Consumer pulse survey

Summer 2024

Executive Summary (1 of 2)

01

Consumer household economics

- Consumers household income has remained relatively consistent between 2023 and 2024.
- And increased salary and wages, along with cost-of-living adjustments, were the main drivers while lost jobs contributed to the decrease in income.
- Still, household budgets are feeling some strain and as a result discretionary spend continues to tick down to offset the spend on essential purchases from May 2022 to May 2024.
- Compared to summer 2023, consumers report a decrease in spend across categories with the exception of food and auto.
- Respondent sentiment on inflation is similar in most cases as compared to May 2023; fewer respondents believe that inflation will taper off soon this year (36 percent versus 31 percent).

02

Consumer channel preferences

- Consumers are more budget conscious compared to a year ago with more choosing to shop at discount and thrift stores.
- For groceries, more than half of respondents choose national supermarkets and mass market retailers.
- For apparel, consumers are also choosing to shop more at thrift stores compared to the prior two years.
- Online spend for most categories is below 11%, but it is particularly high for in home entertainment and travel.
- Over half of consumers consider themselves likely or very likely to choose paid subscription services in the future and paid streaming services are the most likely subscription they are interested in. Although recent CPI data suggests that cable, satellite and streaming services prices have fallen[a].

Source(s): (a) Bureau of Labor Statistics

Executive Summary (2 of 2)

03

Travel plans

- According to survey respondents, the desire to travel remains strong for summer 2024, with 60 percent of respondents planning to travel compared to 55 percent in summer 2022. This is despite latest CPI trends showing a decline in airfare prices[a].
- Men, millennials, and higher-income households are more likely to have travel plans, with 60 percent of respondents having traveled in summer 2023.
- Around 80 percent of respondents plan to take 1-2 trips in summer 2024, with 21 percent planning for international trips.
- Length of trips taken/planned are usually between 2 days-2 weeks. Fewer respondents are planning for longer trips (more than 3 weeks) this year (2024) compared to previous years (2022 and 2023).
- Cars and planes are the popular modes of transportation, while hotels remain the most preferred type of accommodation. Preference for vacation rentals or cruises is higher among millennials.

04

Health and wellness

- Health and wellness continues to be an important consideration for consumers.
- Consumers with higher income exercise more frequently as do millennials.
- The top health and wellness priorities are physical fitness (55%), balanced diet (45%), and weight management (42%).
- Men prioritize physical fitness (63%), while women prioritize balanced diet (50%). Millennials prioritize balanced diet as well.
- The most commonly used health and wellness services are supplements and vitamins (58%), fitness trackers (26%), and gym memberships (25%).
- Price (66%) and effectiveness (63%) are key factors in selecting health and wellness products/services. Post-COVID-19, there is increased focus on diet quality (57%), exercise frequency (48%), and preventive healthcare (47%).

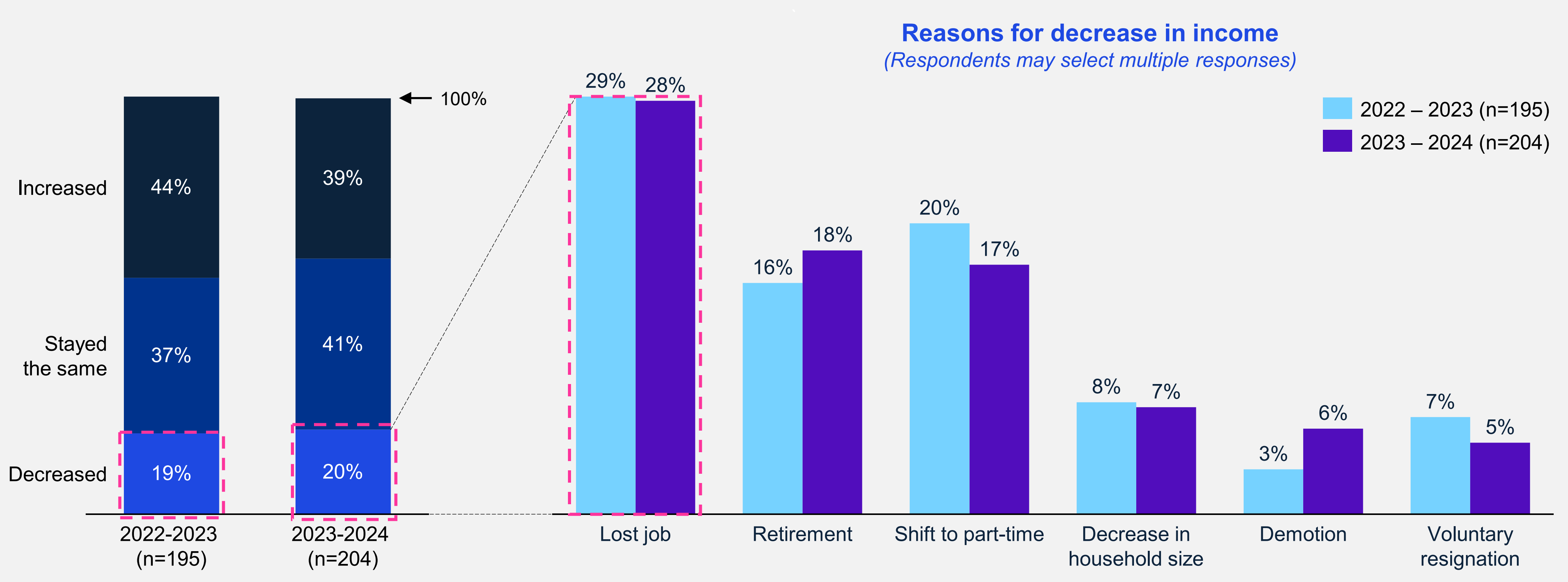
Source(s): (a) Bureau of Labor Statistics

01

Consumer household economics

Household income changes stayed relatively consistent from 2023 to 2024; lost job is the top reason consumers reported a decrease in household income.

