

CONSUMER CHANGES IN THE FACE OF

RISING INFLATION

Black Friday & Holiday Shopping
Insights 2022



FUTURE

Methodology

Independent research powered by Future's insight platform - *The Lens* - let us look into general trends as well as specific Future audiences.



Format

Online survey with over 50 in-depth questions about the impact of rising inflation on savings, shopping, Black Friday, and the holidays.

The data collection took place in **June 2022**.



Sample

2,676 respondents were recruited independently via our research platform - *The Lens*.

The sample is nationally representative for the US. The percentage split was ensured for:

- Gender
- Geography
- Age



Audience

According to the latest Comscore data, we reach 99m adults in the US on a monthly basis. That's 35% of the population.

This is **reflected in the nationally representative sample**, where **39%** (1,051) confirmed that they've read / visited at least one of the Future brands recently.

Findings Summary

01 Rising costs are a top concern, but there is cautious optimism

Almost two thirds of Americans are very concerned about rising inflation and prices increasing. Most are making significant changes to their spending habits. Once inflation rises subside however, 58% say they will return to their normal spending.

02 There is a role and opportunity for brands

94% of respondents will be turning to expert content online to seek help navigating rising costs. While half want to know where to get a good deal and 40% also want expert product reviews. Consumers want brands to give something back to those most in need while also prioritizing benefits for loyal customers.

03 Black Friday planning already underway

Americans are already starting to pick out holiday gifts for loved ones and plan their Black Friday purchases. Two thirds are excited for the holidays and see Black Friday and Cyber Monday deals as more important now than ever before.

04 Higher Black Friday participation

There will be higher participation in this year's Black Friday sales and expected spend is set to be higher. Purchases will mostly be gifts for others, with some respondents treating themselves. The top deals people are looking for in the sales are on TVs and smartphones, while clothes, toys, and jewelry rank high on consumer's deal-seeking agenda.

05 Holiday gift giving remains a priority

A third of respondents will be getting into the holiday spirit earlier than usual. As many have money saved from pandemic restrictions and resulting changes in lifestyle, most of these savings will be used to purchase gifts. Shopping will mostly take place in online marketplaces, however, half of respondents plan to visit major retail stores in person.

06 Passionate audiences with keen intent to research, plan, and spend are key for brands

Hobbies and passions remain a key driver of consumer spending. Spending will increase for gifts that align to loved one's hobbies and interests this holiday season. Tapping into the power of high-intent audiences pursuing their passions will help brands win in the final quarter of 2022 despite rising inflation.

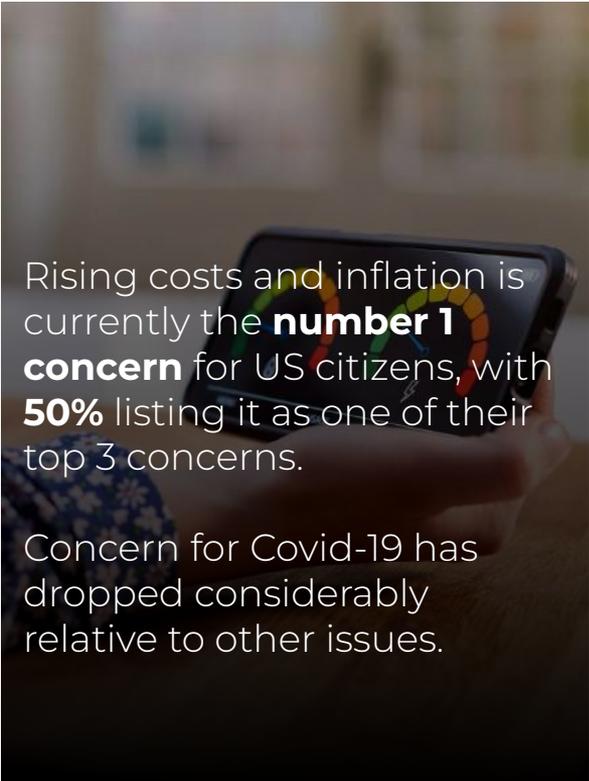


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Insights 2022

Impact of Rising Inflation



America's Top Concerns

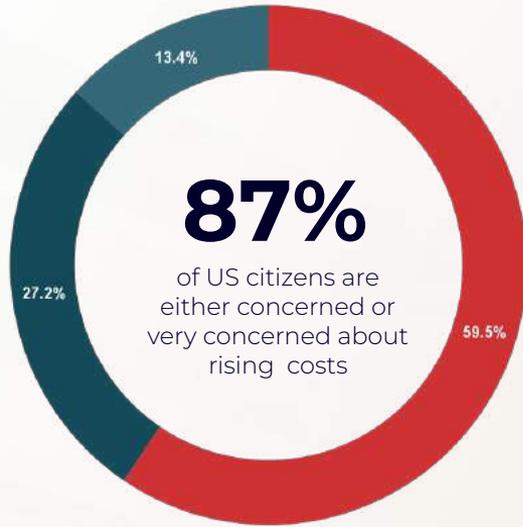


Rising costs and inflation is currently the **number 1 concern** for US citizens, with **50%** listing it as one of their top 3 concerns.

Concern for Covid-19 has dropped considerably relative to other issues.

