



# **Deloitte State of the Consumer Tracker**

## Global Highlights

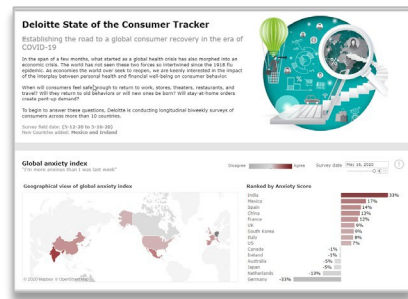
October 2021

# The evolving state of the consumer

## Top Takeaways

Wave: Month

### Interactive Dashboard Publishing Soon...



The results of survey waves will be available via an interactive dashboard

## An enduring, global experience reshapes priorities

The world continues to navigate the pandemic journey. But how do people feel they're fundamentally changing because of it? Compared to 12 months ago, people feel more introspective, and focused on personal change, well-being, and purpose. While they feel their daily lives have become more home-centric, most are seeking in-person interaction and experiences, but also signaling a clear need to rebuild social trust.

Rather than working harder to get ahead, people are more likely to feel they're making more time to enjoy the present. With less of a focus around working harder and earning more, however, people are prioritizing saving rather than spending their money to enjoy today. The lean towards saving (versus spending) is likely compounded by the financial challenges many faced over the past two years and could create headwinds for the post-pandemic economy.

## Only half optimistic about their financial future

Only 48% of study respondents feel optimistic that their financial situation will improve within the next three years. For many, financial challenges experienced throughout the pandemic could be making it difficult to think optimistically about the years ahead. Consistent since early 2020, 3 in 10 are currently struggling to make upcoming payments, and 4 in 10 are concerned about credit card debt.

Increasing slightly since last survey wave, half are concerned about the amount of money they have saved—and trend that could be influenced by the renewed focus on savings.

## 1/3 share-of-wallet expected to go to discretionary purchases

Over the next four weeks, consumers expect discretionary purchases to account for roughly a third of their total spending. But share of wallet varies significantly across the world. For example, discretionary purchases represent a high of 45% share of wallet in China, and a low of 30% in South Africa.

Housing is among the most powerful drivers. Countries allocating the most towards discretionary categories spend the least on housing—a category, that commands nearly a quarter of consumer spending in countries such as Canada, Norway, Switzerland, and the Netherlands, and as little as 6-9% in India, Brazil, and China.

## A global work from home truth

In all study countries, people able to do their job from home want to work more from home than they currently are. People cite working from home an average of 2.8 days per week—but want to be working 3.4. The global preference gap has the potential to close in the coming months should safety perceptions improve. Currently, only half of study respondents feel safe returning to work—a sentiment that's struggled to improve since June when the Delta variant began reigniting concerns.

## Most cite changing their behavior for climate change

Sixty-five percent of study respondents say they're changing their behavior to help address climate change. But confidence in the collective is low. While most say they're doing their part, only few (39%) are optimistic the world will come together to avoid the worst impacts of climate change.

# Study Overview

## Survey Fielding

Waves 1–22 : April 2020 – Sept 2021

***New metrics added***

Wave 23 : September 23–27

## Methodology:

- Online panel, Minimum N=1,000 consumers per country, age 18+
- Fielded in 22 countries (*US Bi-weekly*)
- Margin of error  $\pm 3\%$
- Responses are weighted at the country level according to publicly available age and income profiles

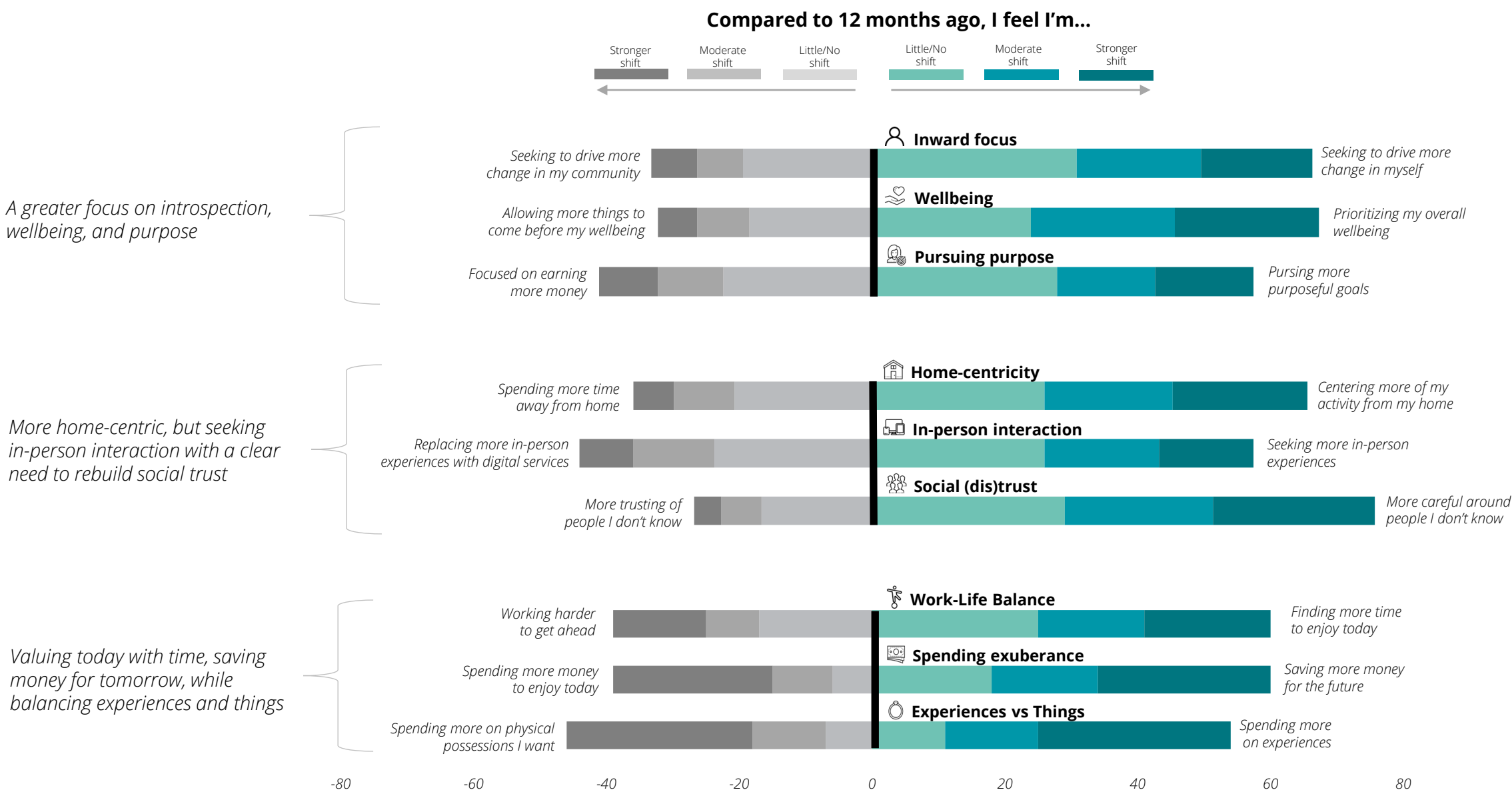
## 23 Countries



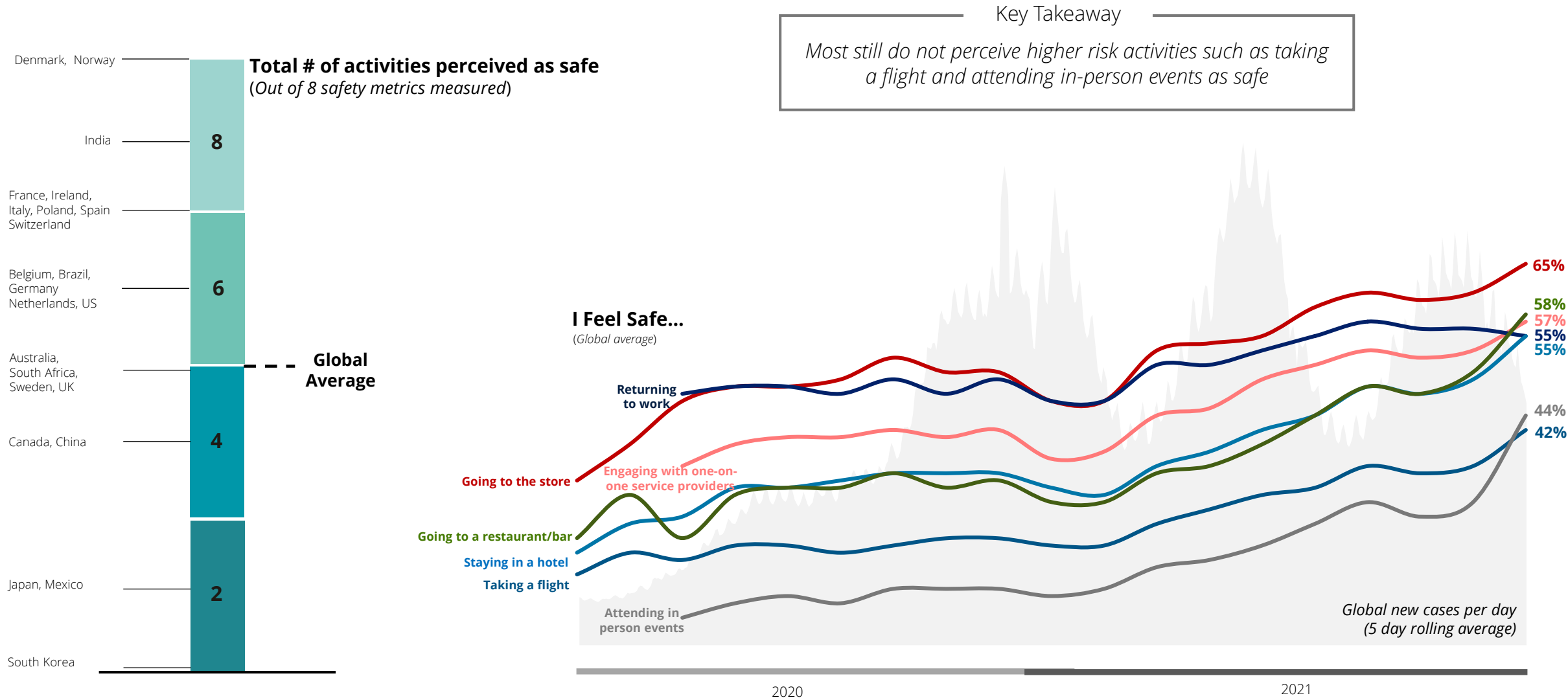
### Countries in Focus

- Australia (AU)
- Belgium (BE) ***New***
- Brazil (BR) ***New***
- Canada (CA)
- China (CN)
- Denmark (DK) ***New***
- France (FR)
- Germany (DE)
- India (IN)
- Ireland (IE)
- Italy (IT)
- Japan (JP)
- Mexico (MX)
- Netherlands (NL)
- Norway (NO) ***New***
- Poland (PL)
- South Africa (ZA)
- South Korea (KR)
- Spain (ES)
- Sweden (SE) ***New***
- Switzerland (CH) ***New***
- United Kingdom (UK)
- United States (US)