Household income change, from 2022 to 2023 versus 2023 to 2024

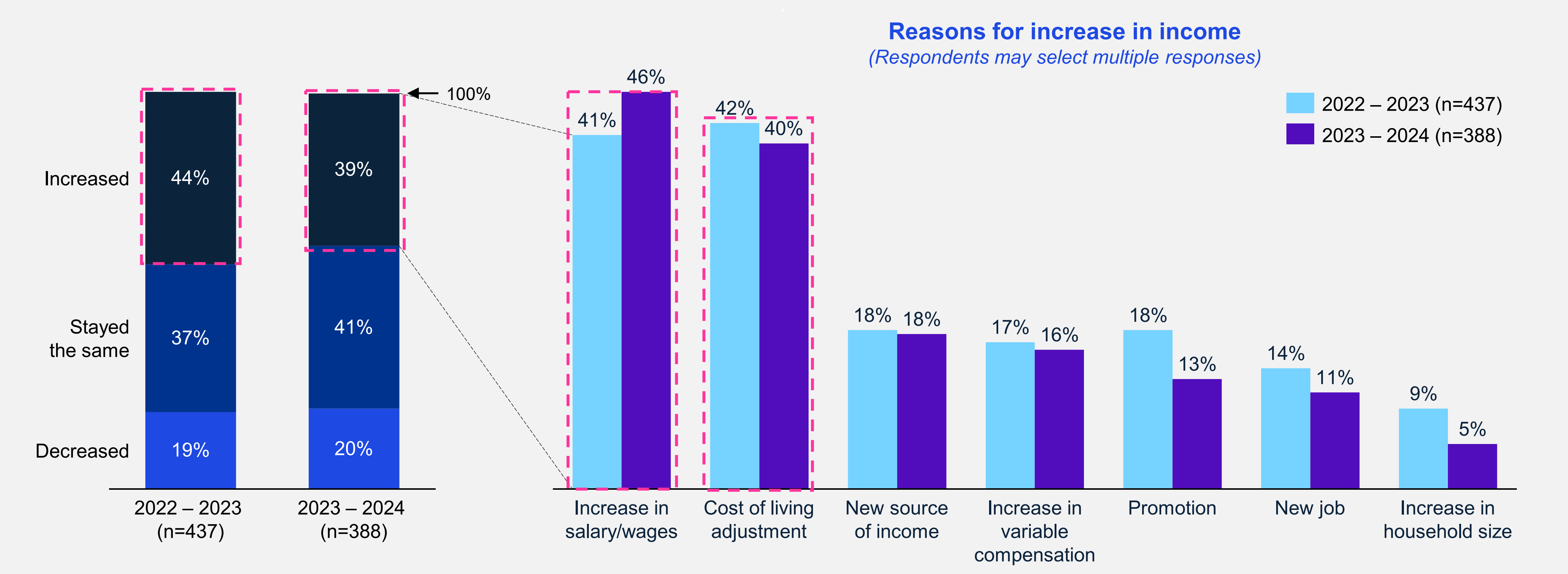


Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “Compared to 2023, has your household income increased, decreased, or remained the same in 2024?”; "What caused the recent decrease in your household income?”; “Did you or someone in your household experience any of the following?”.

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

The main reasons for the increase in household income, as reported by the respondents, are an increase in salary and wages, as well as a cost of living adjustment.

Household income change, from 2022 to 2023 versus 2023 to 2024

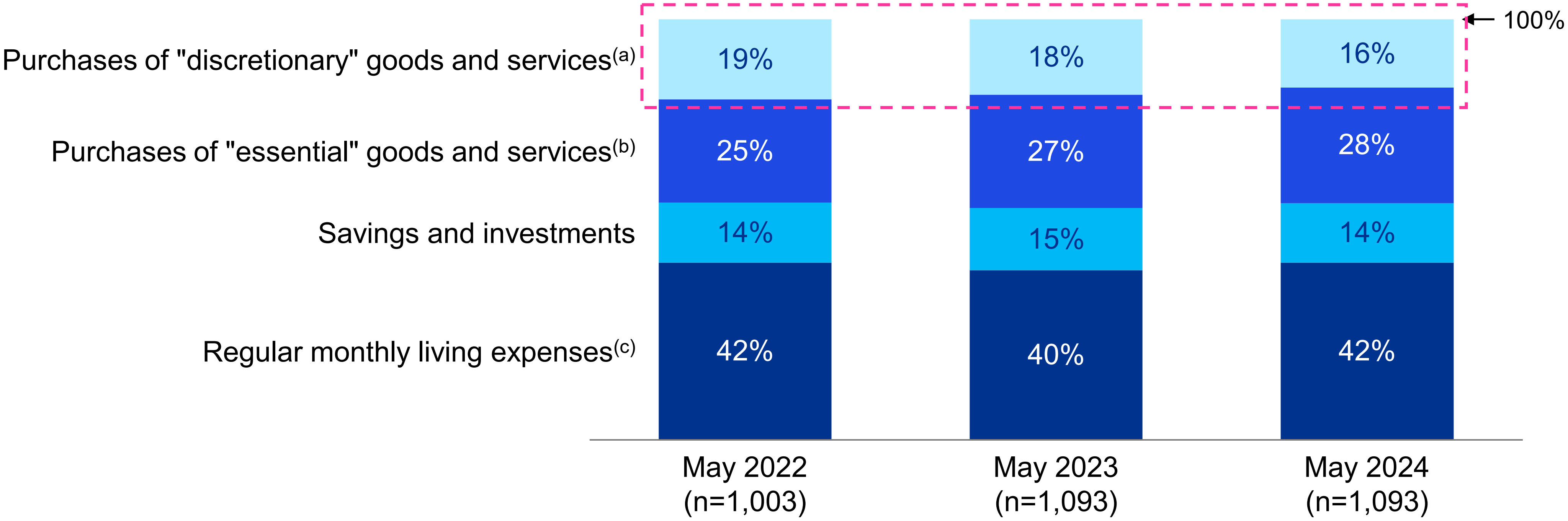


Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “Compared to 2023, has your household income increased, decreased, or remained the same in 2024?”; "What caused the recent increase in your household income?; “Did you or someone in your household experience any of the following?”.

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

Discretionary spend continues to decline to offset the spend on essential purchases from May 2022 to May 2024.

