

KPMG consumer pulse survey | March 2023

Surveyed consumers

44%



Reported an average of 16% increase in income

35%



Remained the same

21%



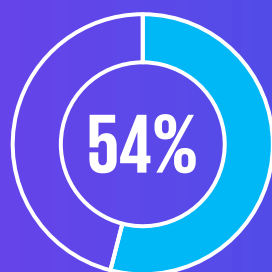
Reported an average of 31% decrease in income

This makes income relatively flat from 2021 to 2022

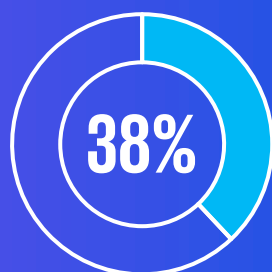
Consumer expecting to spend more in 2023



Groceries



Automotive



Travel/vacation

Online grocery wallet share consistent among generations and income levels



By generation:

	In-person	Online
Gen Z	27%	73%
Millennials	27%	73%
Gen X	23%	77%
Baby Boomers+	23%	77%

By annual salary:

	In-person	Online
Less than \$50k	22%	78%
\$50k to \$99k	26%	74%
\$100k to \$199k	24%	76%
\$200k or more	27%	73%

Inflation takes a toll

Consumers expect to spend more on essentials



Groceries

Driven by:

91% say grocery price increases



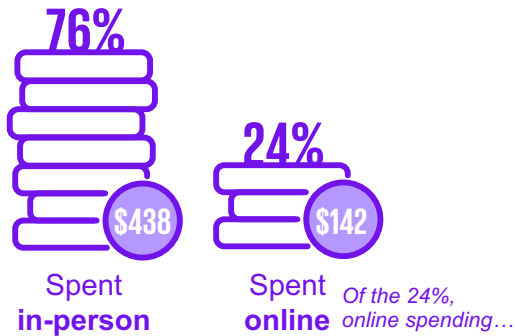
Automotive

Driven by:

79% say gas price increases

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In-store grocery shopping is back

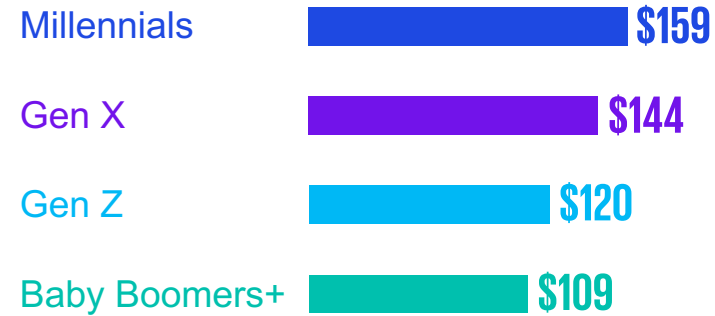


Consumers say...

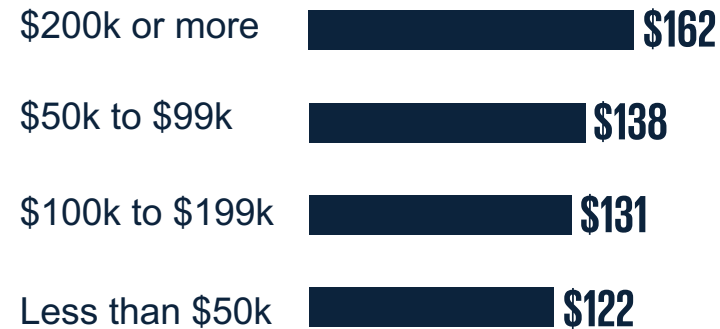


Who spends the most per trip?