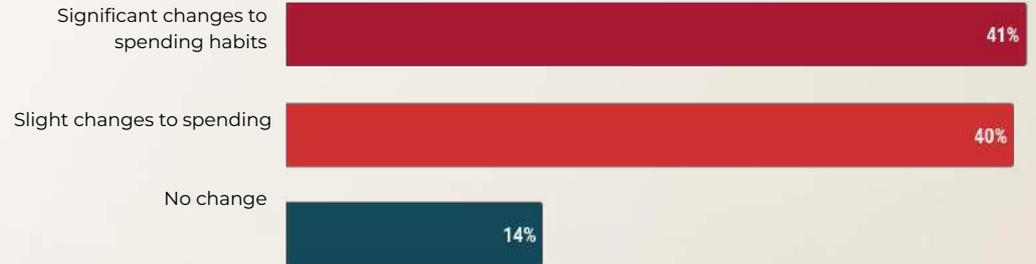
- 01** Rising Costs / Inflation
- 02** You and your family being healthy
- 03** You and your family being financially secure
- 04** Mass shootings / Gun violence
- 05** Crime
- 06** Affording healthcare
- 07** Covid-19
- 08** The war in Ukraine
- 09** Climate change
- 10** Homelessness
- 11** Terrorism
- 12** Global Poverty

Rising Inflation Concern Is Leading to Financial Cutbacks



- Very Concerned
- Concerned
- Unconcerned/Neither

“As prices have begun to rise, have you made any financial cutbacks to your household and personal spending over the last few months?”



┌ Rising Inflation *Crisis Confidence* - The Majority Feel Prepared For What's Ahead

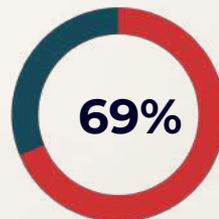


┌ Future insight

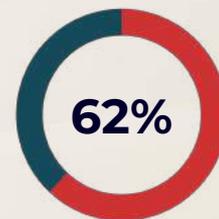
The Future audience is 10% more likely than the average American to feel suitably prepared.

73% of the US population have savings remaining from the pandemic.

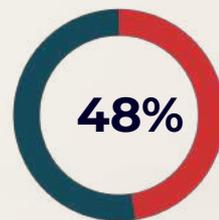
Of those with these remaining pandemic savings:



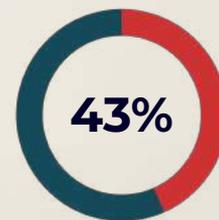
Are confident they can survive rising inflation given their pandemic savings



Are concerned they will have to use their savings to purchase essential goods/services



Consider it likely they will use their savings to buy non-essential retail goods



Plan to use their savings to maintain their current lifestyle rather than reduce their spending

Methods to Make Savings During This Period - Black Friday and Holidays are Not a Key Area for Savings



50%

Cutting back or stopping dining out, going to bars, and similar socializing



32%

Putting planned vacation spend on hold or cancelling plans altogether



23%

Scaling back my planned spend on holiday gifts this year



20%

Switching utility suppliers to get a cheaper deal



40%

Stopping or cutting back on entertainment subscriptions (e.g. Netflix, Spotify)



31%

Buying more generic or store brand goods at the grocery store (as opposed to name brand)



22%

Switching to a cheaper grocery store for my grocery shopping



19%

Putting planned new car purchases on hold or canceling altogether



37%

Cutting back on non-essential personal treats for myself



27%

Cutting back on non-essential treats for my family and/or friends



21%

Putting planned tech purchases (e.g. laptop, TV) on hold or canceling altogether



17%

Scaling back my usual levels of spend on Black Friday deals this year



32%

Making general savings to my household budget across every area possible



25%

Putting planned home improvement spend on hold or canceling altogether



20%

Switching phone carriers



12%

Putting home move on hold or canceling plans altogether

The Future audience is more likely to switch service providers, rather than cutting back on socializing and eating out

Future's Content is Primed to Advise, Inspire, and Help Those Seeking Inflation-Busting Guidance

94%

of the **Future audience** will seek out content to help navigate the cost of living rises



11 easy household tips to help you save money and fight inflation

By Corina Lawrence published May 26, 2022
Follow these top tips and spend less.



How Our Family Fights Inflation

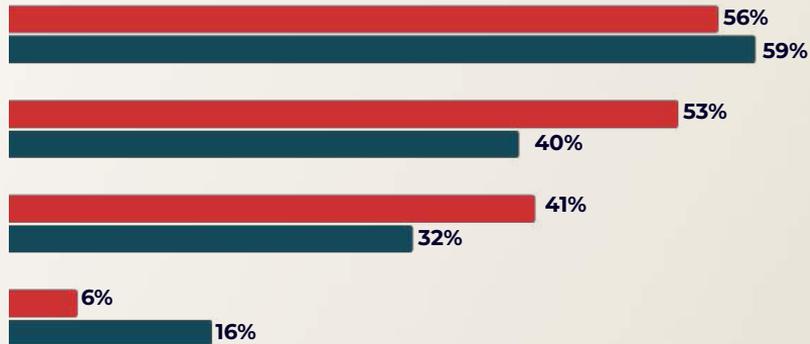
Where to get the lowest price for a particular product
Expert product reviews combined with advice on where to get the best deal for that product

Hints and tips on managing my finances

None of the above

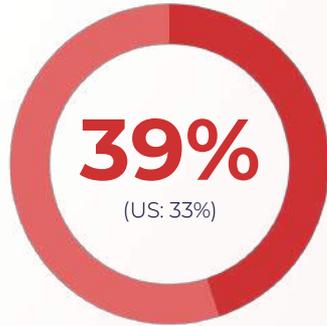
Interest in articles and content giving advice