Percentage of household income spend per category, summer 2022 – summer 2024

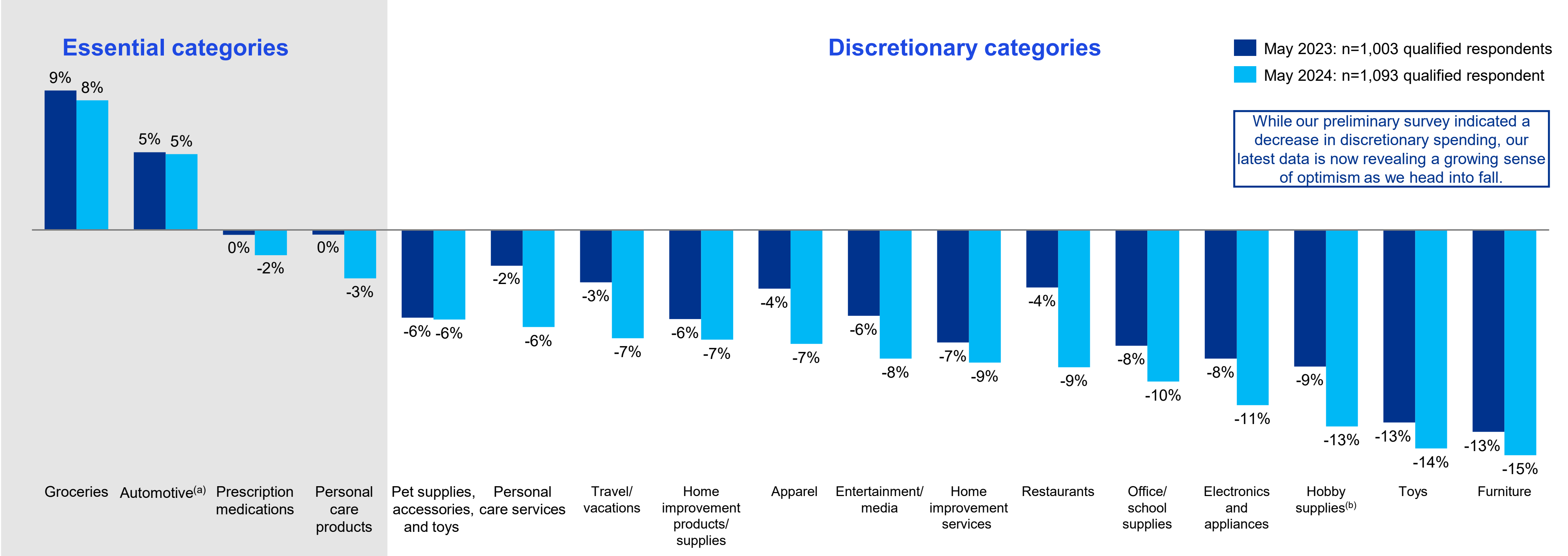


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "Please estimate to the best of your ability what percent of your monthly household income was spent on each of the following categories in the summer of 2023 and what percent will be spent on each of the following categories in the summer of 2024. Please include both online and in-store spending.";
(a) Discretionary goods and services include restaurants, clothing, and entertainment; (b) Essential goods and services include food, prescription medications, and personal care products; (c) Regular monthly living expenses include housing costs, utilities, home and auto insurance, health insurance, and education.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023; KPMG Consumer Pulse Survey, fielded April 2022

Compared to summer 2023 respondents expect to spend less across essential and discretionary categories.

Anticipated change in monthly spend by category, summer 2023 versus summer 2024

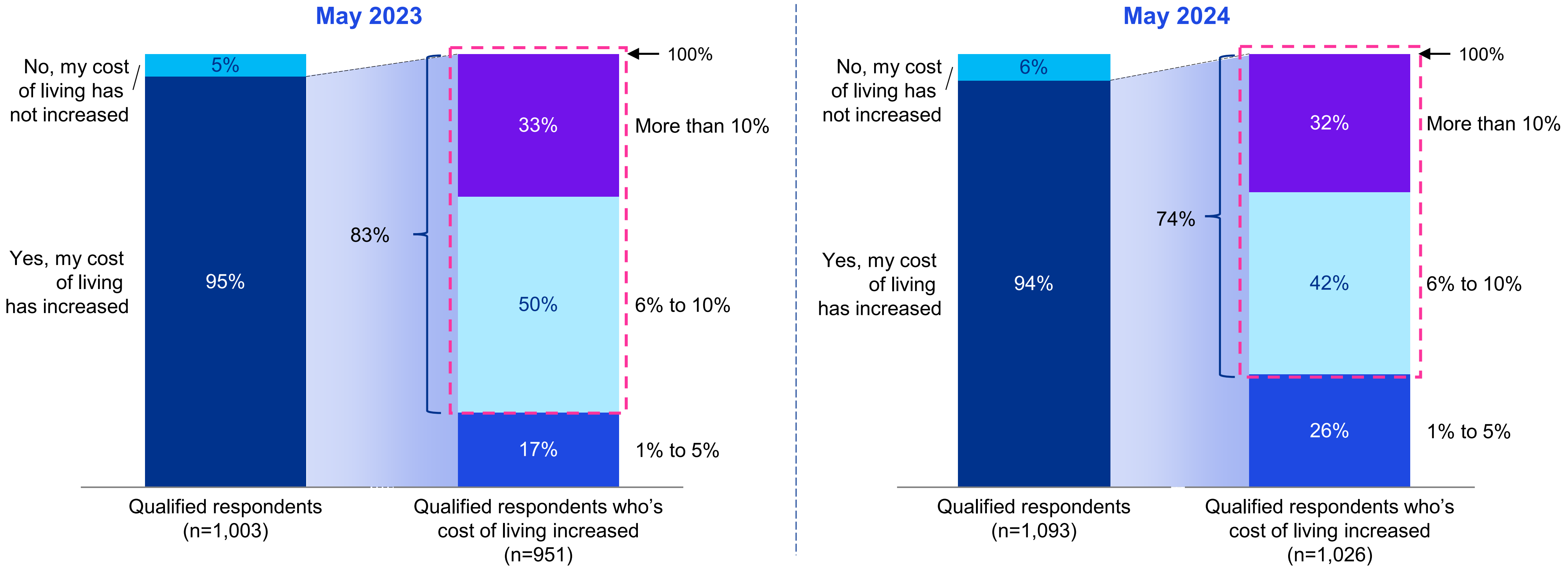


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "How much do you think your monthly household spend on each of the following products/services will increase this summer (2024) compared to last summer (2023)?Please indicate your expected percent increase for each category below."; "How much do you think your monthly household spend on each of the following products/services will decrease this summer (2024) compared to last summer (2023)? Please indicate your expected percent increase for each category below"; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance; (b) Hobby supplies includes sporting goods, musical instruments, and books.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

Most respondents continued to experience the pressure of inflation from 2023 to 2024, with roughly 74 percent (though relatively lower than 83 percent in 2023) reported increased cost of living.

Consumer perceptions regarding increasing cost of living summer 2023 versus summer 2024

