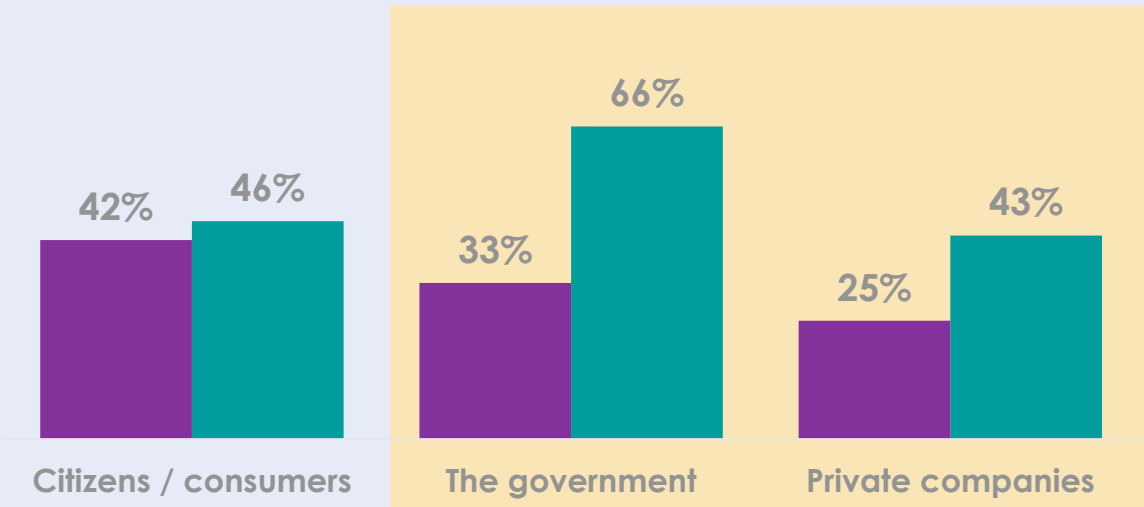


▼ or ▲ indicate change vs. Feb 10 - 13 (statistically significant @ 95% C.I.)

Consumers feel they are doing enough – the onus is on governments and companies to act

WHO CURRENTLY IS TAKING ACTION VS. WHO SHOULD BE TAKING ACTION TO IMPROVE ENVIRONMENT AND FIGHT CLIMATE CHANGE

Groups/Individuals that are acting (Action) Groups/Individuals that need to act (Responsibility)



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