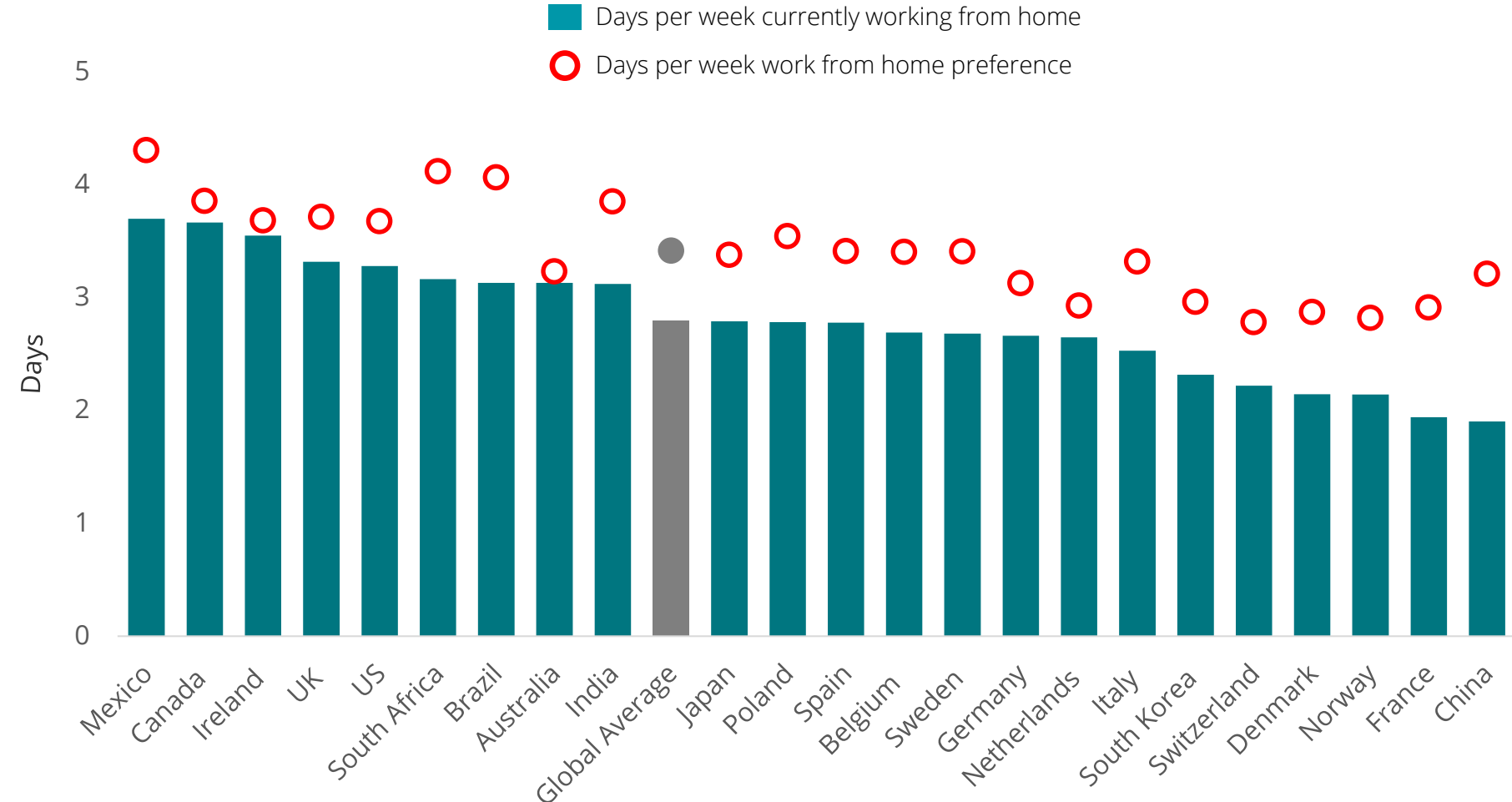
# An enduring, collective global experience reshapes priorities



# Safety perceptions still far from healed

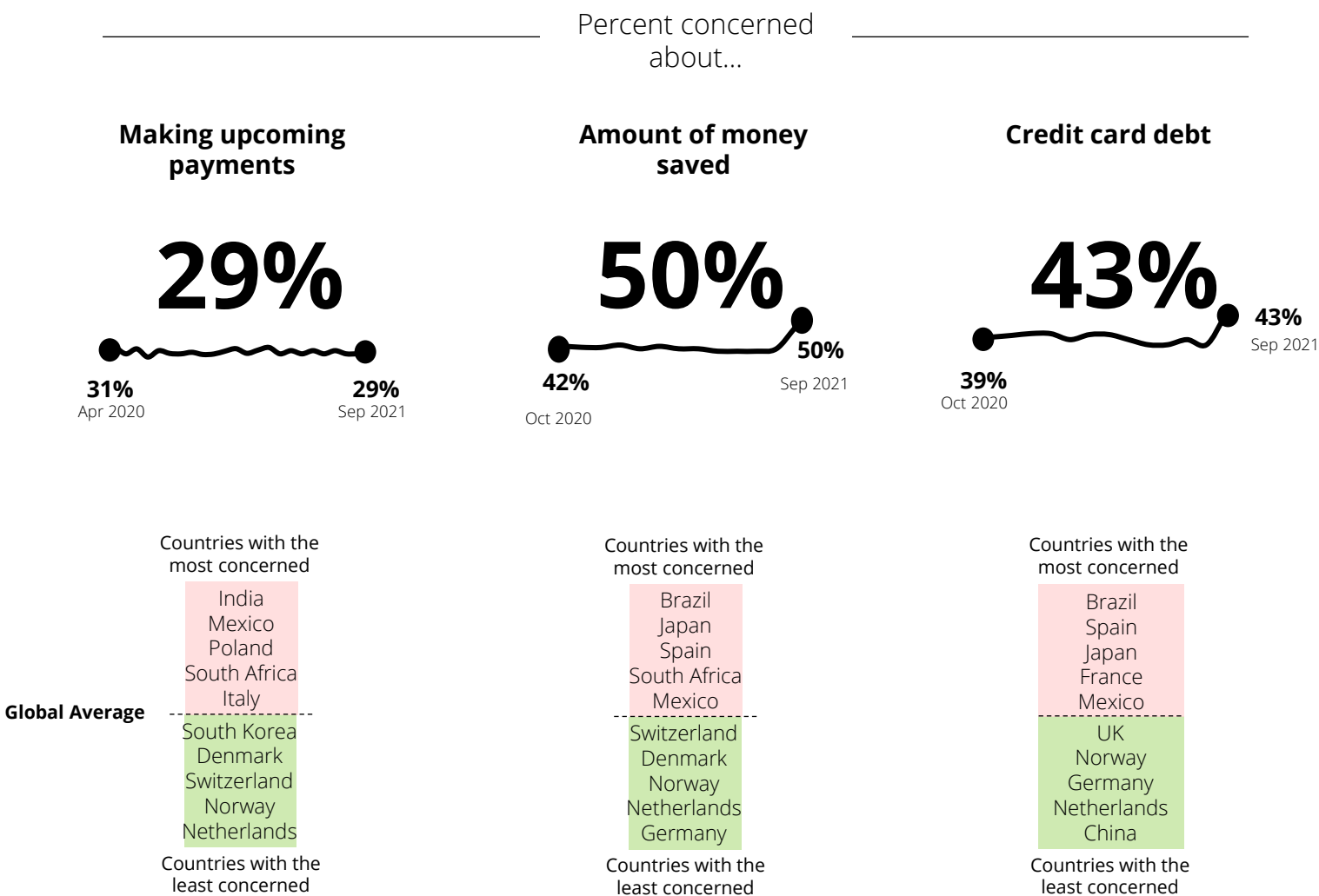
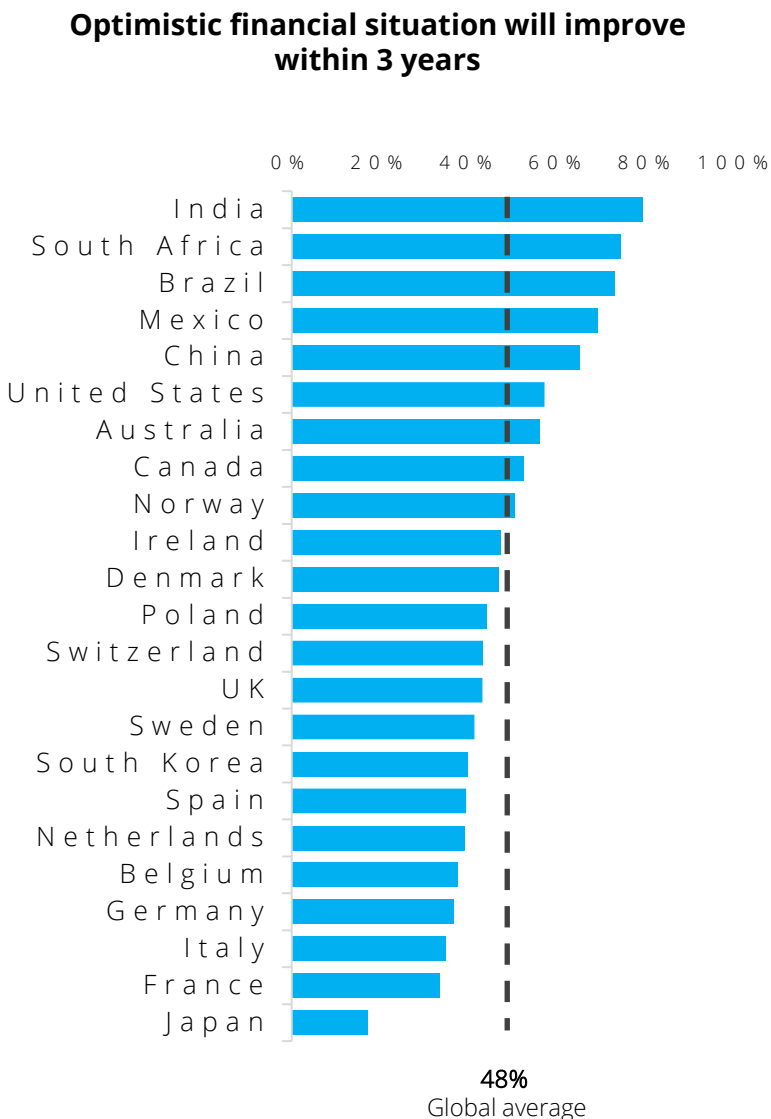