Future US

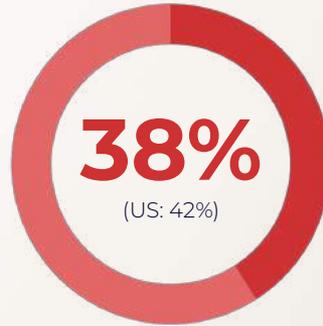


Consumer's Expectation Of Brands At This Time

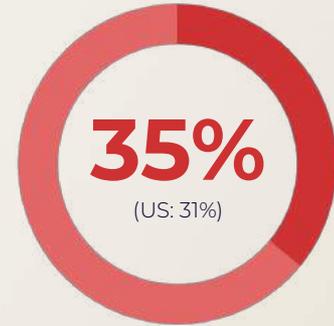
Although rising inflation impacts businesses as well as consumers, **92%** of the Future audience are expecting brands to take corrective action.



Would like to see brands actively **'giving something back'** by supporting those that are most in need of help through **charitable donations or supporting causes.**

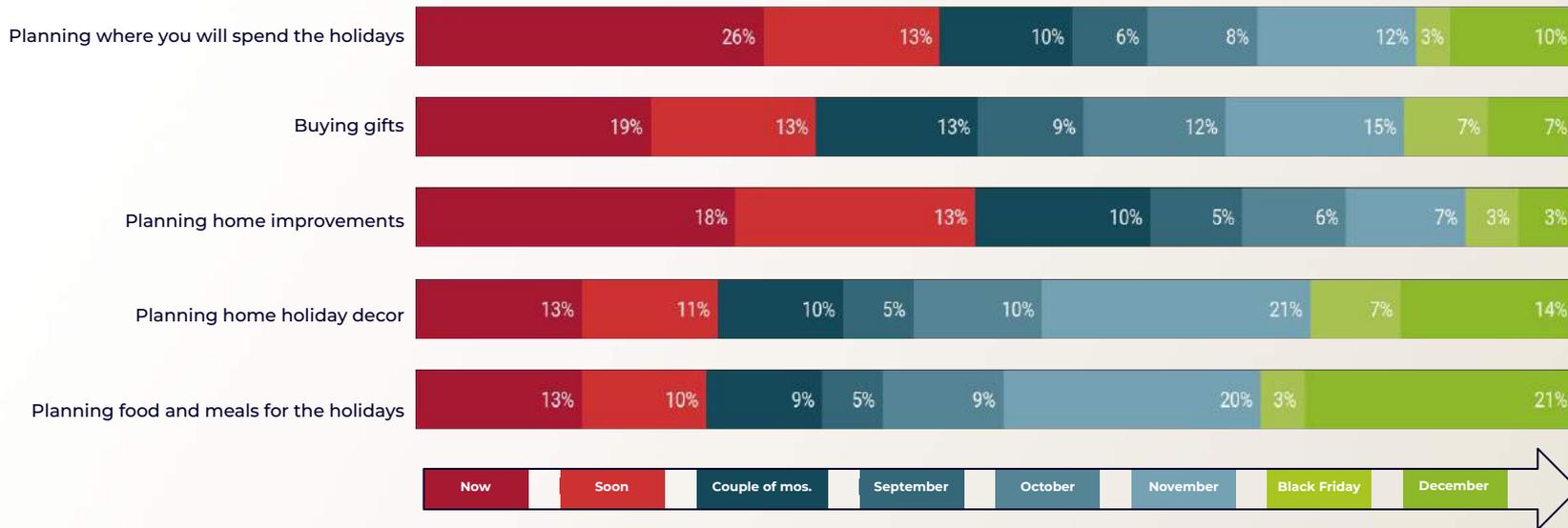


Expect brands to meet customers halfway by **reducing product prices** to encourage sales.



Believe loyalty should be rewarded now more than ever and want to see **increased benefits and added value** for loyal customers.

When Will Consumers Start Planning and Spending? A Holiday Preparation Timeline



A Keen Future Audience

The Future audience is significantly more likely than the general US public to start all steps of the holiday planning process and more likely to have plans in place.

2-3 Weeks

Is the average time the **Future audience** researches their most important Black Friday purchases

Within 1 Month

Is the average time the **Future audience** researches their most important holiday gifts

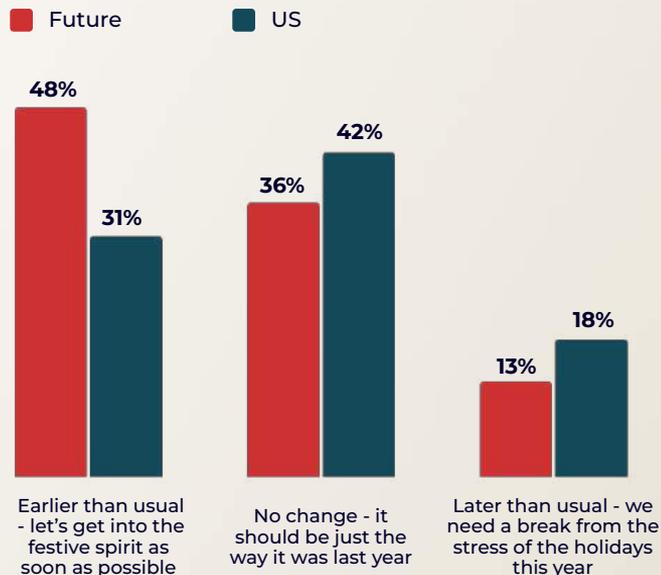
Holiday Marketing Timing

The **US** public believes that holiday marketing should start at the same time it does every year.