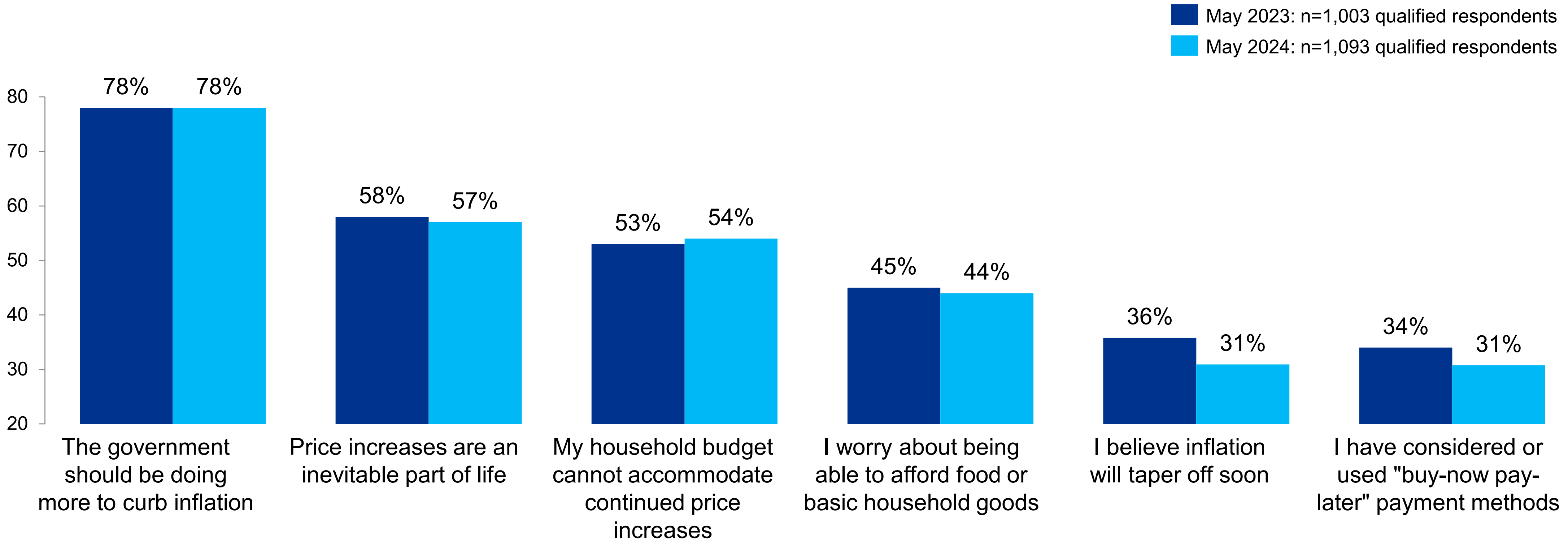


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "Do you believe that your cost of living has gone up in the last year?"; "How much do you believe your cost of living has gone up in the last year?".

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

Respondent sentiment on inflation is similar in most cases as compared to May 2023; fewer respondents believe that inflation will taper off soon this year (36 percent versus 31 percent).

Consumer's sentiment on inflation summer 2023 versus summer 2024[(a)]

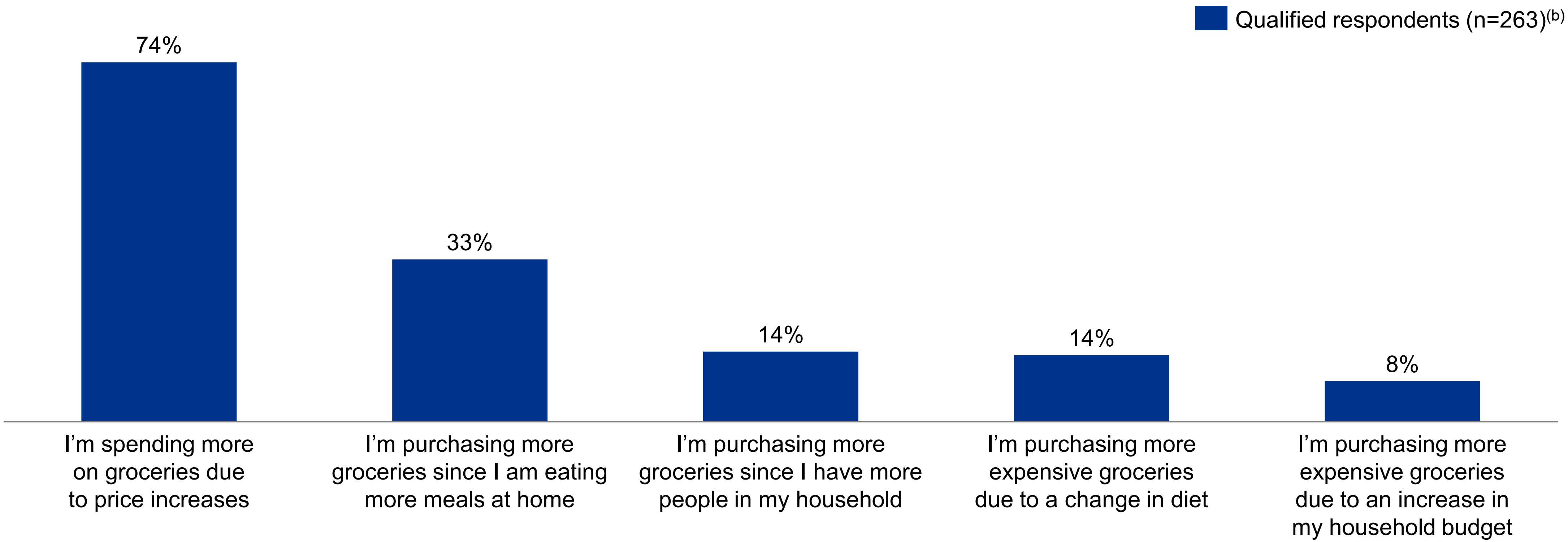


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked "To what extent do you agree with the following statements? (5-7= agree to strongly agree) (a) Respondents who selected "1-4 strongly disagree to neutral " have been excluded.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

Respondents who experienced an increase in spend on grocery, believe it to be driven by inflation (74 percent) and increase in number of meals consumed at home (33 percent).

Reasons for increase in grocery spend in 2024 compared to 2023[(a)]



Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "Why do you believe that your grocery spend is going to go up this summer versus last summer?"; (a) The sum of individual option % do not add to 100% since respondents were allowed to select more than one option; (b) Includes only those respondents who mentioned that their monthly household spend on groceries would increase by more than 15% in 2024 as compared to 2023

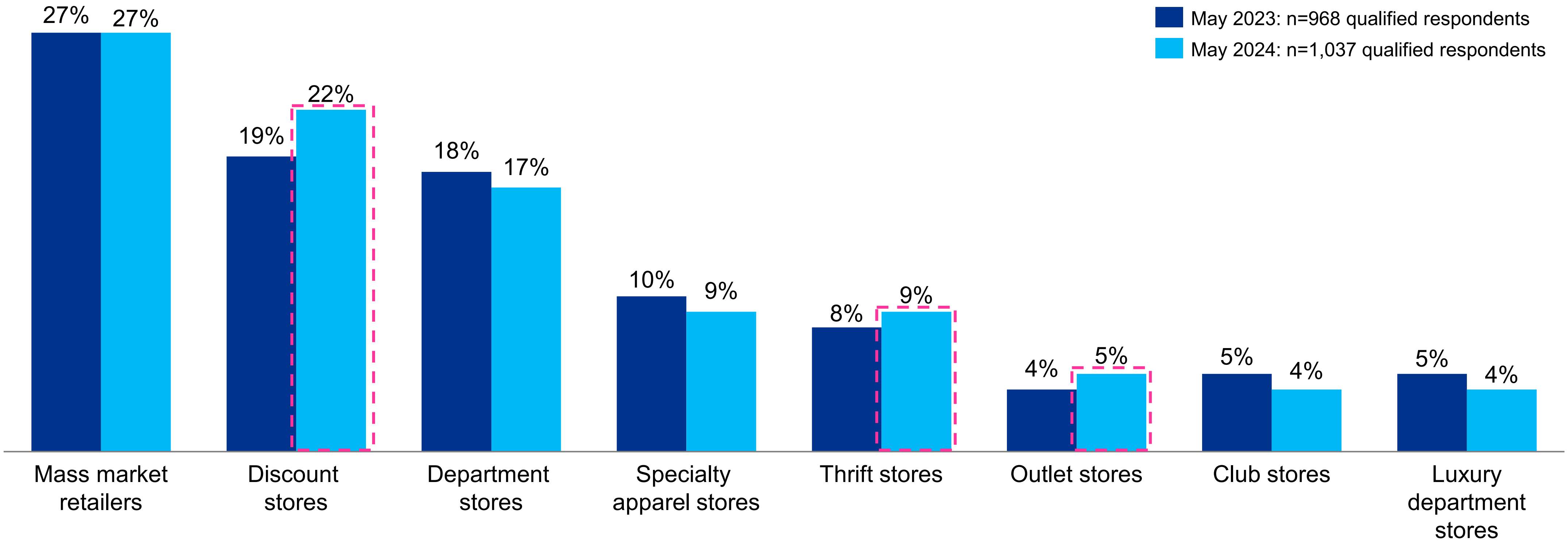
Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

