Consumer pulse survey

Summer 2024

Executive summary: Consumer pulse survey summer 2024

KPMG surveyed 1,006 U.S. consumers to understand how household finances, spending priorities, and channel preferences have changed since 2023. The survey also explored demographic variations between men and women, generations, and income.

Household economics: Consumers perceive ongoing inflation strain

- Household income remained relatively consistent between 2023 and 2024
- Consumers cut back on discretionary spending to offset essential spending
- Personal care, travel, and restaurants saw the biggest decreases in spending

Shopper preferences: Consumers seek budget-friendly options

- More apparel customers shop at thrift and discount stores
- Grocery shoppers prioritize national supermarkets and mass market retailers
- Over half of consumers are likely to purchase paid subscriptions

Travel: Strong demand for summer travel

- More plan to travel—especially men, millennials, and high-income consumers
- Consumers planning more international travel
- Most trips are two days to two weeks long—with fewer longer trips

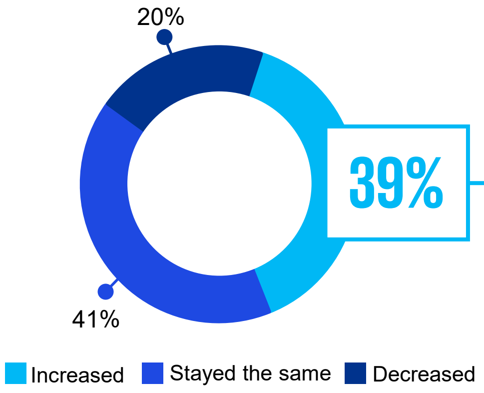
Health & wellness: Consumers more health conscious

- Strong interest in physical fitness and balanced diet
- More men prioritize physical fitness; more women prioritize balanced diet
- Supplements, fitness trackers, and gym memberships are the top products/services

Consumer household economics

Household incomes were relatively consistent with 2023, with increases driven by salary/wage growth or cost of living adjustments. Consumers spent less across most categories, except for groceries and automotive. The share of essential spending increased as discretionary spending decreased.