The **Future audience**, on the other hand, is significantly more likely to say that they'd like to **get into the festive spirit earlier than usual** this year (**48%**).

84% want festive ads earlier or no later than usual, suggesting that brands very much have permission to engage with consumers

This year, given the current worries about rising cost of living, **when do you want brands and stores to start advertising and getting into the holiday spirit?**





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Black Friday engagement

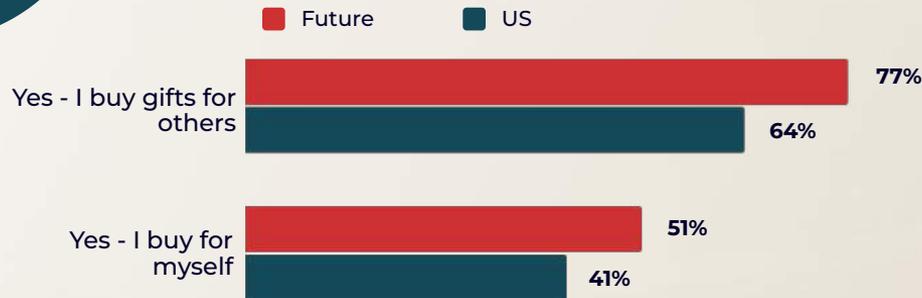
Black Friday Engagement



Majority will be engaged in this year's Black Friday and Cyber Monday.

90%
of the **Future**
audience take part

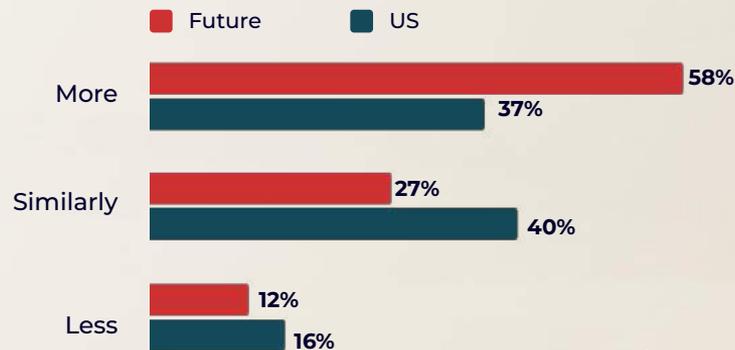
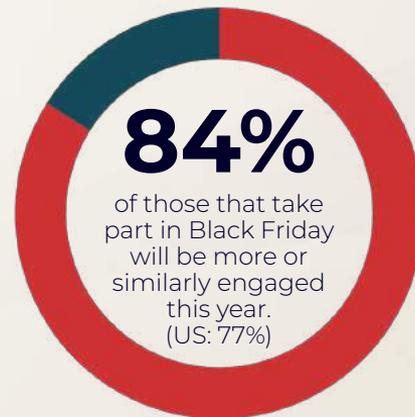
76%
of the **US**
take part



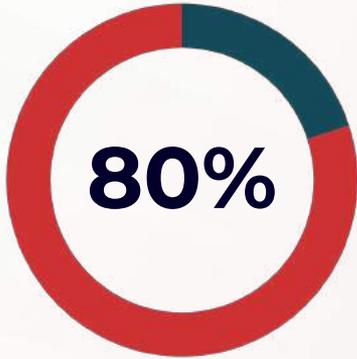
Black Friday Engagement

Of those who take part in Black Friday/Cyber Monday:

Majority will be **more engaged** in this year's Black Friday and Cyber Monday weekend.

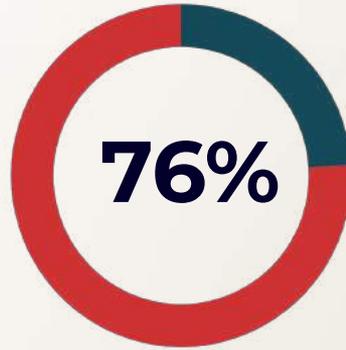


└ The Role of Black Friday



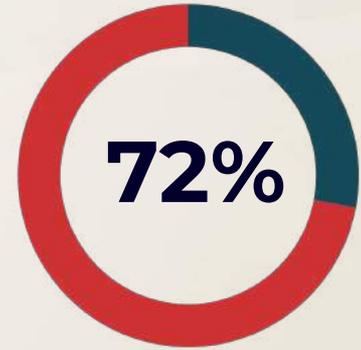
"I'm looking forward to Black Friday - it's fun and a great way to get some great deals"

(US: 60%)



"I'll make the most of my Black Friday purchases online this year"

(US: 61%)



"I always shop for Black Friday deals, this year is no different"

(US: 54%)