03

Channel preferences

Spend on retailer types have increased for discount, thrift and outlet stores in summer 2024 as compared to summer 2023.

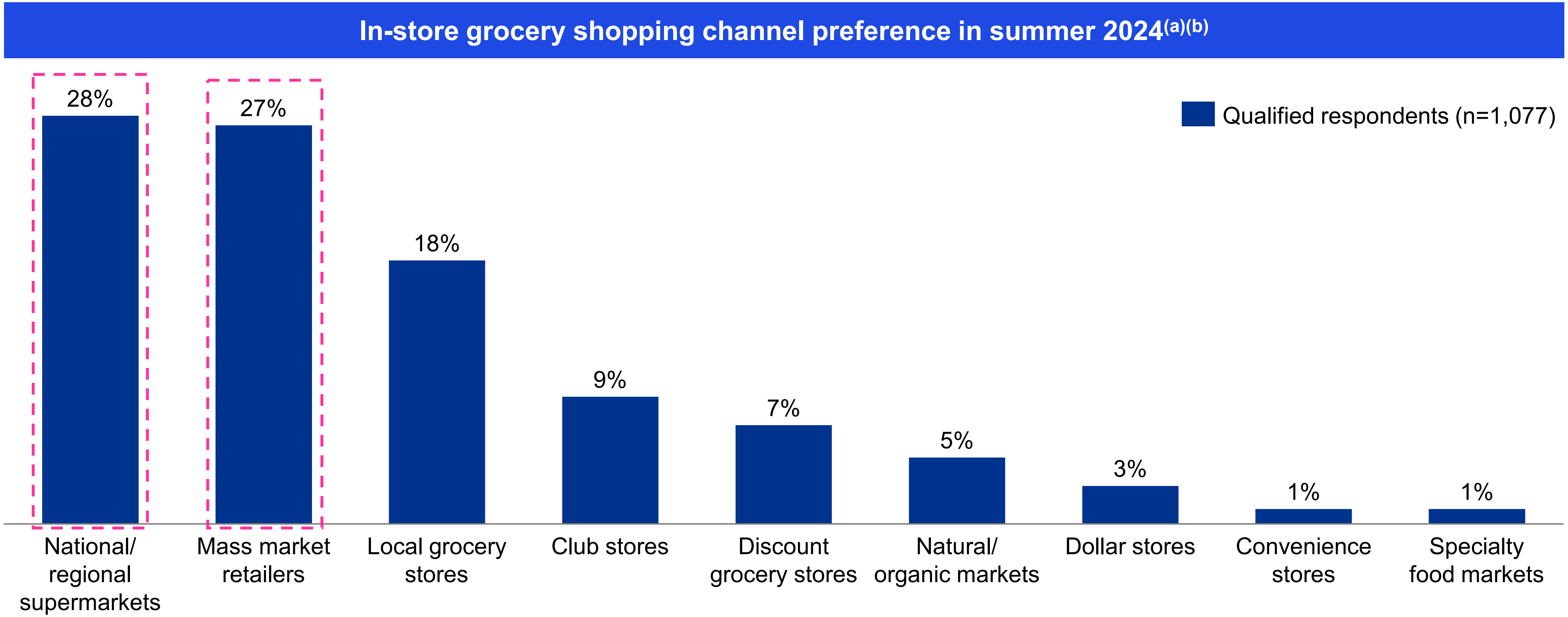
In-store apparel shopping channel share, summer 2023 versus summer 2024[a][b]



Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, “Where do you typically shop for apparel (in-store)?”; (b) The sum of % against each option will not add up to 100% since the chart does not show 4% and 3% respondents who selected ‘Others’ in 2024 and 2023 respectively.; (b) Includes those respondents who mentioned ‘less than 100%’ for apparel for the question: ‘Over the last 3 months, approximately what percent of your household spend on each of the following product categories occurred online?

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

More than half of respondents shop groceries at mass market retailers and supermarkets most frequently.

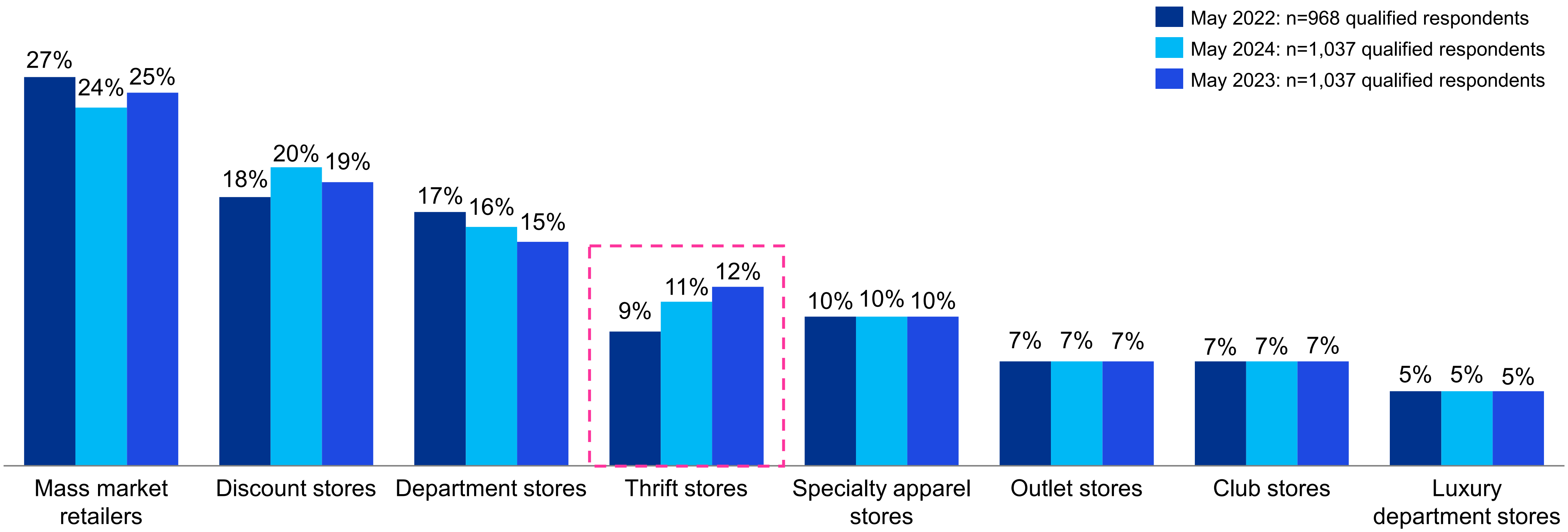


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, “Where do you typically shop for groceries (in-store)?”; (a) Includes those respondents who mentioned ‘less than 100%’ for grocery for the question: ‘Over the last 3 months, approximately what percent of your household spend on each of the following product categories occurred online?’; (b) The sum of % against each option will not add up to 100% since the chart does not show 1% respondents who selected ‘Others’