Income change 2023 to 2024



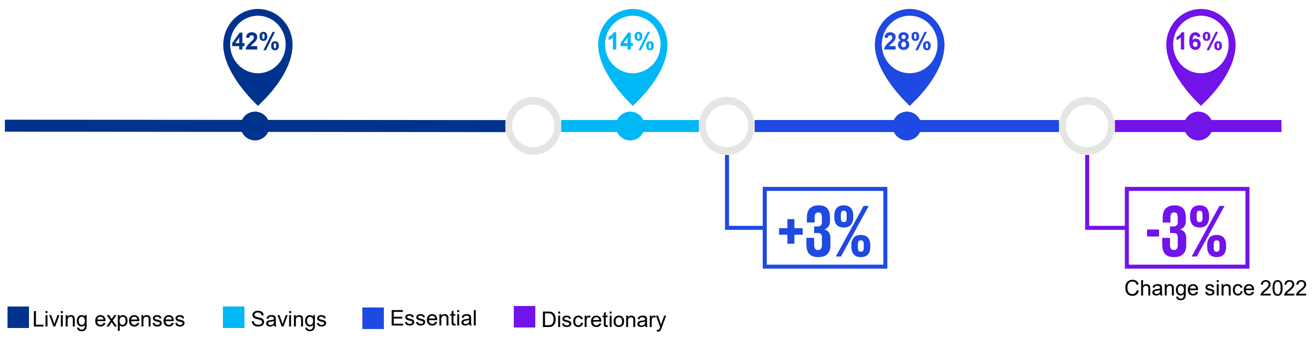
Key drivers of the increase

46% Increase in salary / wages

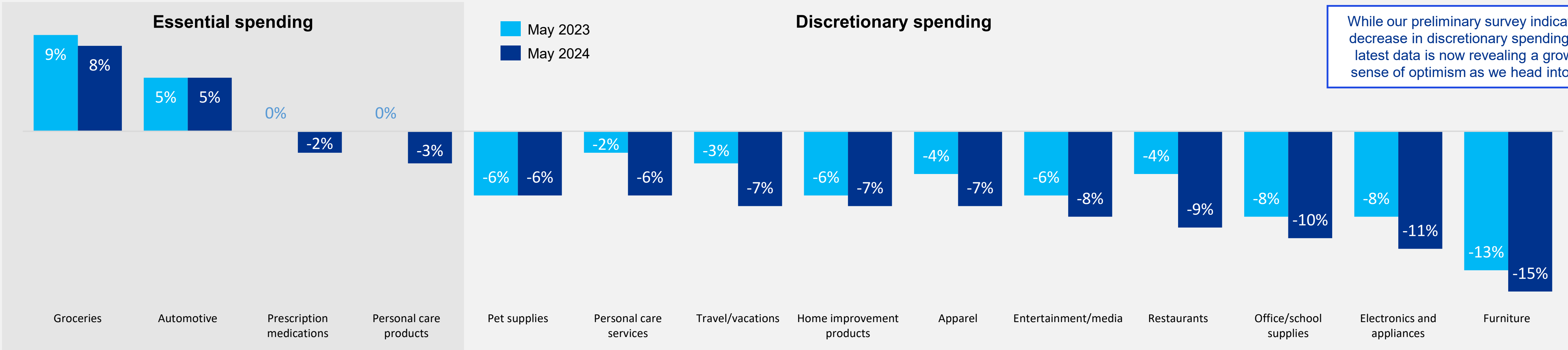
40% Cost of living adjustment

Household spending under some strain from inflation

Essential spending (e.g., gas) crowded out **discretionary** spending



Consumers spend less across most categories

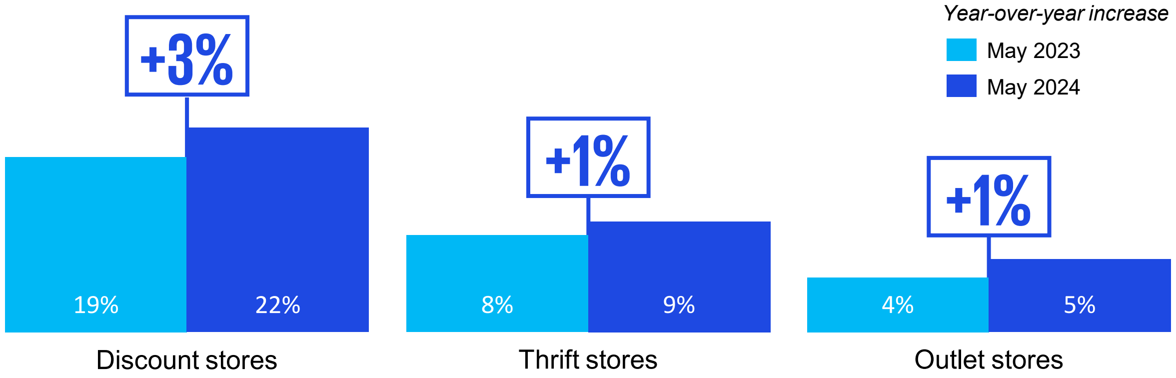


While our preliminary survey indicated a decrease in discretionary spending, our latest data is now revealing a growing sense of optimism as we head into fall.

Channel preferences

Amid inflation strain, more consumers are shopping at discount apparel, thrift, and outlet stores. National/regional supermarkets and mass market retailers are the top choices for groceries. Across most categories, a plurality spends less than 11% of total spending online. Most consumers are likely to buy subscriptions.