# Among people able to do their job from home, most want to work from home more than they currently are

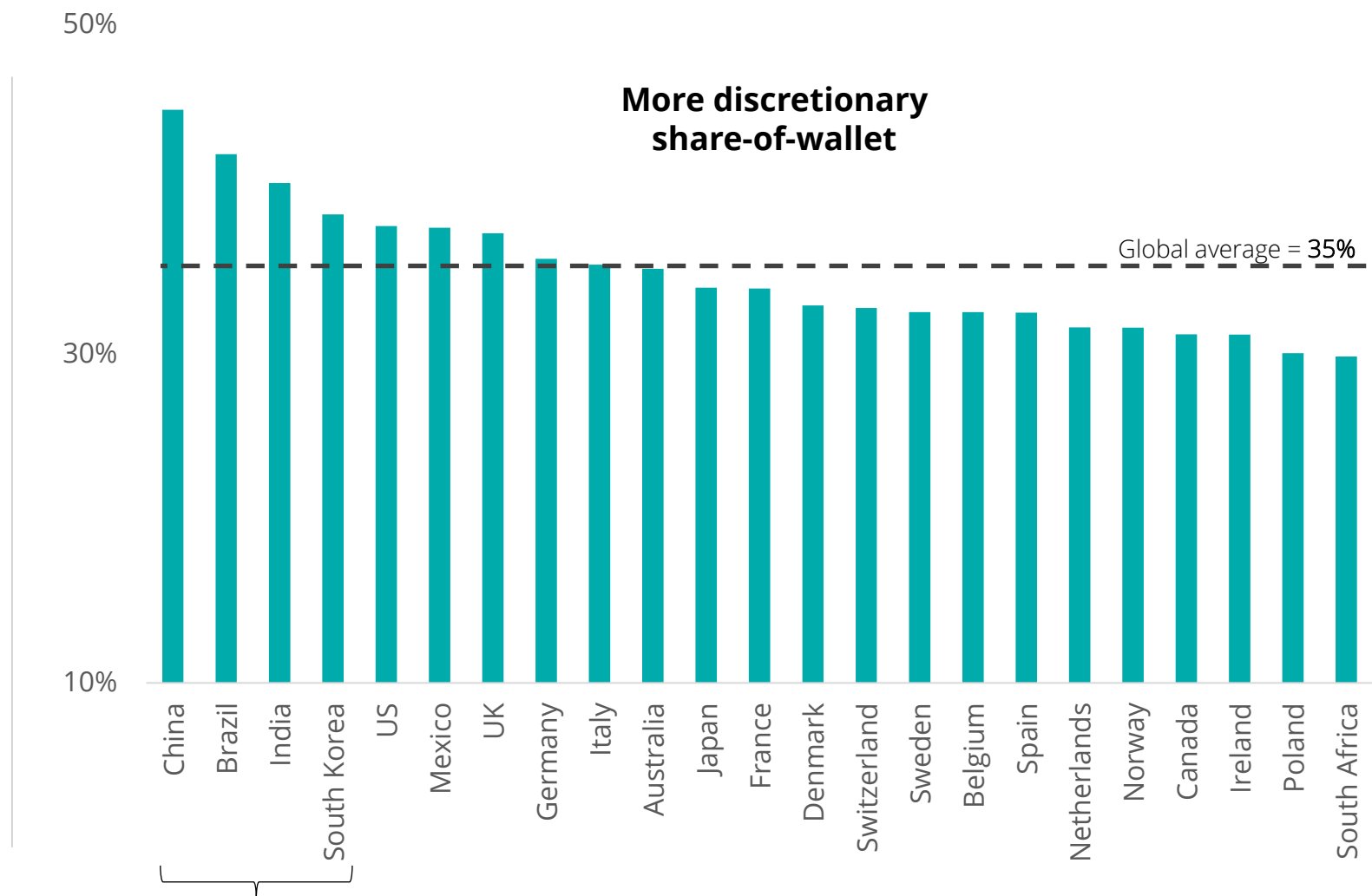
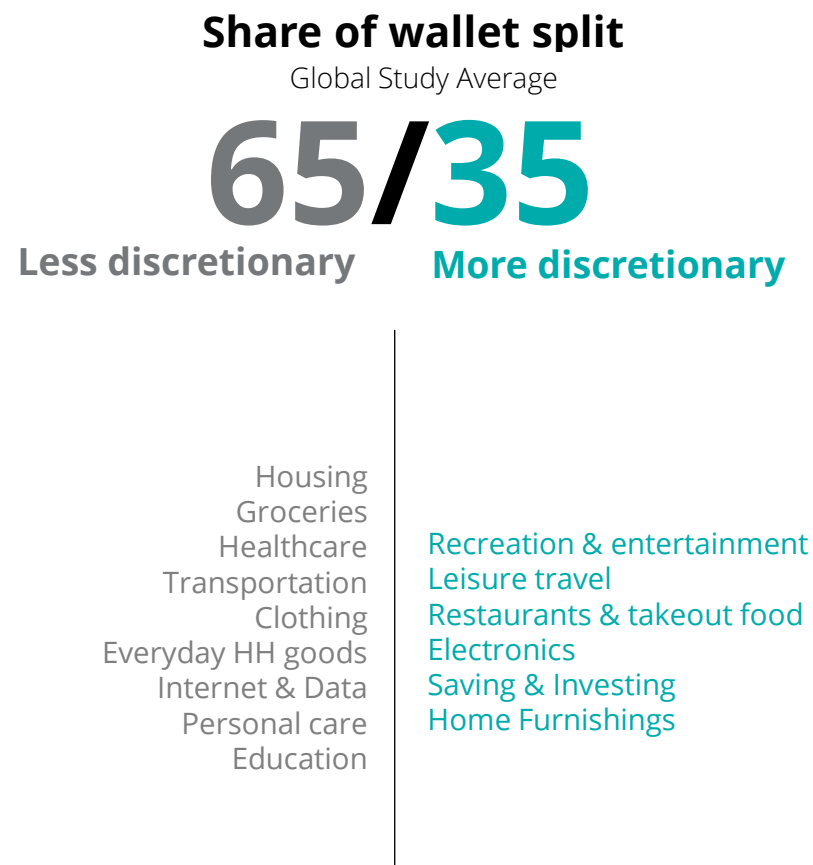


Source: Deloitte Global State of the Consumer Tracker      \*Among respondents able to do their job from home


# Only half optimistic about their long-term financial situation



# Roughly one-third of the consumer's share-of-wallet going to more discretionary purchases—with housing costs a driving factor



Source: Deloitte Global State of the Consumer Tracker

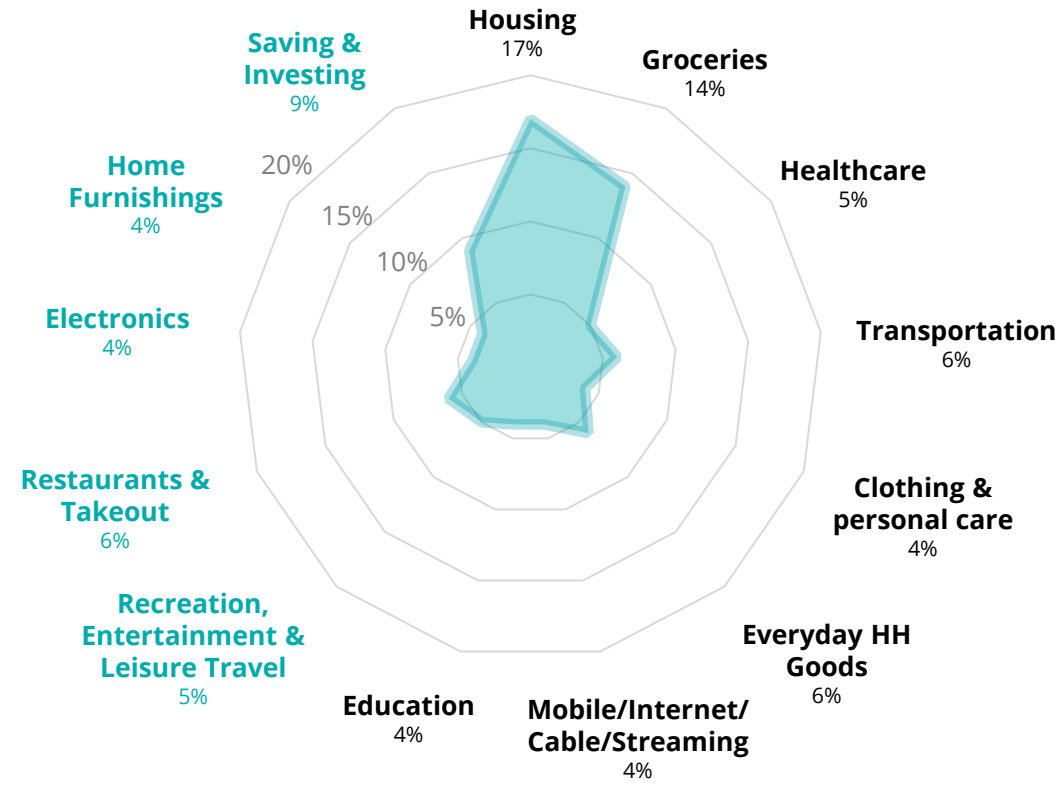
 Countries with lowest Share-of-Wallet allocated to housing