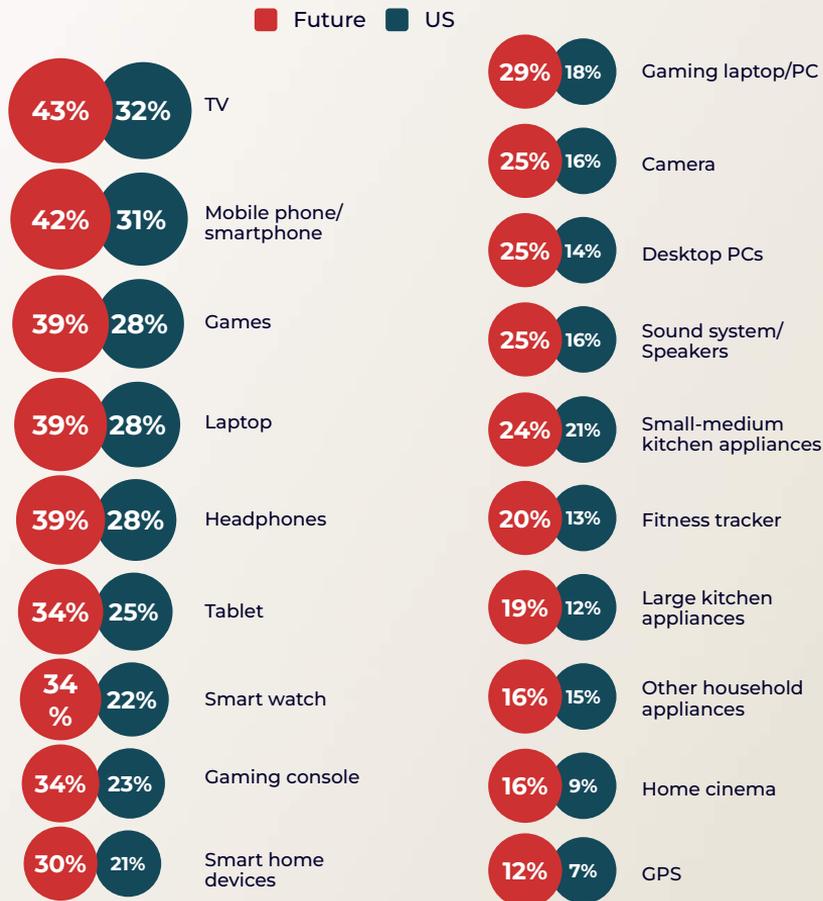
Black Friday Shopping

21%

of the US audience are either not planning on buying any tech or don't yet know what products they'd look for during Black Friday.

That number reduces to only 6% when looking at the Future audience.

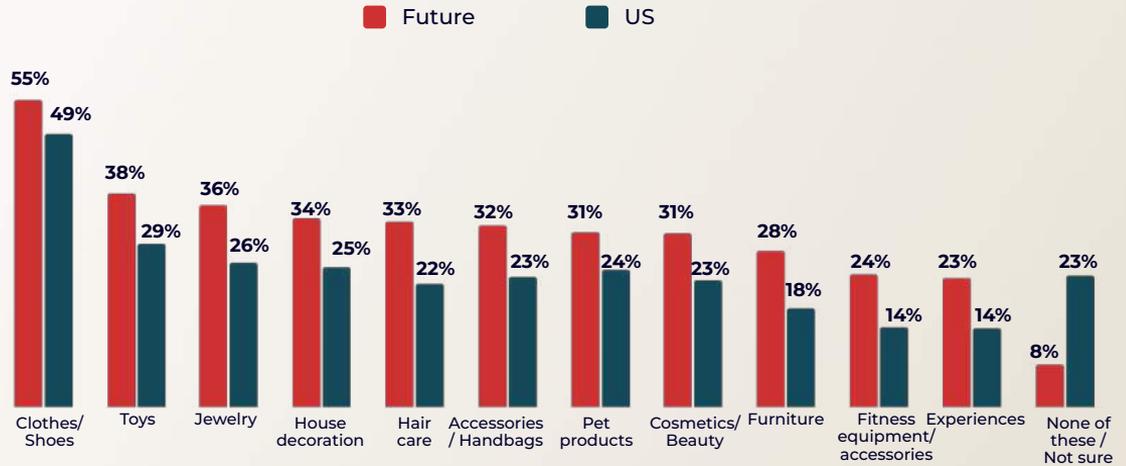
Many of them have already started planning what tech they will be purchasing in November.



Black Friday Shopping

Other popular items bought this Black Friday will include **clothes, shoes, jewelry, and toys.**

Would you also consider buying other items during Black Friday/Cyber Monday?



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Budgeting and Savings

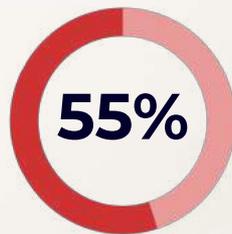
Budgeting

Despite rising inflation, approximately **2 in 5** are expecting their Black Friday and/or holiday gifting budgets to increase this year.

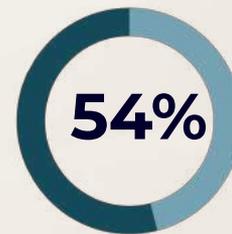
Future insight

The Future audience is more likely to have more money to spend this Black Friday.

Future audience data

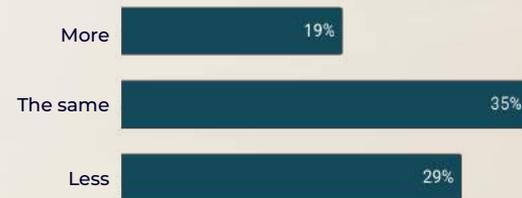


Holidays



Black Friday

Will have the same amount or more money to spend this year compared to 2021.