By generation:



By annual salary:



Where consumers are shopping



More than 1 out of 3

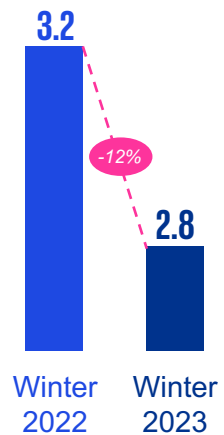
- Go to certain stores to stock up on certain items
- Go to multiple stores to get the best price

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Mall trips likely to modestly decline

Spend remains about the same

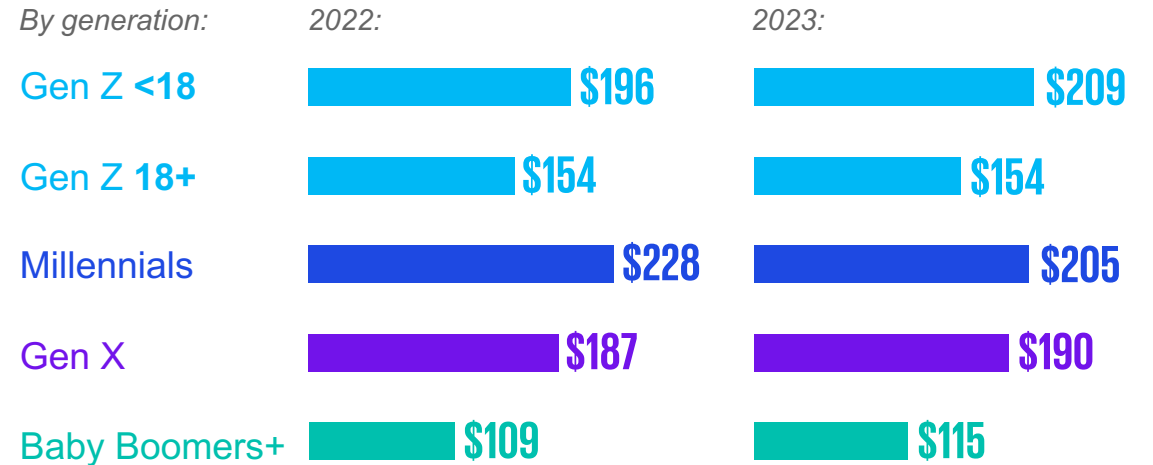
Mall trips



Average Spend



Expected spend per trip 2022 vs. 2023



Why consumers go to the mall

53%
Like trying/seeing new products in person

35%
Like comparing prices and products across multiple stores

34%
Like the restaurants/food court

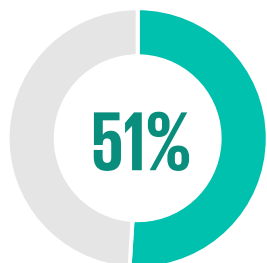
31%
Go to hang out with friends/family

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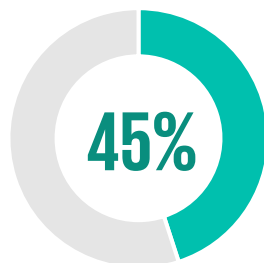
Environmental sustainability and consumer purchasing behaviors



of the 36% who rated environmental sustainable important...



Check the product label for green certifications or fabric content



Decide based on product descriptions, images, or marketing

Environmental sustainability opt-outs

8% Overall consumers report that they have not taken any environmentally sustainable actions and do not plan to in 2023.

Purchases most likely to be tied to social responsibility



Restaurants



Apparel



Personal care products

Possible boycotting



~50%

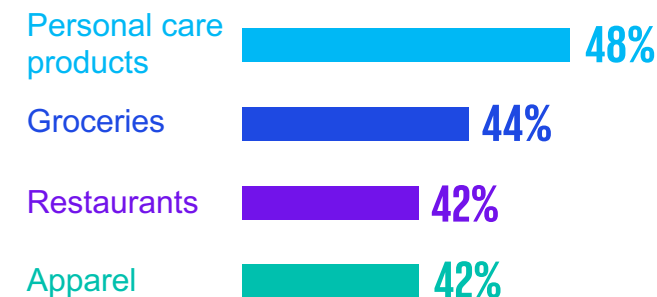
of consumers who say social sustainability is important to purchase decisions, and 31% overall, claim they would likely boycott a company for not being socially responsible.



36%

of consumers say environmental sustainability is important to purchase decisions

Purchases most likely to be tied to environmental sustainability



Reduce, reuse, recycle, **refuse**

+50%

of consumers try to reduce water or energy use, reuse single-use plastic bags, or recycle plastic household items at home.



15%

of consumers plan to **start refusing single-use plastic items**



14%

plan to take action on packaging by refusing unnecessary product packaging or purchasing alternatively packaged items