Major categories like housing can represent about a quarter of total spending in countries such as Norway and Switzerland, while only commanding a single digit share in China, India and Brazil

### Share of Wallet

Global Study Average



### Major Less-discretionary Categories

Share of wallet



Housing

17%



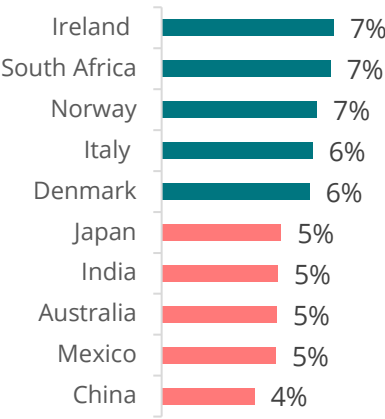
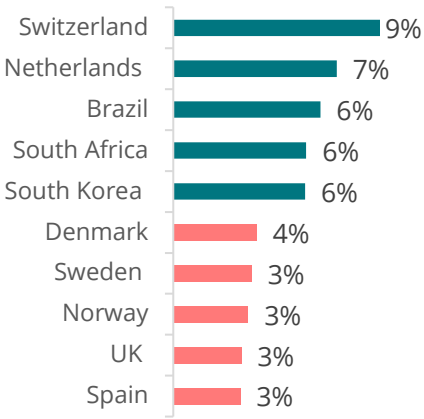
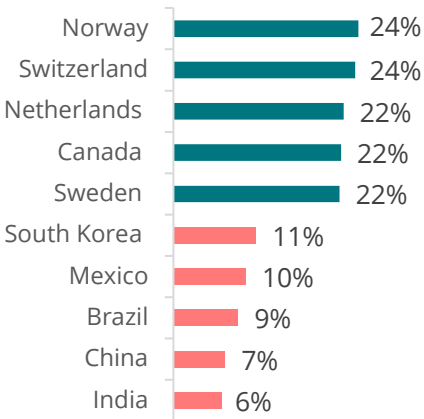
Healthcare

5%



Transportation

6%

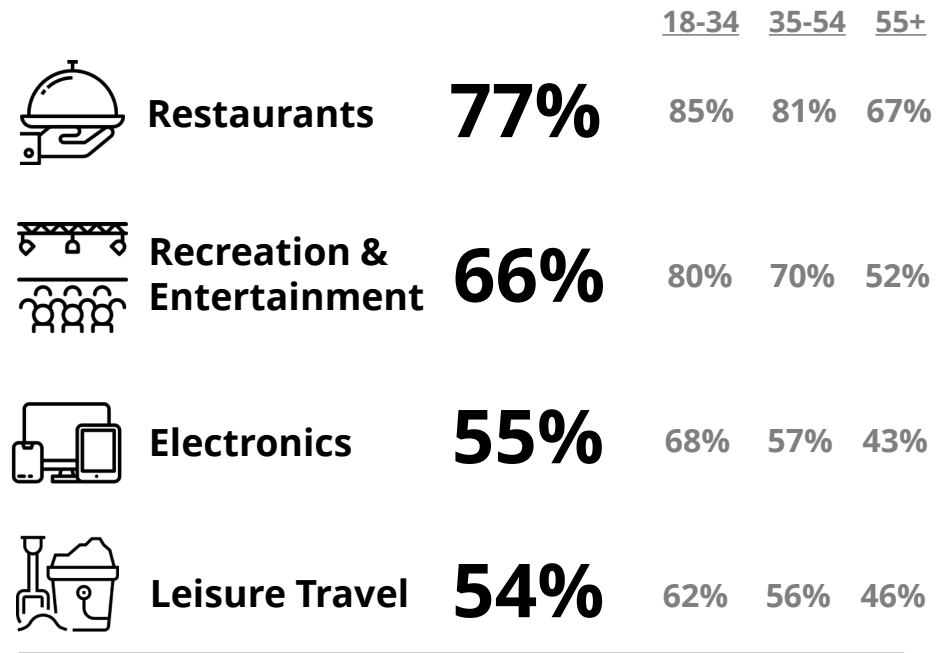


■ Top 5 countries with highest share ■ Top 5 countries with least share

While most plan to spend on categories like restaurants and recreation in the upcoming weeks, the prioritization around savings is clear

