

# Highlights from Essentials

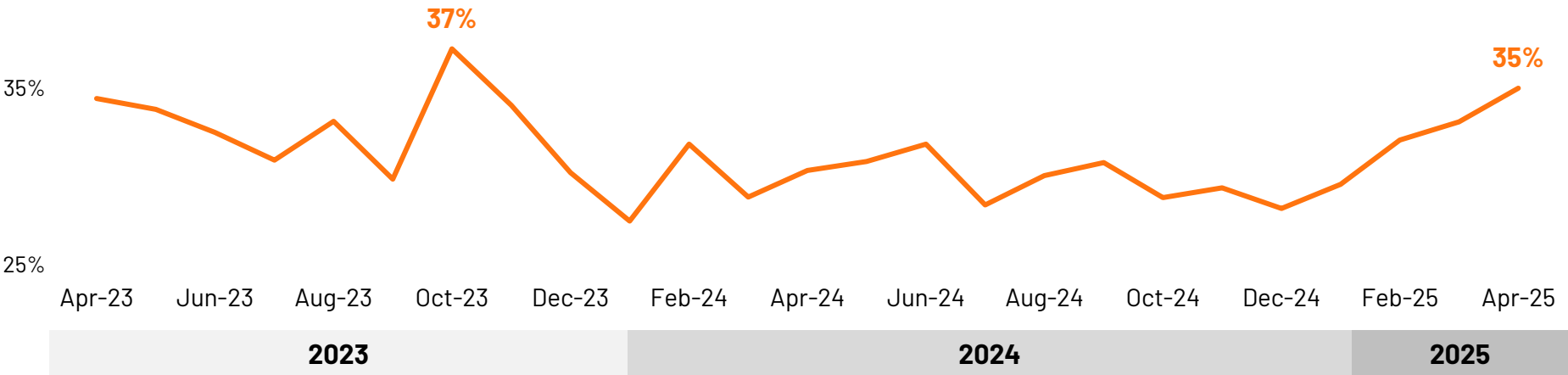
Resurgent inflation fears spark economic anxiety; consumers adopt cost-cutting tactics

Insights based on Global Country Average across 15 countries where Essentials survey is conducted.

April 2025

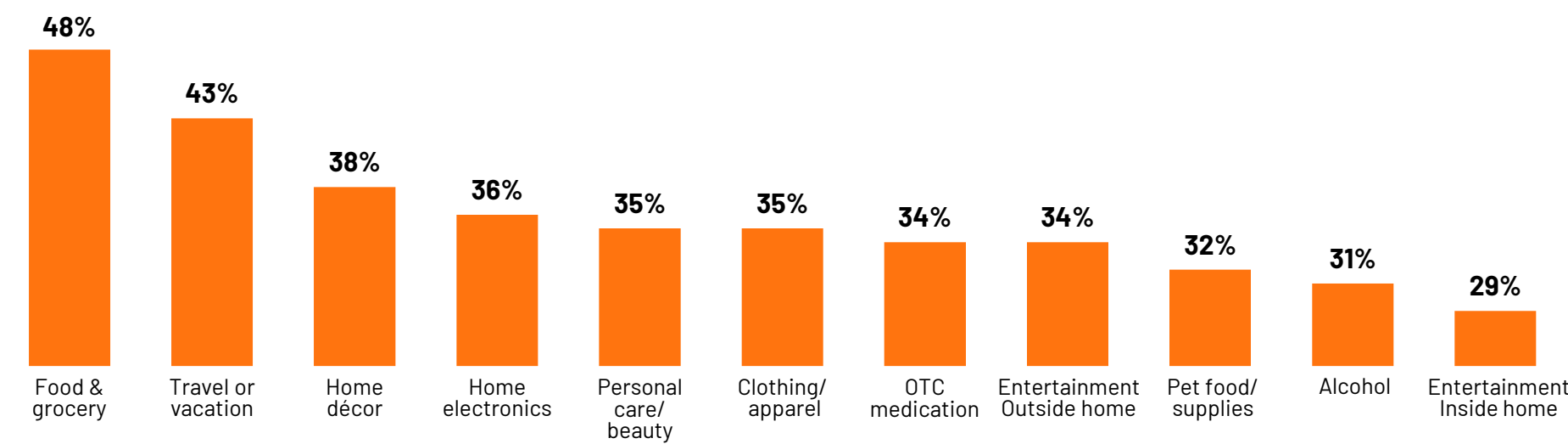
## Perceptions of rising prices reach a high not seen since Fall 2023

Shopping Challenges Faced – “Prices for items were much higher than normal” | Past 2 Weeks Trended



## Nearly half of food & grocery shoppers have experienced sticker-shock in the past two weeks

Prices Were Higher than Expected | Past 2 Weeks



## Most shoppers look to stretch their dollars through deal seeking and comparing prices; nearly 3-in-10 say they are delaying some purchases

Shopping Measures to Manage Rising Prices | Past Two Weeks

		Change from April 2024
Look for deals and coupons	42%	▲+3%
Compare prices/price matching	41%	▲+1%
Stock up on items when they go on sale	31%	▲+2%
Shop at different stores that have more competitive prices	29%	▲+3%
Hold off on buying certain items	29%	▲+2%
Buy the store brand or 'generic' version of products	27%	▲+2%
Switch to different brands that offer similar products	23%	▲+2%
Stop buying certain items altogether	21%	+1%
Buy the same items, but less frequently	19%	+1%
Buy larger packages of items to get 'bulk' pricing	18%	--
Buy fewer organic/sustainable products that are higher cost	13%	▲+1%

▼ or ▲ indicate change vs. last year (statistically significant @ 95% C.I.)

For more insights, country detail, or subscription information, contact [essentials@ipsos.com](mailto:essentials@ipsos.com)

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.

