

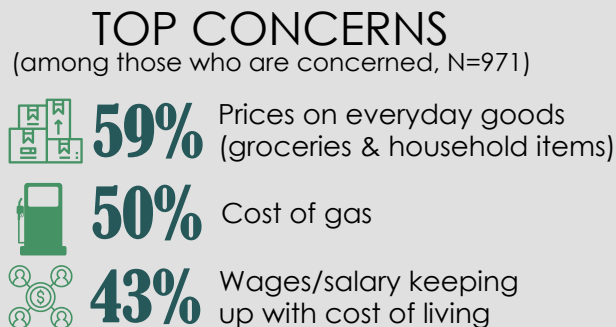
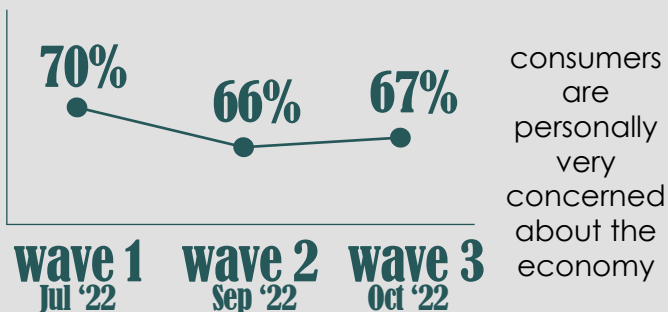


THINGS TO KNOW ABOUT...

CONSUMERS & INFLATION

WAVE THREE

U.S.



CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:



56% Buying less of things I want



44% Taking better advantage of sales, discounts, promotions



44% Buying generic/store brands

Buying less or putting off purchases:



51%
Electronics



48%
Clothes for myself



42%
Travel

76%

say current economic situation will impact holiday shopping

SUPPLY CHAIN

84%

say they have been impacted by shortages in the supply chain



53%
SLIGHT



34%
MODERATE



13%
SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT
(among impacted, N=842)



52% Try new brand or similar product

50% Stock up on essentials when I find them

36% Research online where to find products in stock