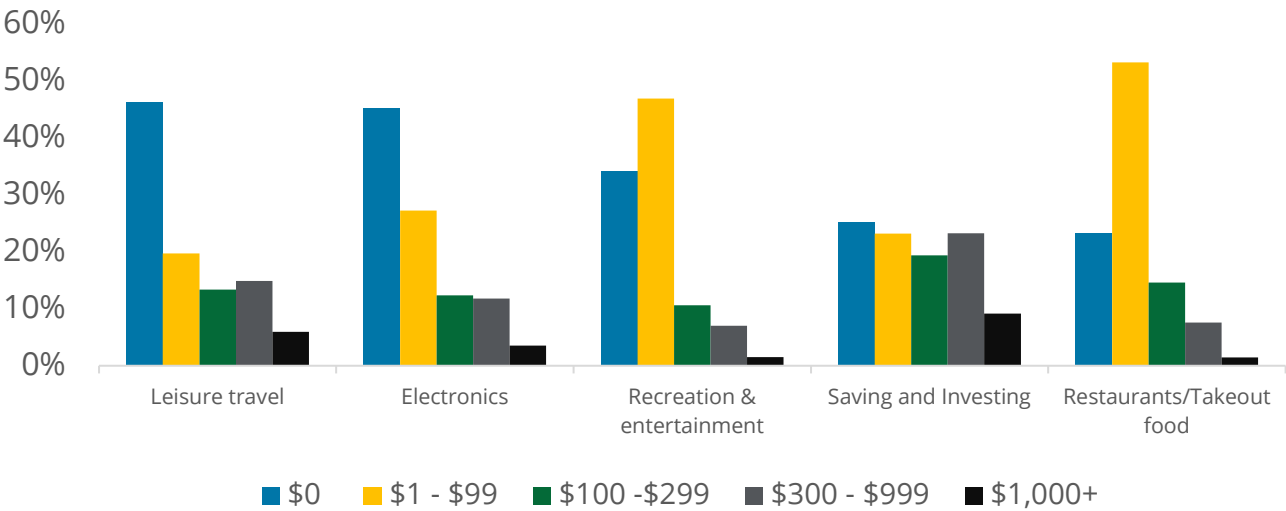
% plan to spend in the next 4 weeks

Global study average



Expected spending amount

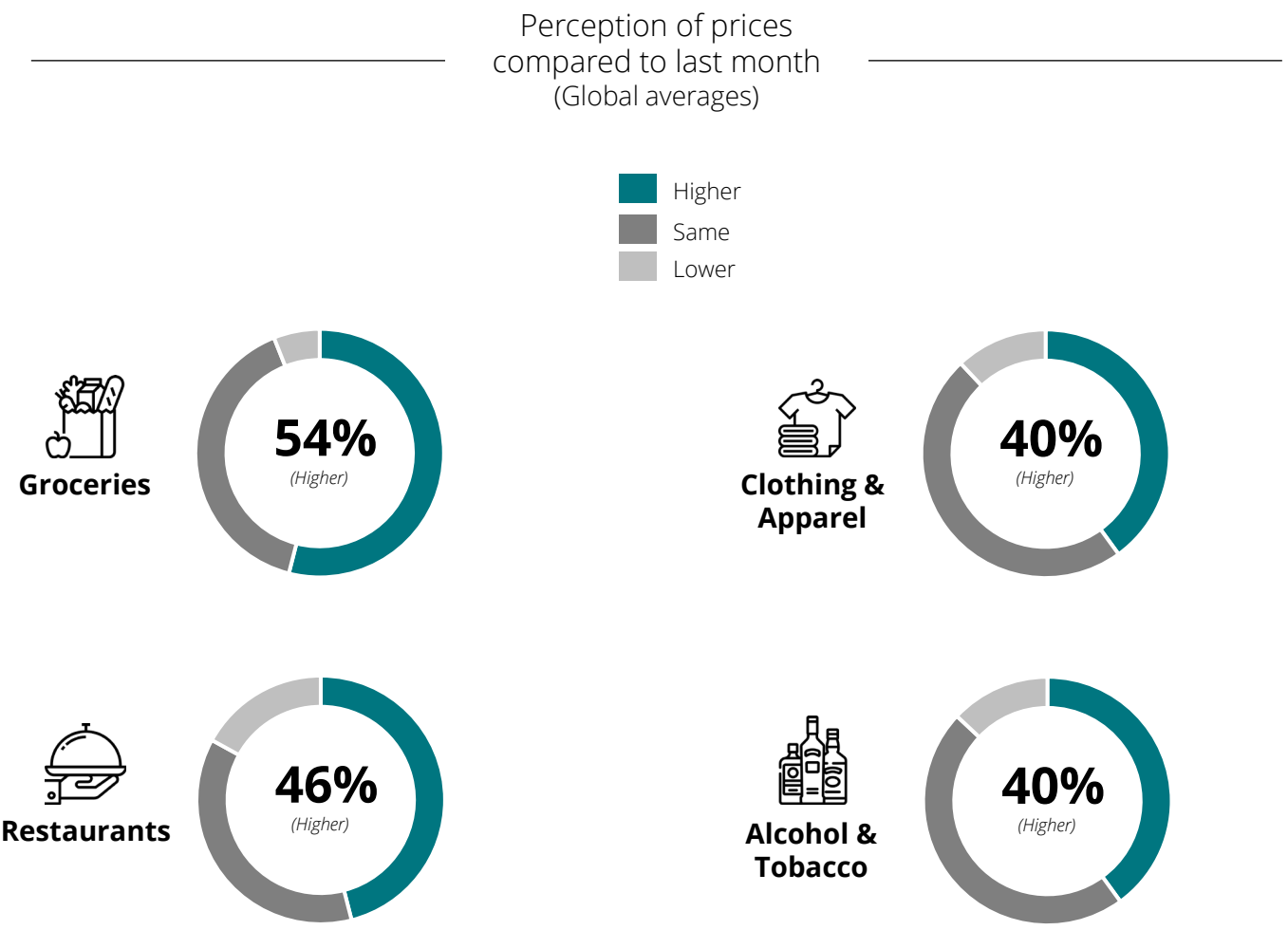
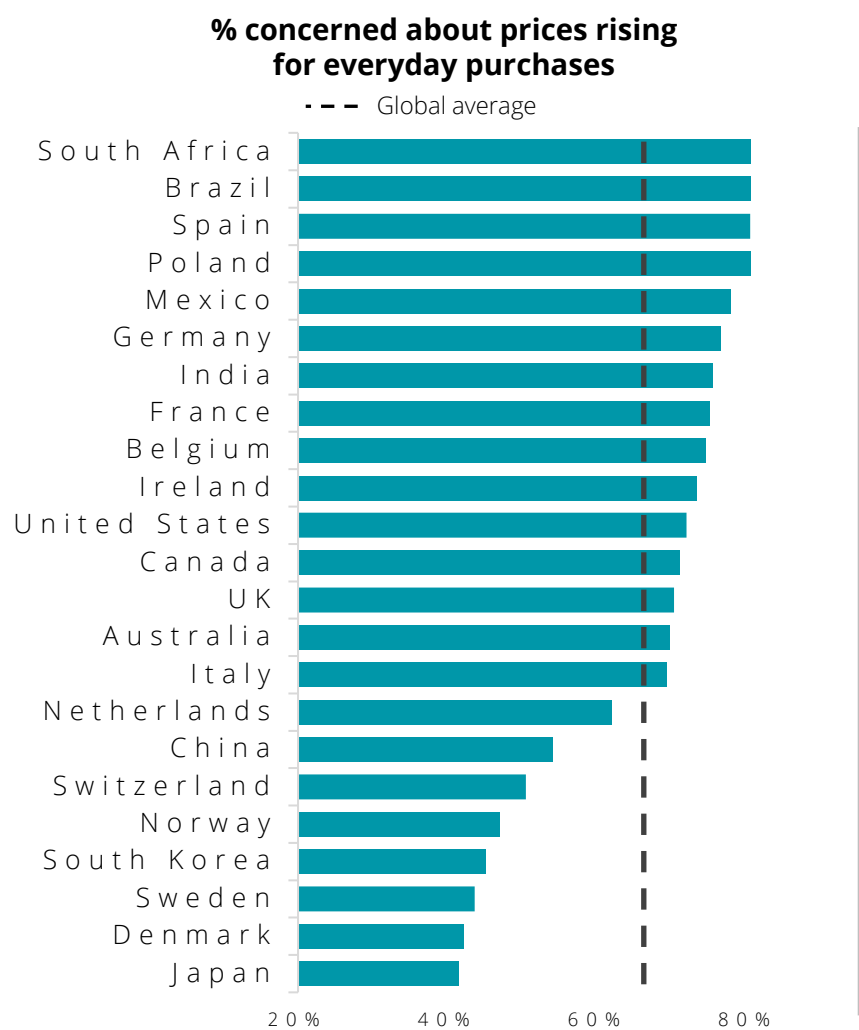
Global average



Currency Equivalents Used in Study

|                | \$1 - \$99          | \$100 - \$299          | \$300 - \$999           | \$1,000+    |
|----------------|---------------------|------------------------|-------------------------|-------------|
| CAD            | \$1 - \$150         | \$151 - \$400          | \$410 - \$1200          | \$1201+     |
| Pesos          | 1 pesos - 950 pesos | 951 pesos - 3000 pesos | 3001 pesos - 9500 pesos | 9501 pesos+ |
| Euro           | €1 - €75            | €76 - €225             | €226 - €750             | €751+       |
| Pound Sterling | £1 - £75            | £76 - £225             | £226 - £750             | £751+       |
| Yuan           | 1 yuan - 400 yuan   | 401 yuan - 1000 yuan   | 1001 yuan - 4500 yuan   | 4501 yuan+  |
| INR            | 1 INR - 2000 INR    | 2001 INR - 6000 INR    | 6001 INR - 20000 INR    | 20001 INR+  |

# Global inflation concerns are high, but vary significantly across the world

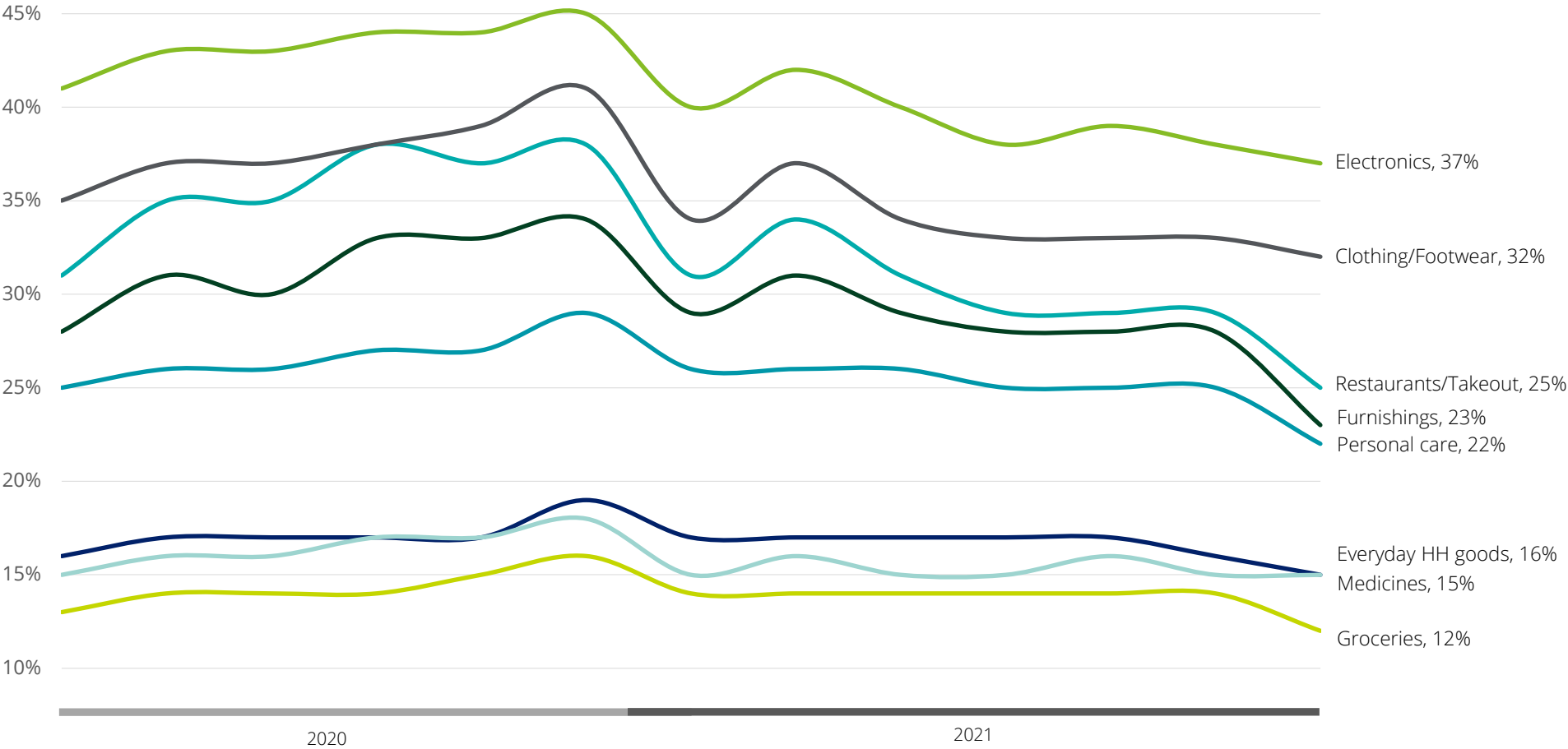


# Rising safety perceptions continue to weaken online purchase intentions

Plan to purchase 50% or more online (vs In-store)  
(Next four weeks)