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

Annual in-store apparel spending has been relatively consistent across retailer types; thrift store spending has increased slightly from summer 2022 to summer 2024.

Annual in-store apparel spending by year (summer 2022–summer 2024)(a)

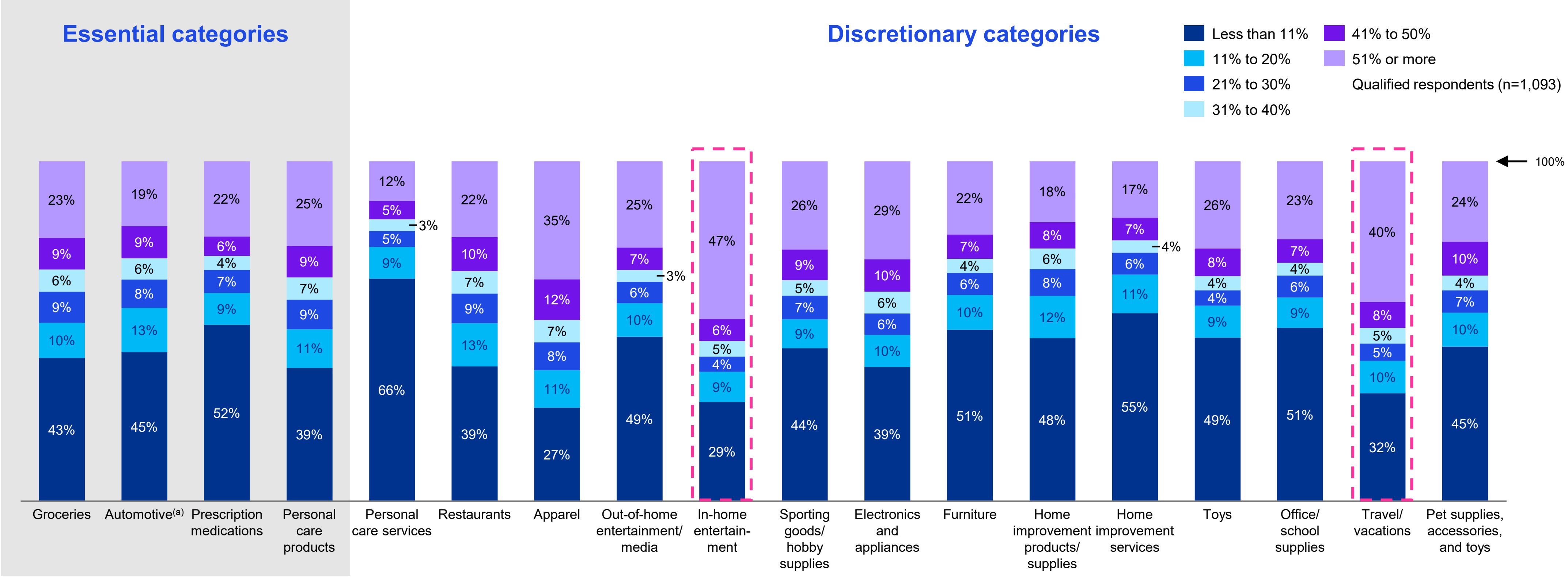


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked “What percent of your annual in-store apparel spend did you typically spend at each of the following apparel retailer types in 2023? What percent of your annual in-store apparel spend do you expect to occur at each of the following apparel retailer types in 2024?”; (a) Includes those respondents who mentioned ‘less than 100%’ for apparel for the question: ‘Over the last 3 months, approximately what percent of your household spend on each of the following product categories occurred online?.

Source(s): KPMG Consumer Pulse Survey April 21, 2024–May 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023; KPMG Consumer Pulse Survey, fielded April 2022

Share of online household spend continues to be less then 11 percent for most categories; online spend is particularly high for in-home entertainment and travel/vacation.