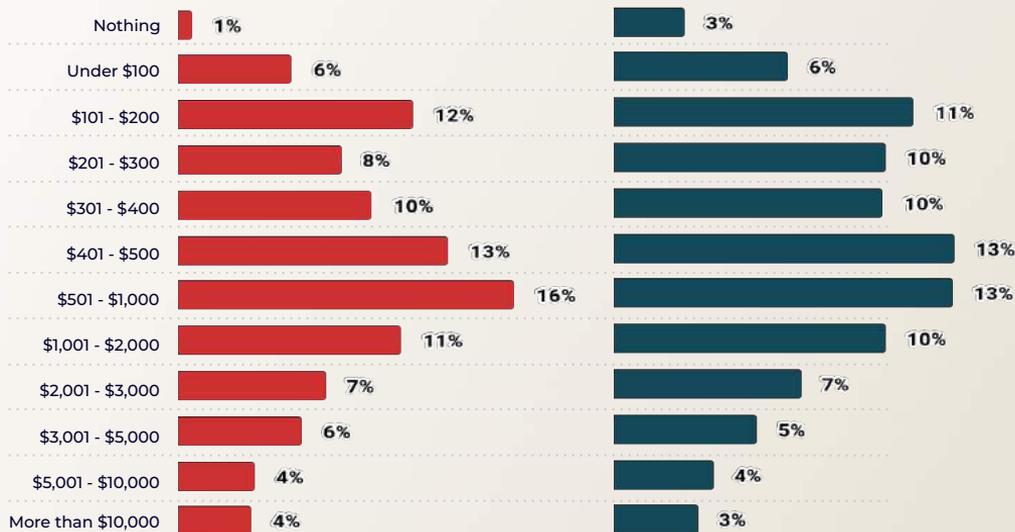


Holiday Gifting & Black Friday budgeting

The Future audience will spend significantly more during their Black Friday (+76%) and the holidays (+55%) than the average US citizen.

\$1,583
US: \$1,017
Holiday gift budget

\$1,440
US: \$818
Black Friday shopping



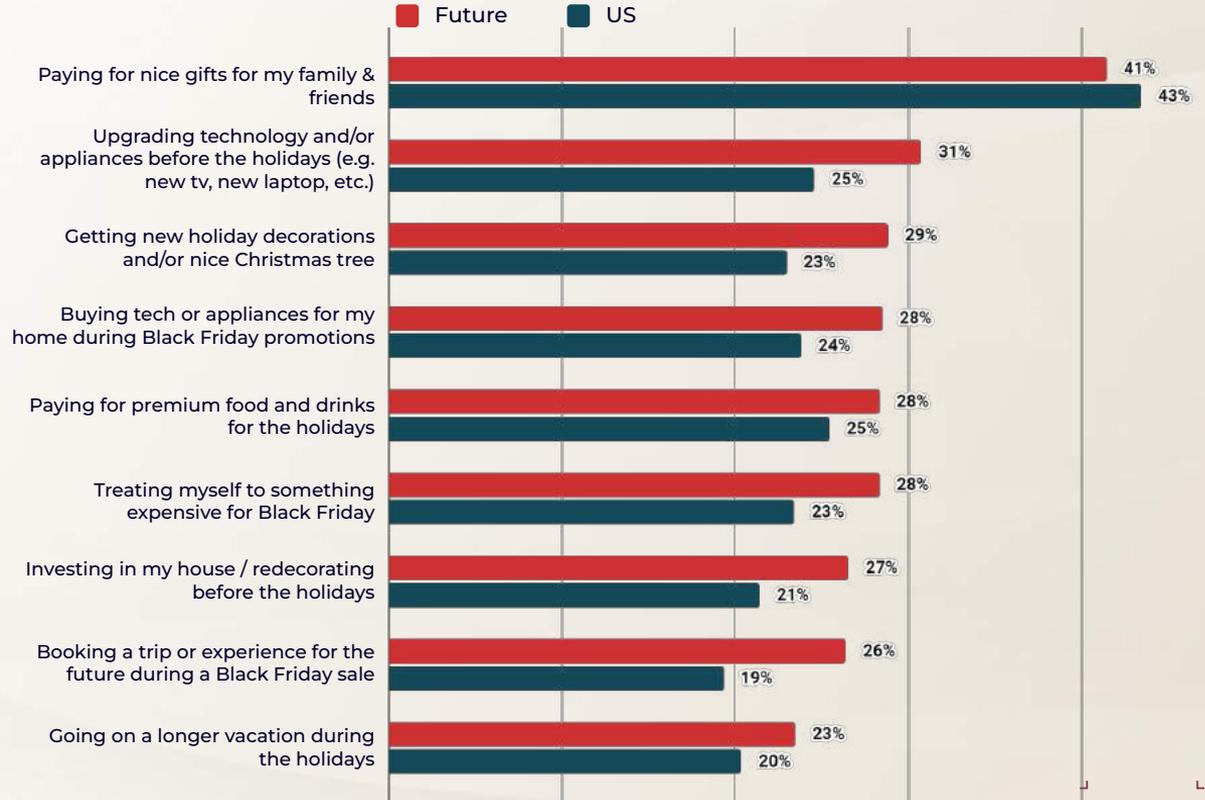
└ Pandemic Savings: Planned Use of Savings During this Holiday Season / Black Friday