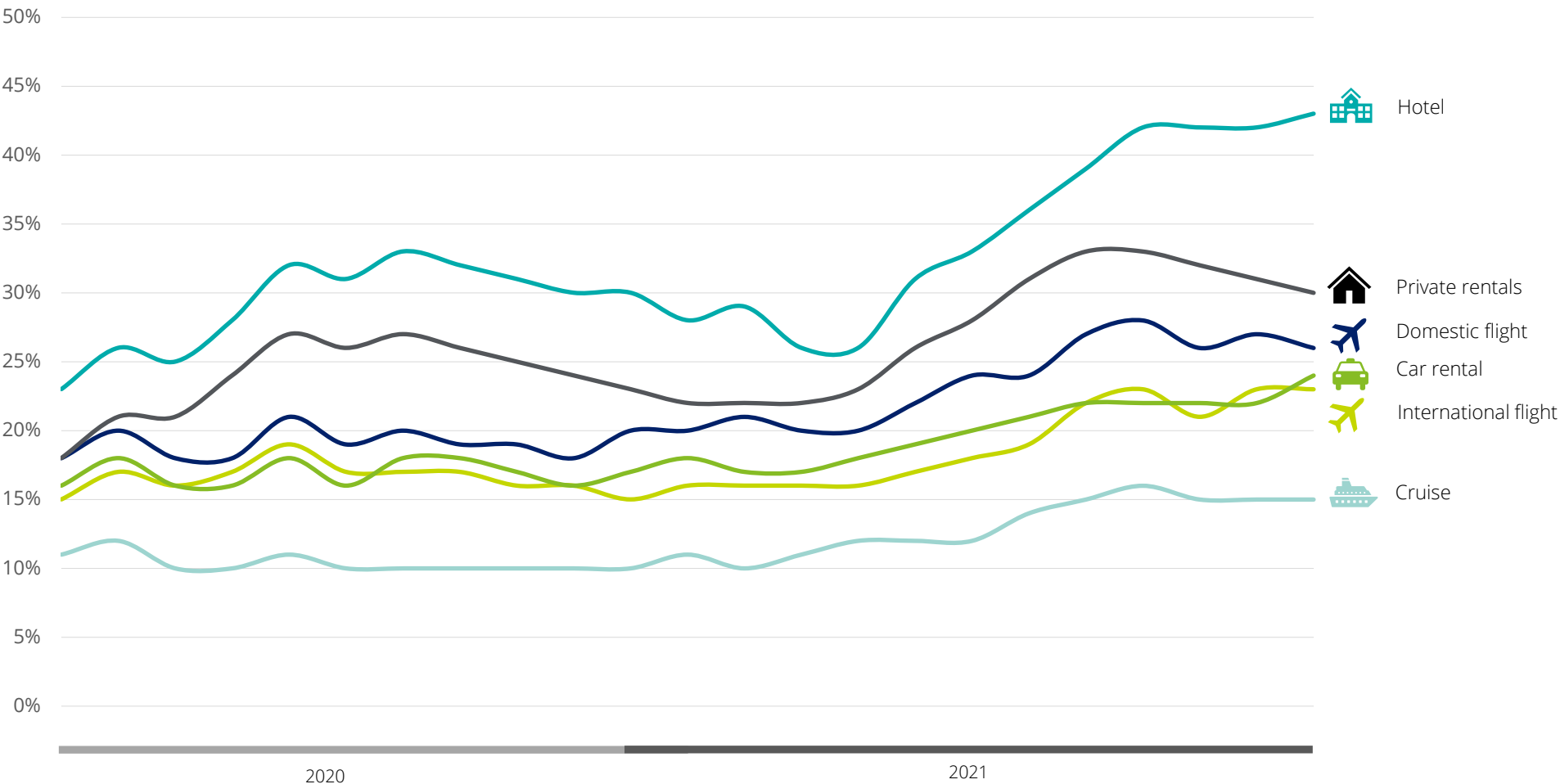
Key  
Takeaway

Consumers continue to signal a return-to-store shift, even within product categories that saw some of the strongest shift to online during the pandemic



# Leisure travel booking intentions remain well above pandemic lows

Leisure travel intentions (next 3 months)

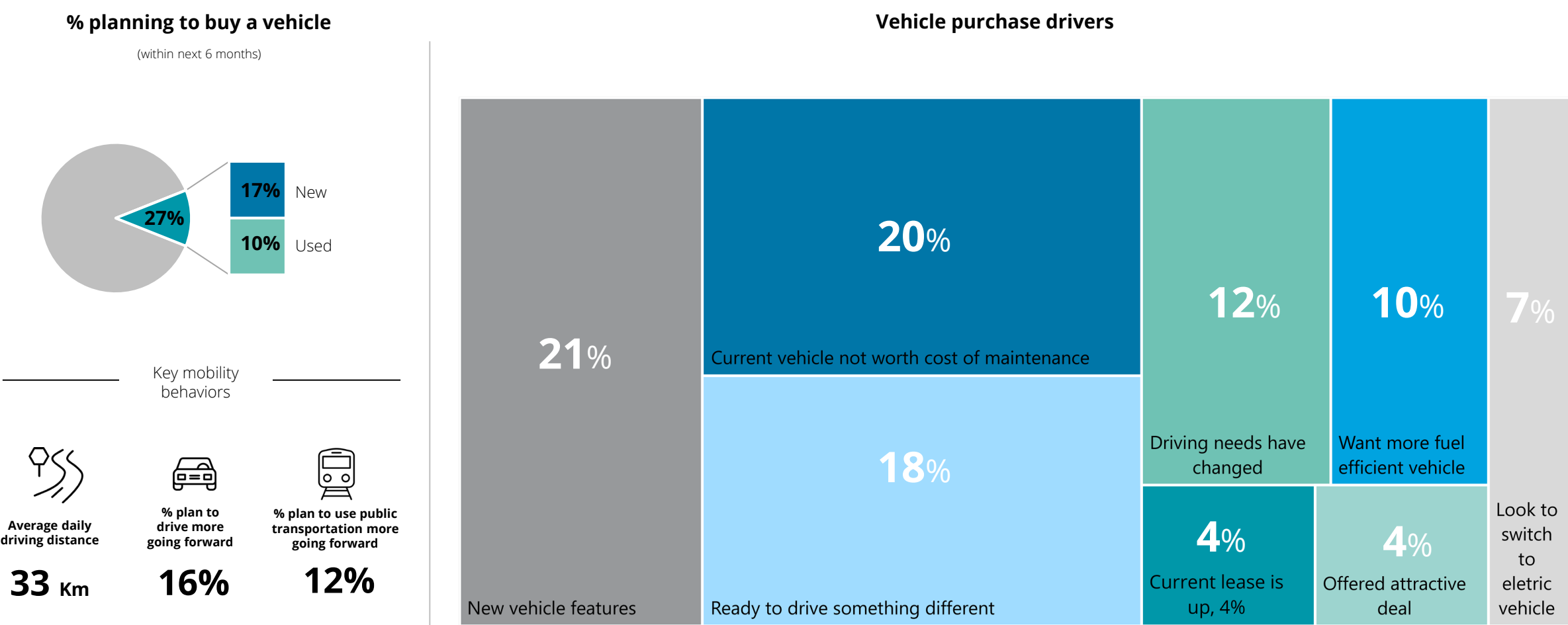


Key  
Takeaway

*An optimistic signal for the travel industry, booking intentions for international flights continue a slight uptrend from pandemic lows.*

*Hotel booking intentions remain at the highest point in almost two years.*

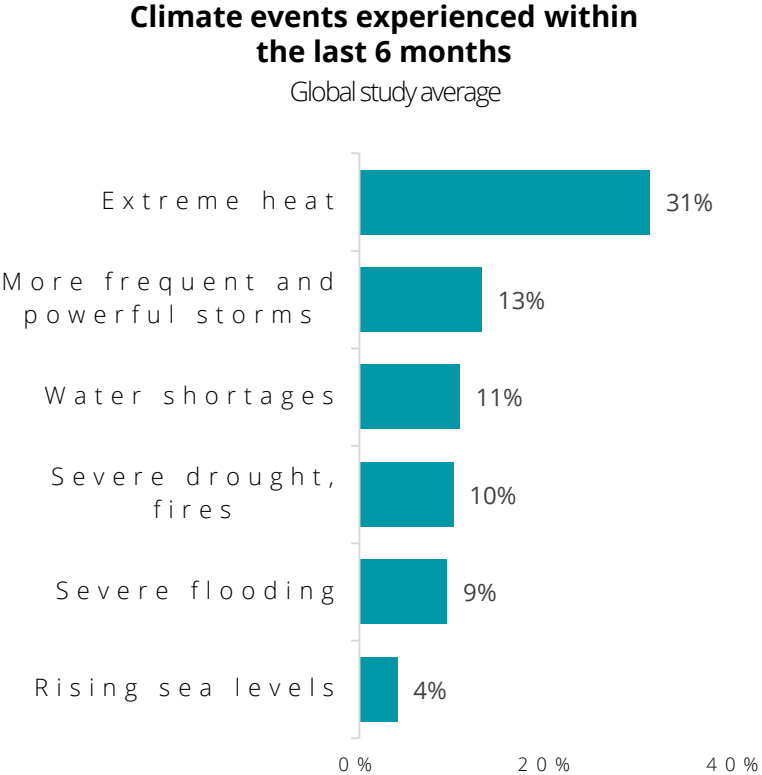
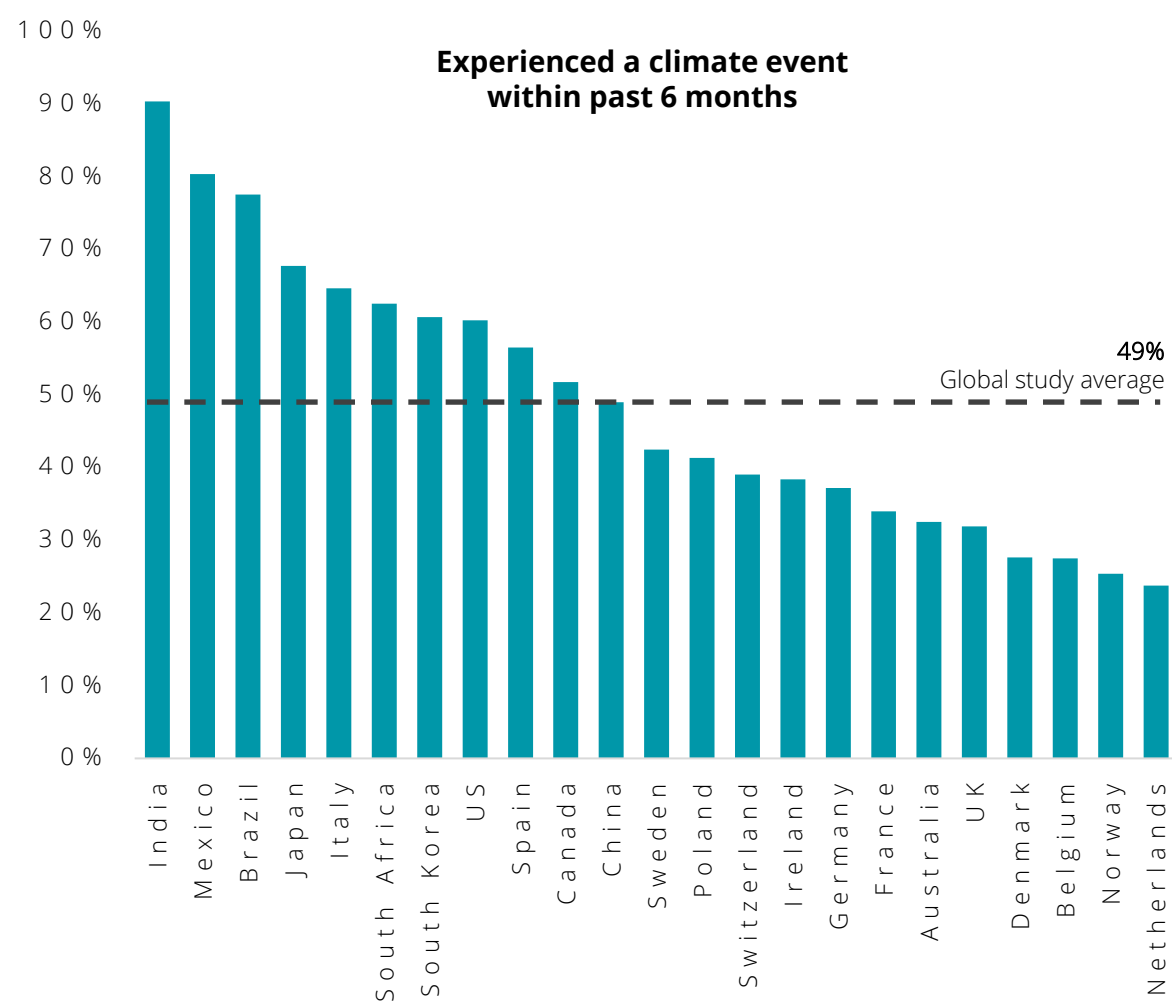
# Roughly 1 in 4 plan to buy a vehicle within the next 6 months, with a majority leaning towards new vehicles