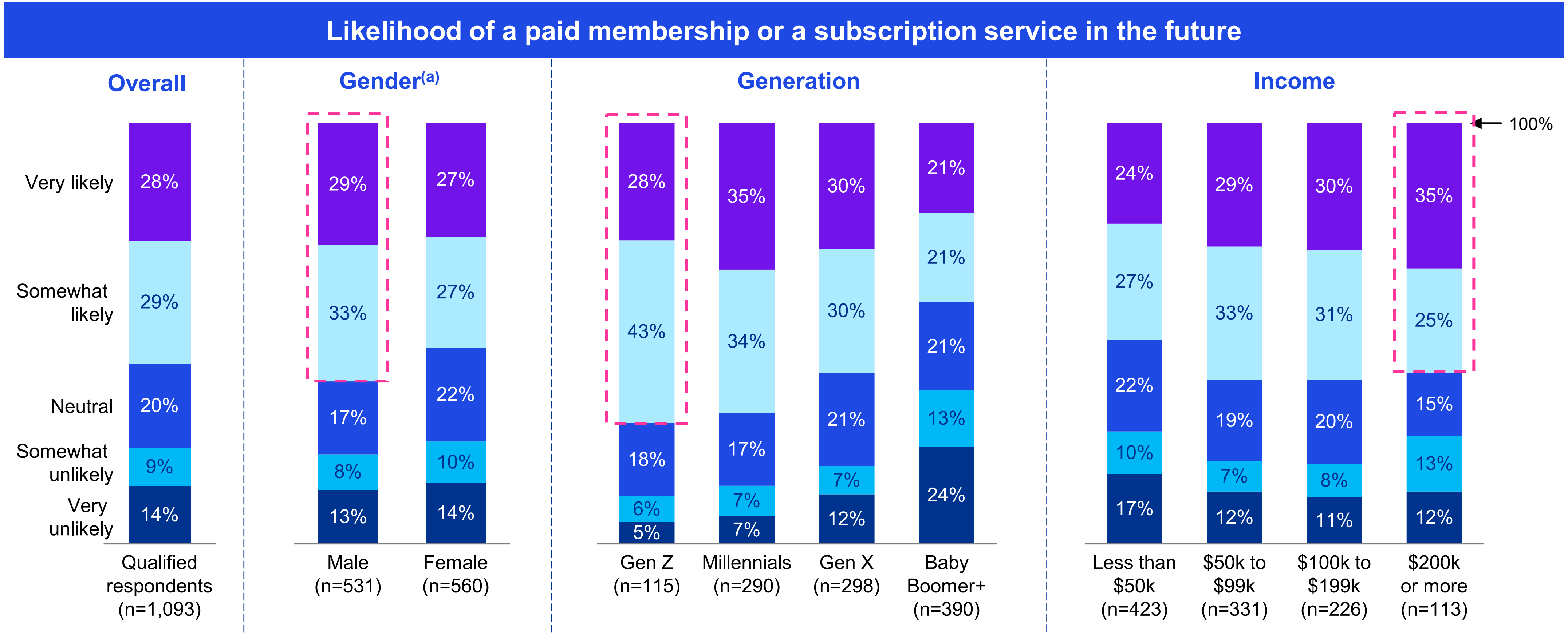
Share of online spend by category



Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, “Over the last 3 months, approximately what percent of your household spend on each of the following product categories occurred online?”; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

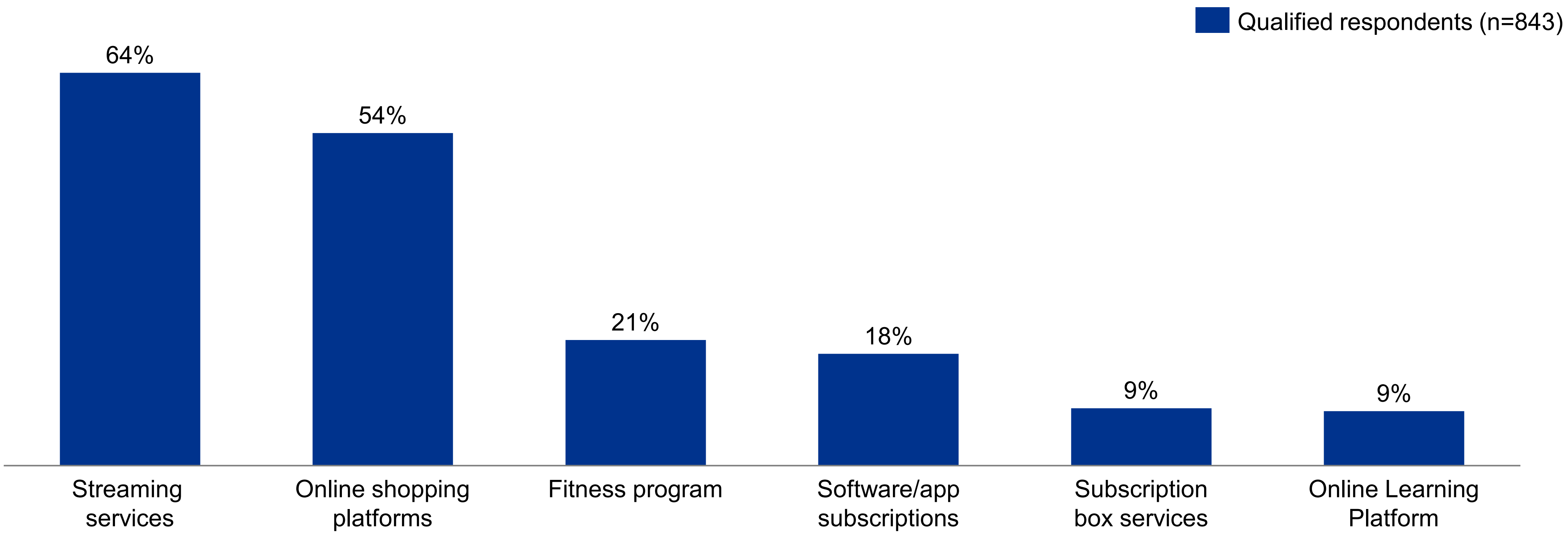
Males (61 percent), Gen Z (71 percent), and high-income individuals (60 percent) are more likely to consider a paid membership or subscription in the future.



Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, “How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?”; (a) Gender identification omits 2 survey respondents who selected “prefer to self- describe” due to low sample size.
Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

Streaming services (64 percent), and online shopping platforms (54 percent) are the most common subscriptions in the past year.

Subscription in the past year[a][b]

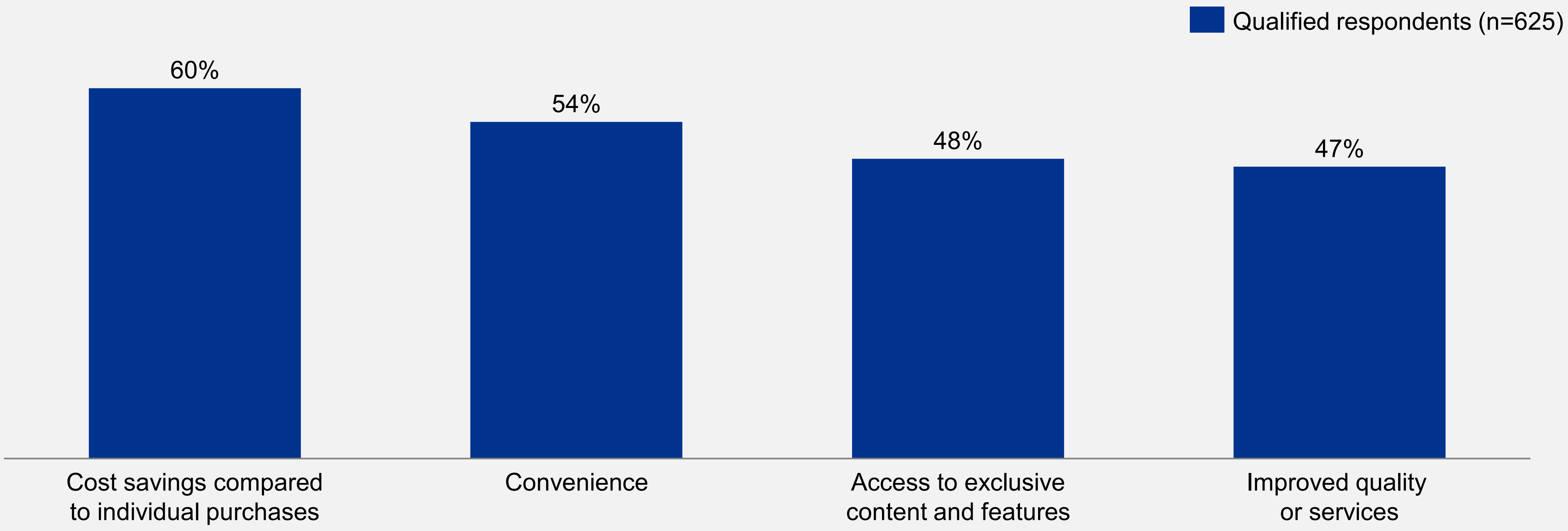


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, “In the past year, have you subscribed to any of the following?”; (a) The sum of individual option % do not add to 100% since respondents were allowed to select more than one option.; (b) Excludes those respondents who mentioned ‘‘very unlikely’ or ‘somewhat unlikely’ for ‘How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?’.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

Cost savings compared to individual purchases (60 percent) is the main reason for people to consider paid membership or subscription service.

