



# CONSUMERS & INFLATION

## THINGS TO KNOW ABOUT...

CHINA

# 45%

consumers are personally very concerned about the economy



**38%** Wages/salary keeping up with cost of living



**35%** Cost of healthcare



**29%** Prices on everyday goods (groceries & household items)



**29%** Availability of items

## TOP CONCERNS

(among those who are concerned, N=990)

## CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:

**45%**

Taking better advantage of sales, discounts, promotions

**42%**

Shopping online to avoid trips to the store

**34%**

Spending more time researching what I plan to buy

Buying less or putting off purchase:



# 49%

Entertainment



# 45%

Electronics



# 31%

\*Clothes for myself

# 66%

\*expect to buy clothes before the end of the year



## SUPPLY CHAIN

# 63%

say they have been impacted by shortages in the supply chain



**76%**  
SLIGHT



**19%**  
MODERATE



**4%**  
SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=633)



# 47%

Try new brand or similar product

# 46%

Ask friend and family for help finding products

# 43%

Stock up on essentials when I find them