# Sustainability Module Highlights

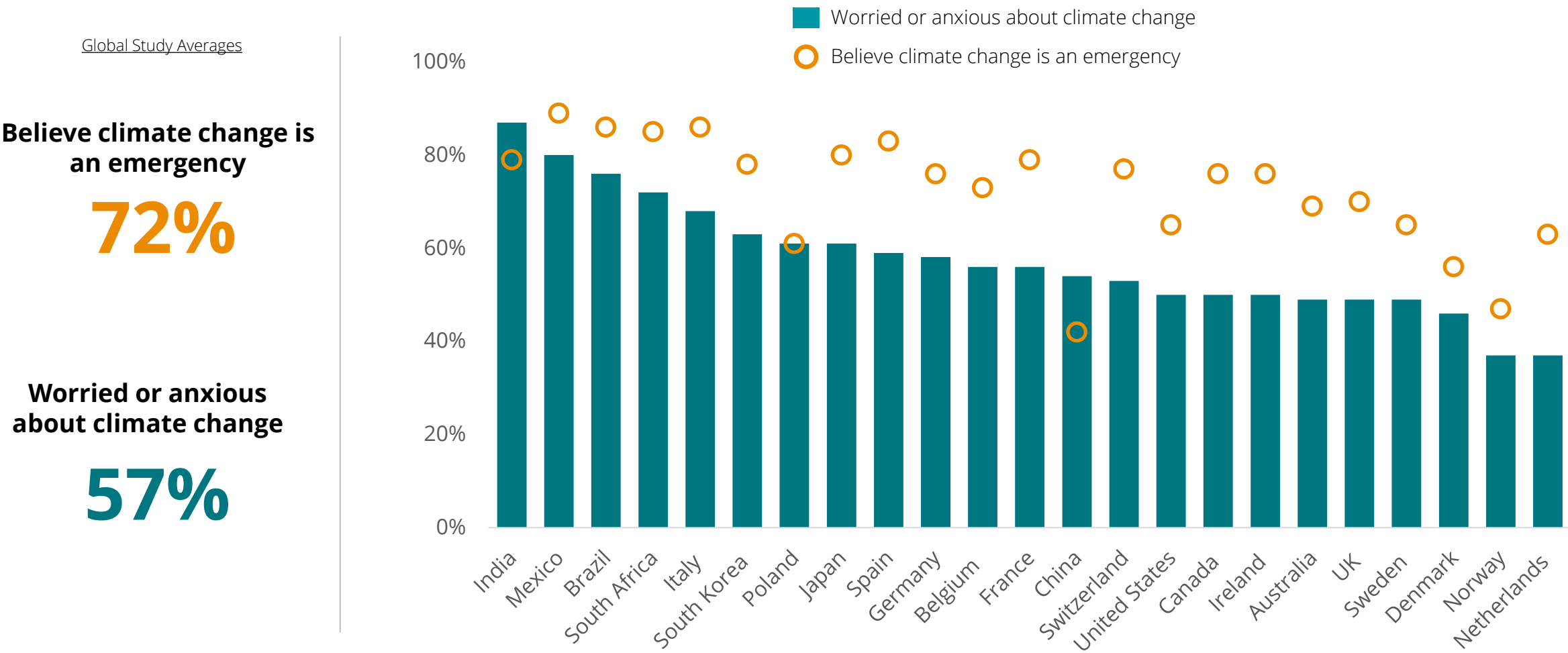


# Half experienced a climate event within the last 6 months





There is generally widespread belief that climate change is an emergency.  
Over half are anxious or worried about it.



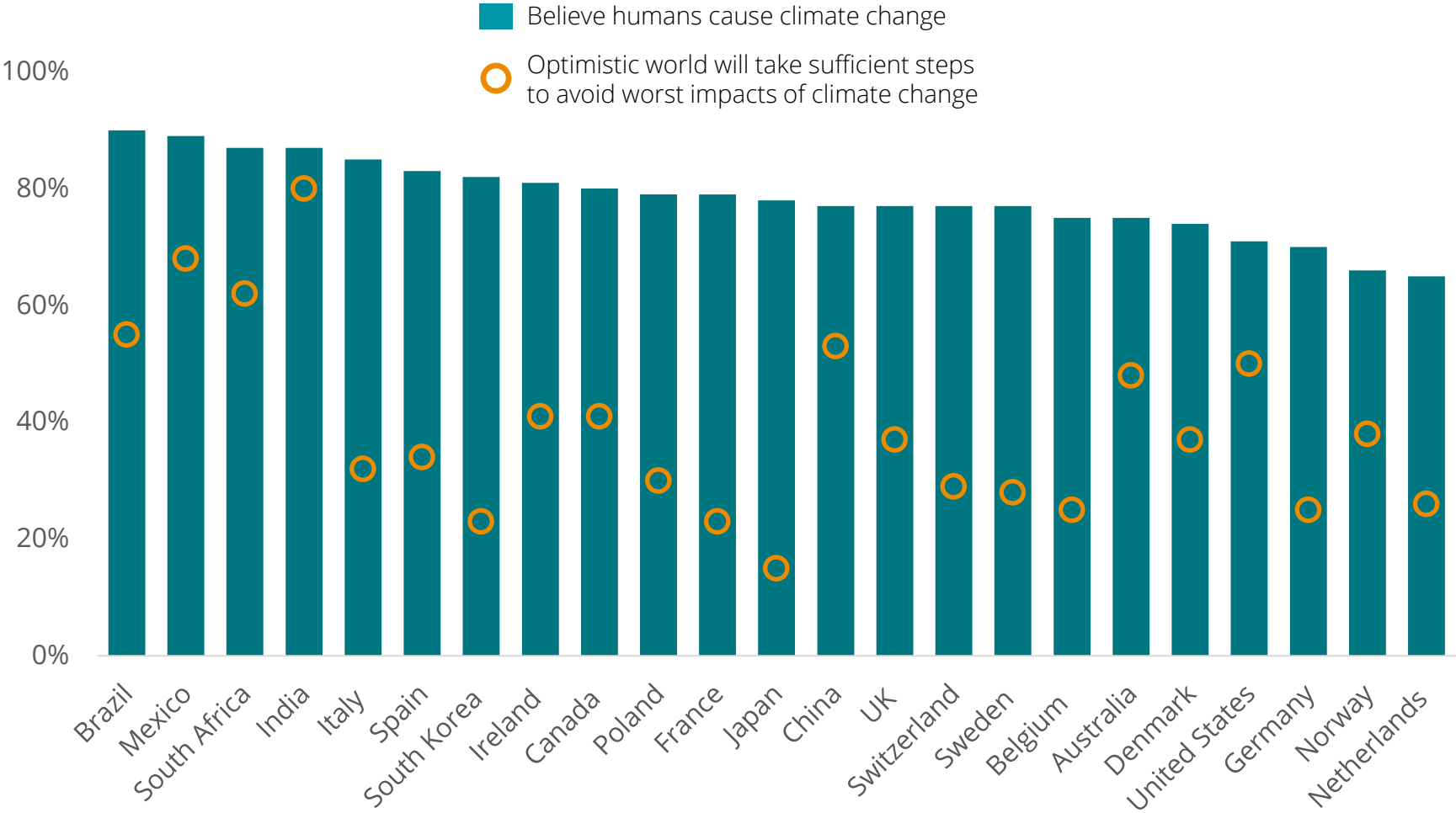
Source: Deloitte Global State of the Consumer Tracker