Apparel shoppers are more cost conscious



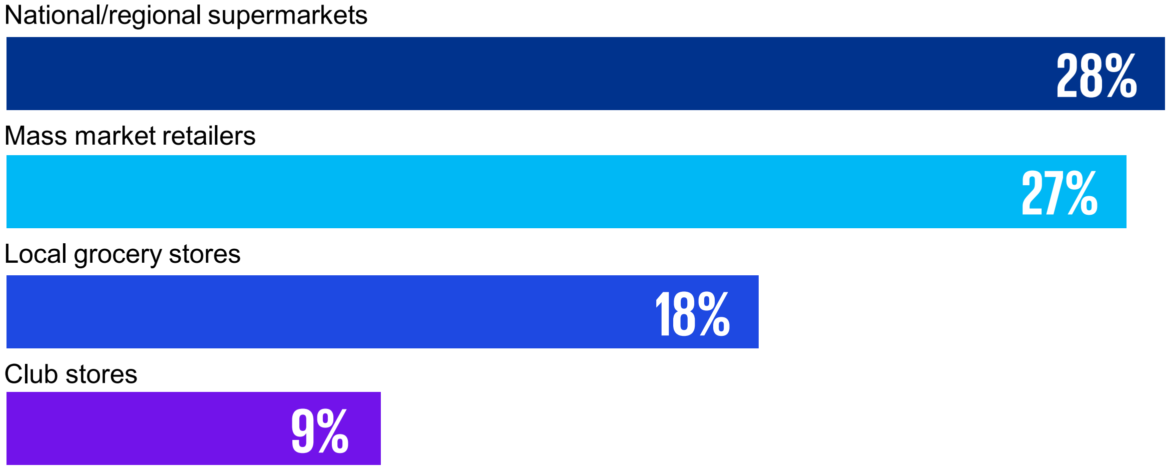
Online shopping is popular for in-home entertainment, travel

Ecommerce: Plurality of consumers spend **less than 11% online** across most categories

Travel: **40%** spend **more than half** of total spending online

In-home entertainment: **47%** spend **more than half** of total spending online

Grocery shoppers prefer supermarkets, mass market retailers



2024 consumer preferences

Consumers purchase subscriptions, especially streaming services

Most common types of subscription / membership over the last year

- #1 Streaming services (**64%**)
- #2 Online shopping platforms (**54%**)

Likelihood of future subscription, paid membership

- 57% Very likely/likely to purchase subscription
- 23% Very unlikely/unlikely to purchase subscription

Consumer travel plans

Most consumers are planning summer travel—with greater interest in international travel this year. Demographic differences emerge, as men, millennials, and high-income households are more likely to travel.

Strong demand for summer travel

60% Consumers with summer travel plans

+5% **Increase** since 2022

More planning international travel

- 13% **2022**
- 21% **2024**

Most plan one or two trips

- 81% **1-2 trips**
- 19% **3+ trips**

Car, plane remain most popular travel methods

- 63% **Car**
- 53% **Plane**

Demographic differences emerge

More men than women plan summer travel 18%

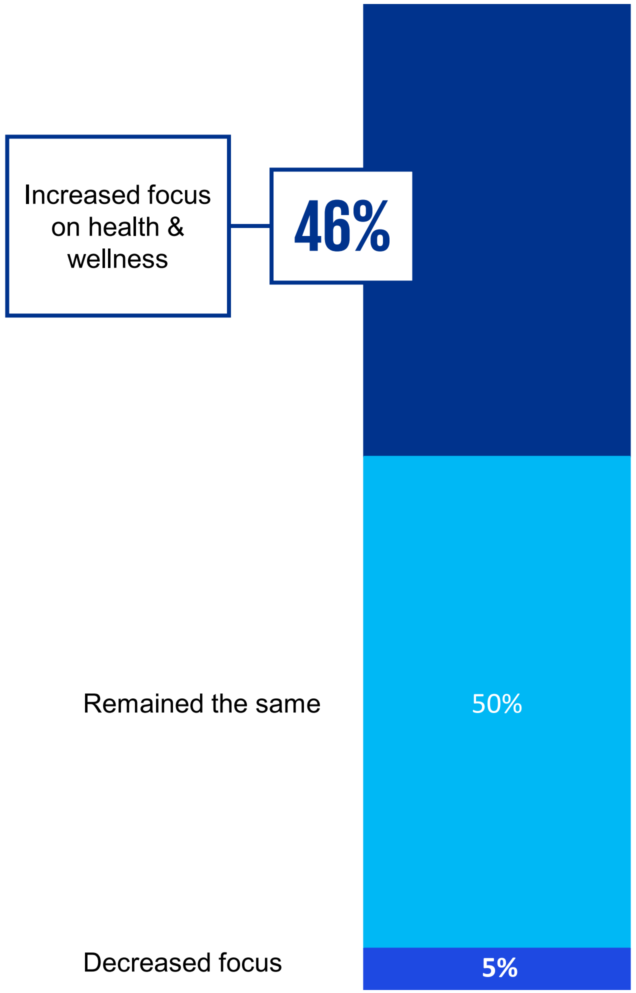
+6% **Millennials are more likely to travel than other generations**