01 Nice gifts for loved ones

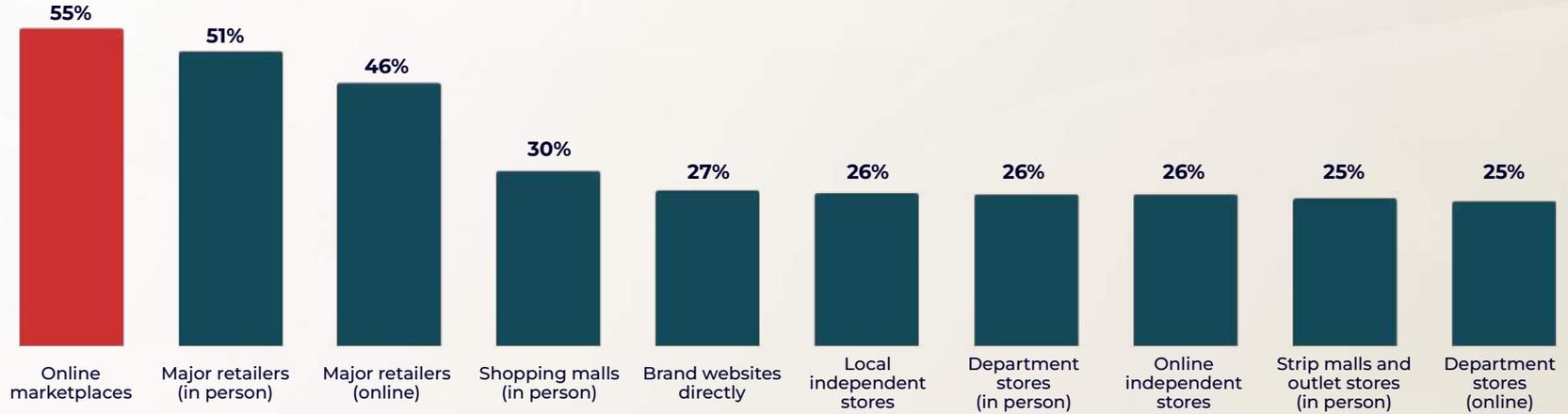
02 Tech

03 New holiday decor

04 Black Friday tech & home promotions



Shopping Confidence



Online shopping continues to be the preferred method of gift shopping, however, respondents prefer to visit major retailers in person.



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Gifts

┌ The Connection Between Passions and Gifting

The majority would like to receive gifts related to their passion and interests



Most will look to match gifts for others with their passions and interests



47% **Yes**, all or most of them will be linked to people's passions

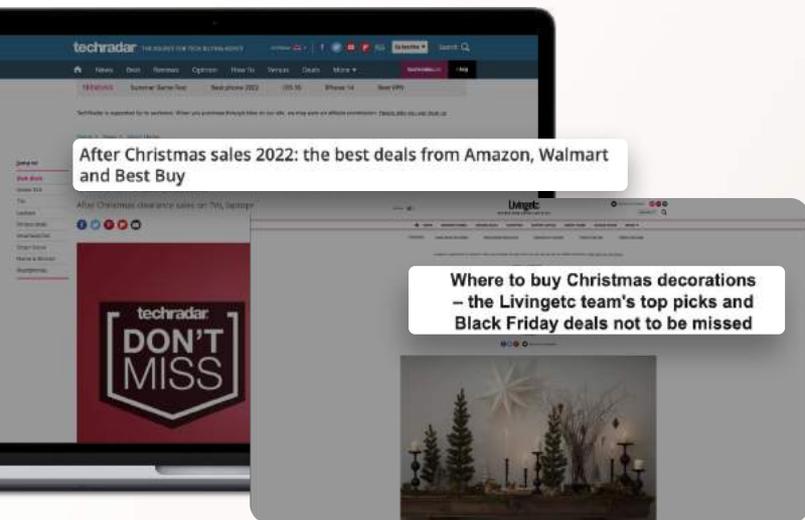
28% **Yes**, some of them will be linked to people's passions

15% **Yes**, but only a few of them will be linked to people's passions (e.g. just for my close family members)

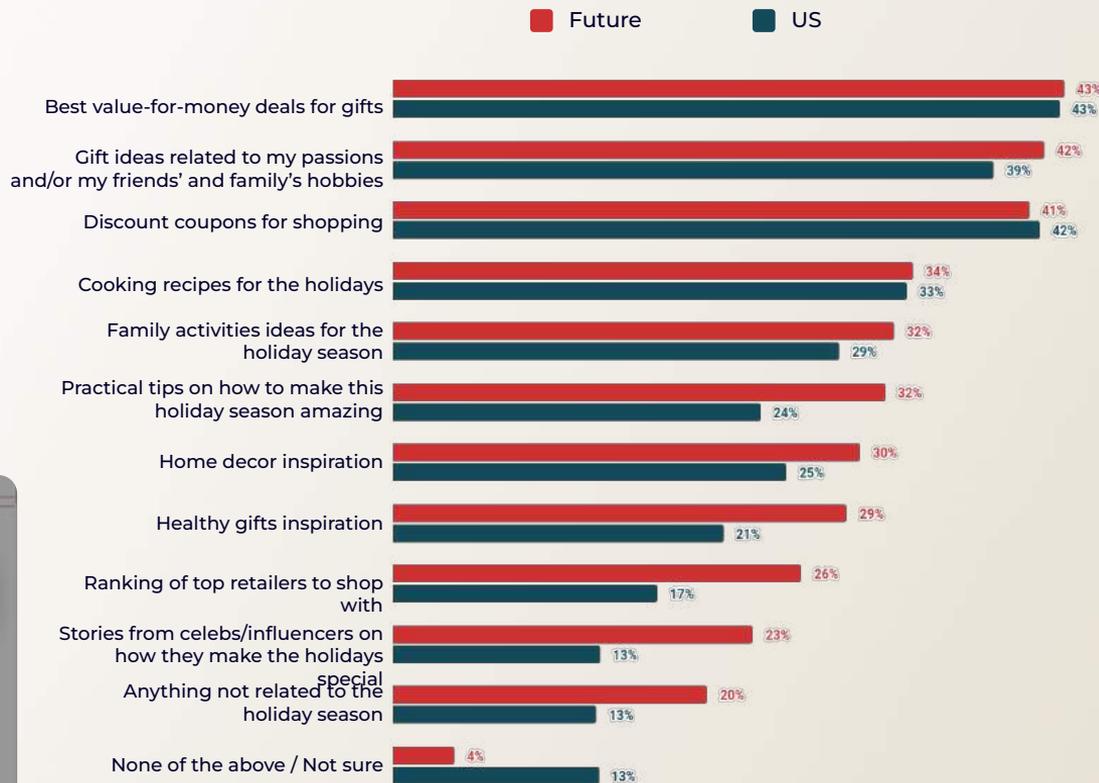
Consumers Are Seeking Out Deals - This Content Drives Action and Spend