# Most believe humans are responsible for climate change, but few are optimistic the world will take the steps needed to avoid its worst impacts

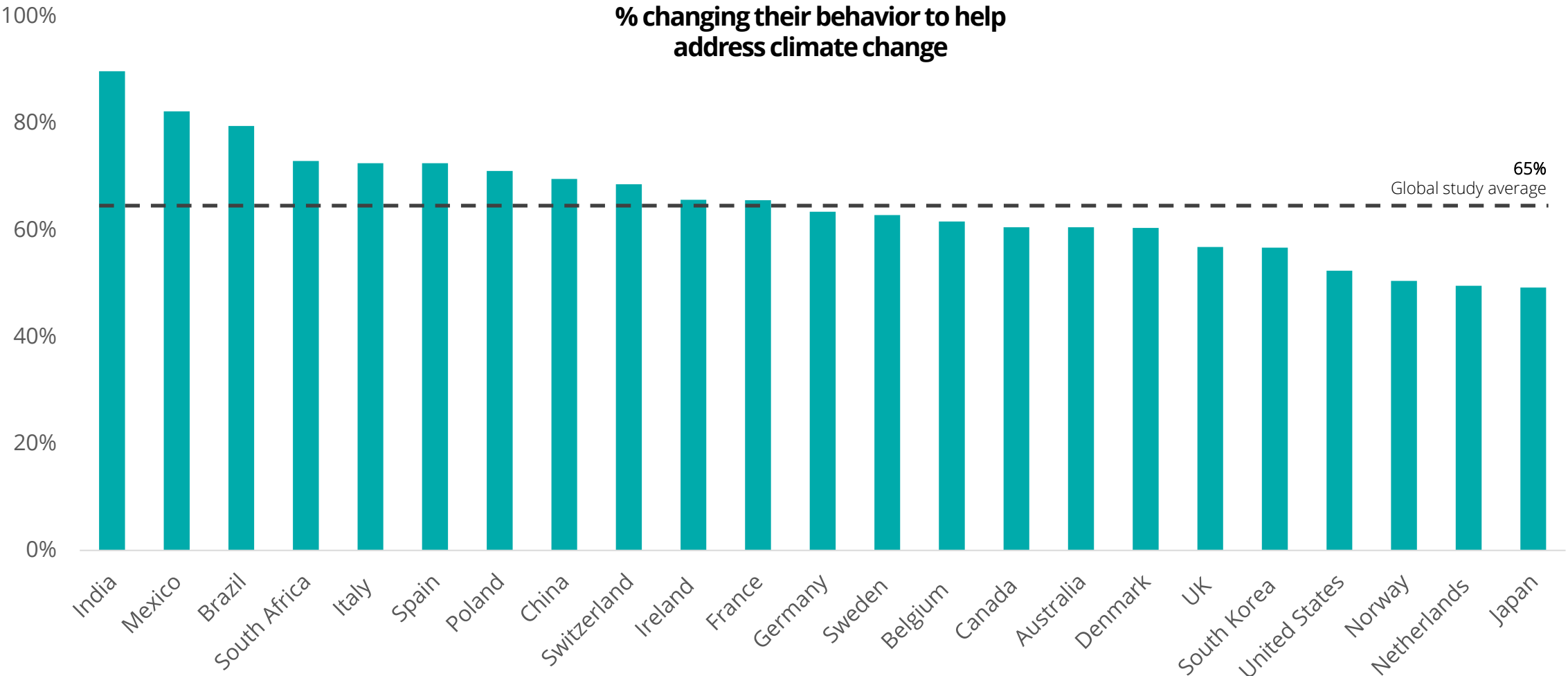
Global Study Averages

Believe humans are responsible for climate change  
**78%**

Optimistic world will take sufficient steps to avoid worst impacts of climate change  
**39%**



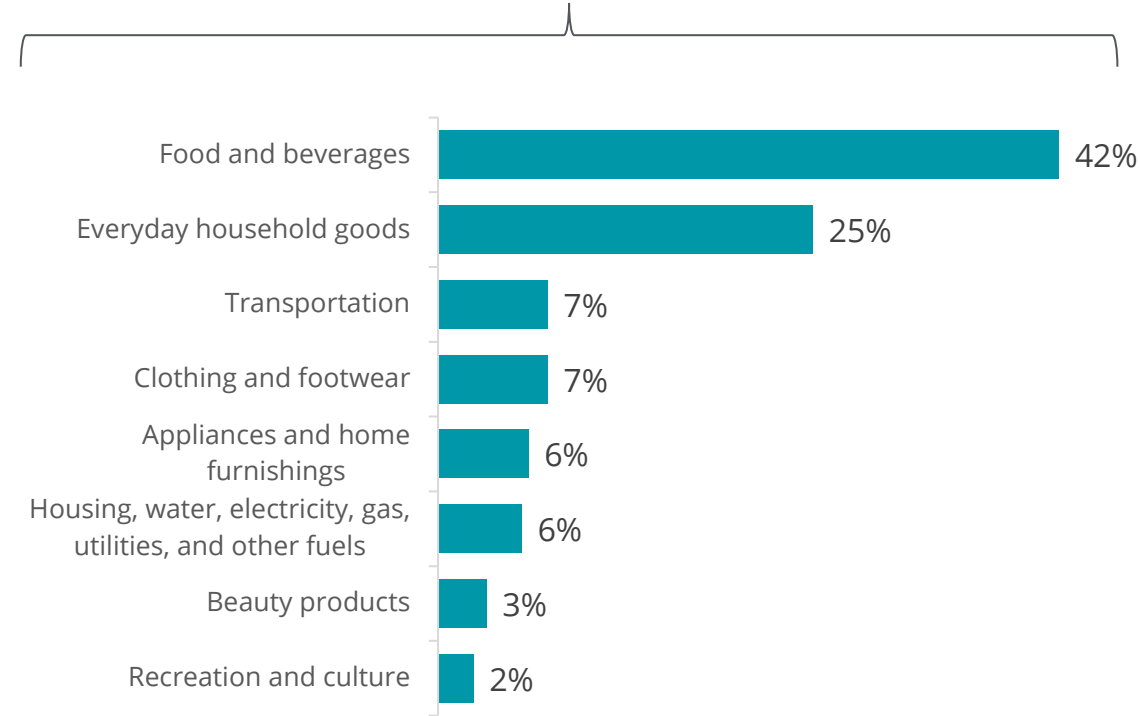
# A little over 6 in 10 cite changing their behaviors to help address climate change



# Sustainable purchases are heavily focused within CPG

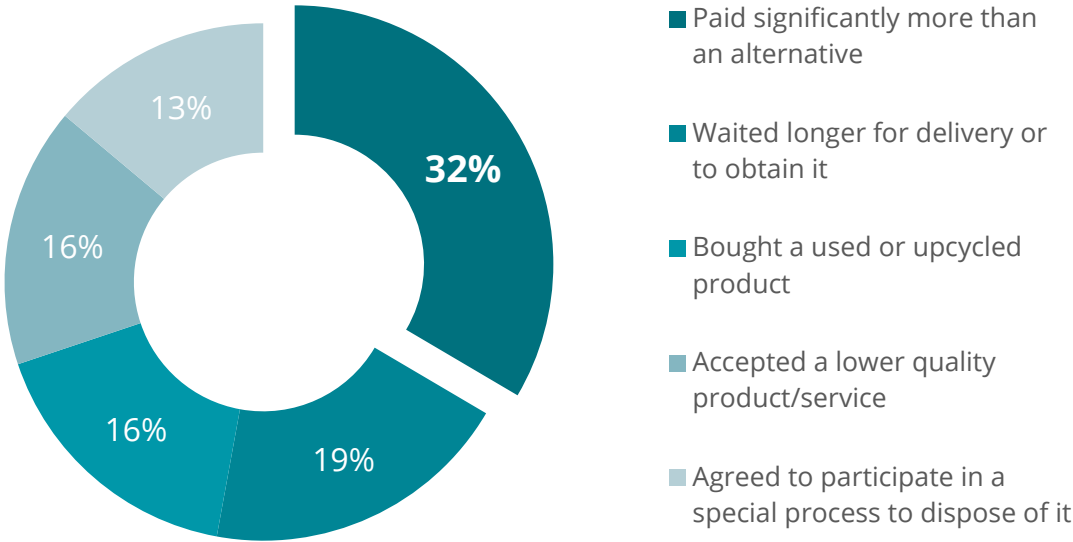
**Purchased a sustainable product or service within the last 4 weeks**

**55%**



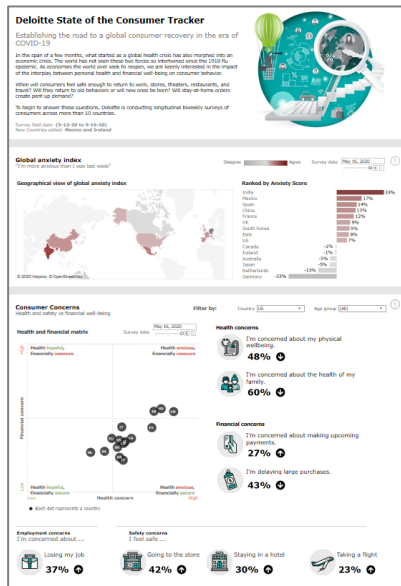
**Thinking about my last sustainable purchase, I...**

(Among respondents who purchased a sustainable product or service within the last 4 weeks)



# Deloitte.

## Consumer Industry Center



Click on the link below  
to visit the interactive  
dashboard for more  
insights...

## Global State of the Consumer Tracker Dashboard

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