High income groups ($100k +) are more likely to travel +12%

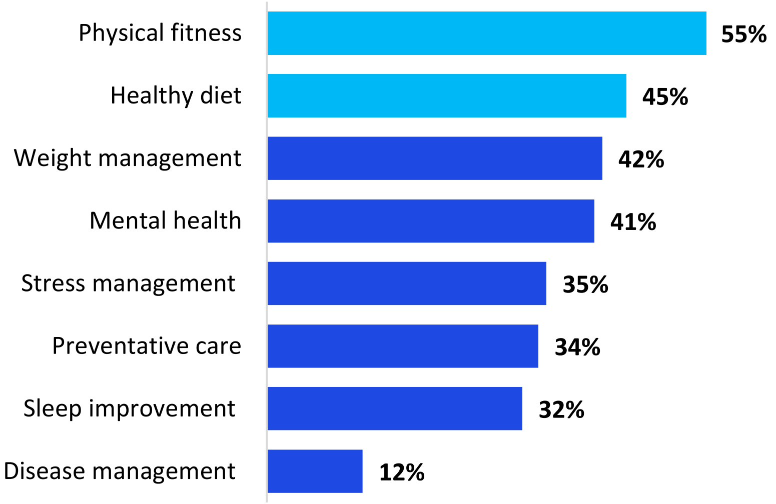
Health and wellness

Focus on health and wellness increased for nearly half of respondents. Physical fitness and healthy/balanced diet are the top priorities. Consumers are looking for supplements/vitamins, fitness trackers, and gym memberships to support their wellness journeys.

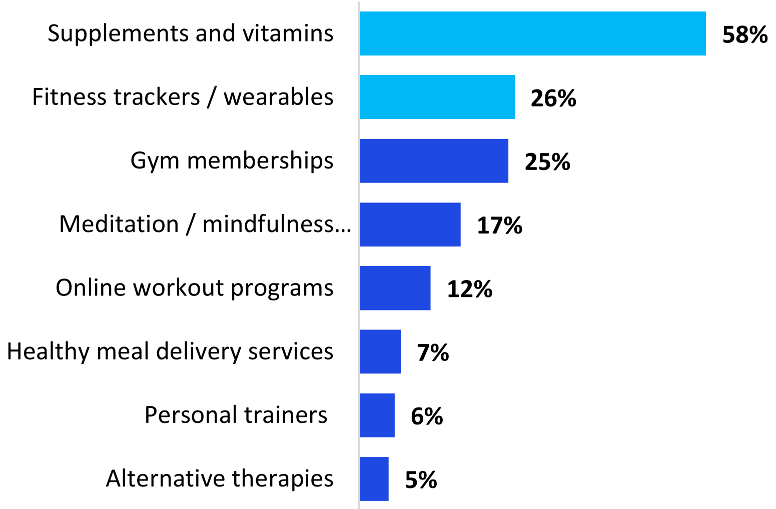
Consumers more health focused



Physical fitness, diet top wellness priorities



Consumers more health focused



High income, millennials exercise more frequently
(exercise at least 3x per week)

All
56%

Millennials
60%

$200k+
74%

Women more likely to prioritize **healthy diet (50%)**

Men more likely to prioritize **physical fitness (63%)**

Top factors driving wellness product selection

Price
66%

Effectiveness
63%

Contact us:

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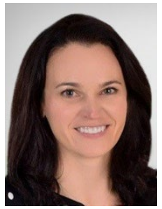

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DAS-2024-15750