96%

of the **Future audience** is interested in reading articles and content about the holidays



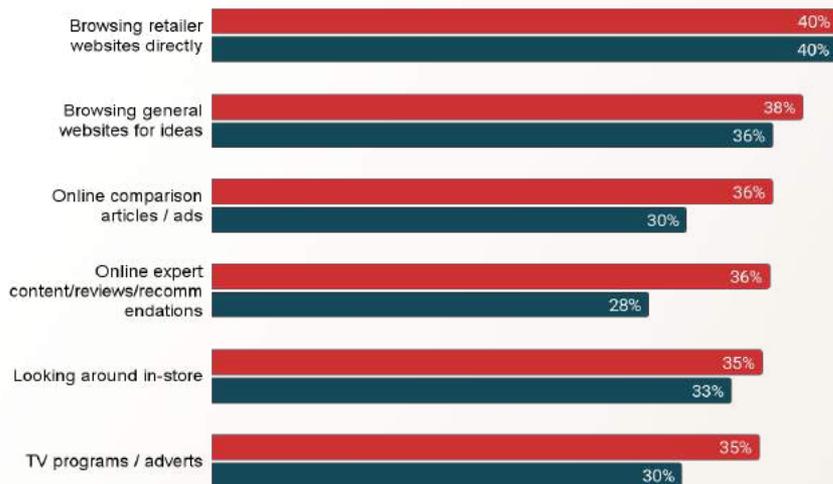
Interest in holiday articles & content



└ Gifting - Sources of Inspiration

Top sources of information when searching for gifts:

Black Friday



Holiday Gifts



■ Future

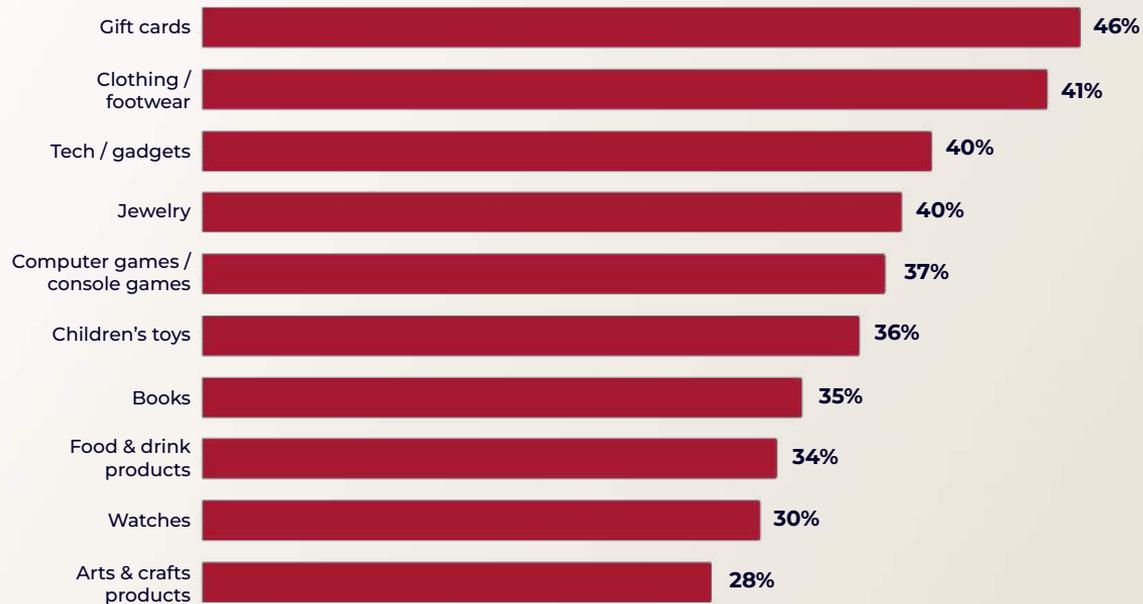
■ US

Opportunity across retail sectors



Top 10 present categories:

(Future audience)





For more information, contact us at:
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Thank You!