Reasons to consider a paid membership or a subscription service[a][b]

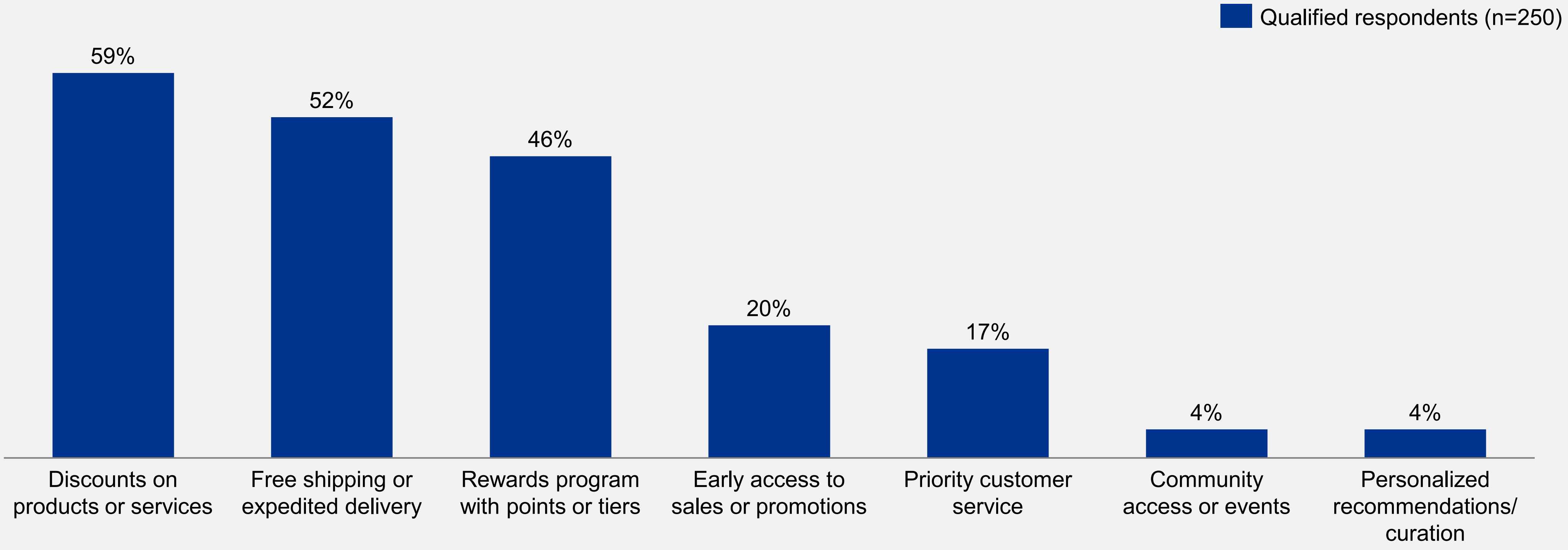


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, “What are the main reasons for you to consider a paid membership or a subscription service?”; (a) The sum of individual option % do not add to 100% since respondents were allowed to select more than one option.; (b) Includes only those respondents who mentioned ‘very likely’ or ‘somewhat likely’ to “How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?”.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

Discounts (59 percent), free shipping (52 percent), and reward programs (46 percent) are the top drivers of paid membership or subscription services.

Type of benefits that will make paid membership or subscription service more appealing[a][b]

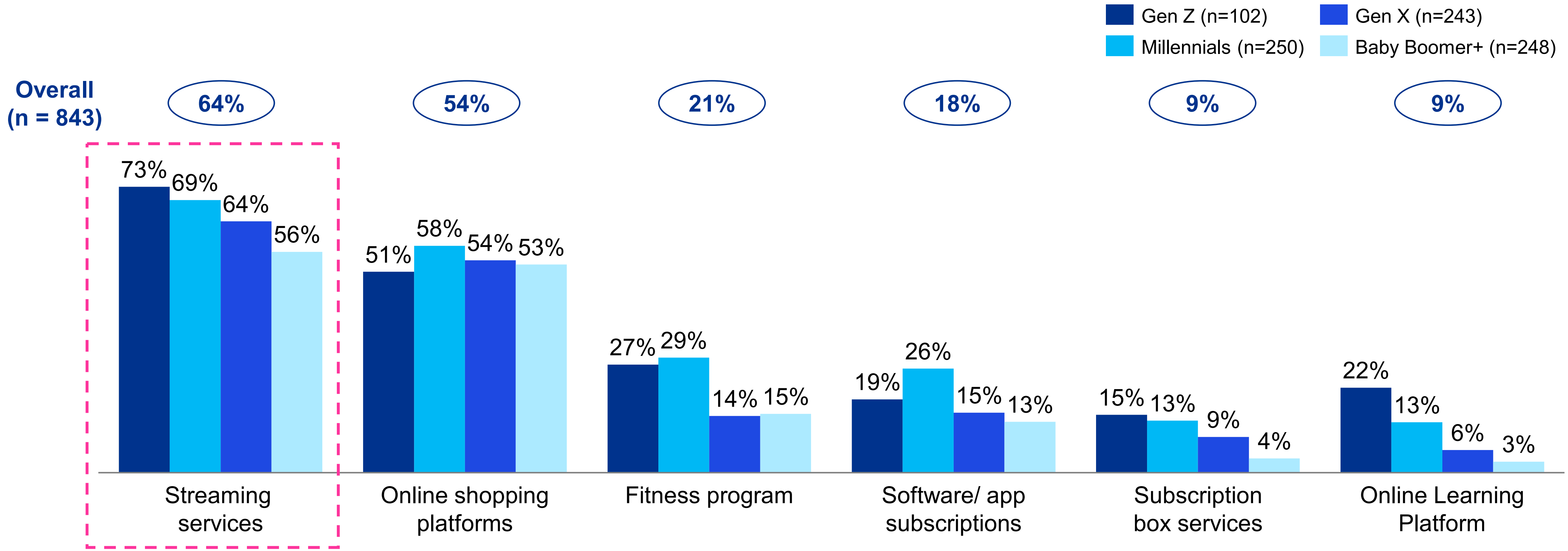


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "What type of benefits would make a paid membership or a subscription service more appealing to you?"; (a) The sum of individual option % do not add to 100% since respondents were allowed to select more than one option.; (b) Includes only those respondents who mentioned 'very unlikely' or 'somewhat unlikely' to "How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?".

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

Streaming services have been the most common subscription across age groups followed by online shopping platforms.

Subscription in the past year, by generation[a][b]

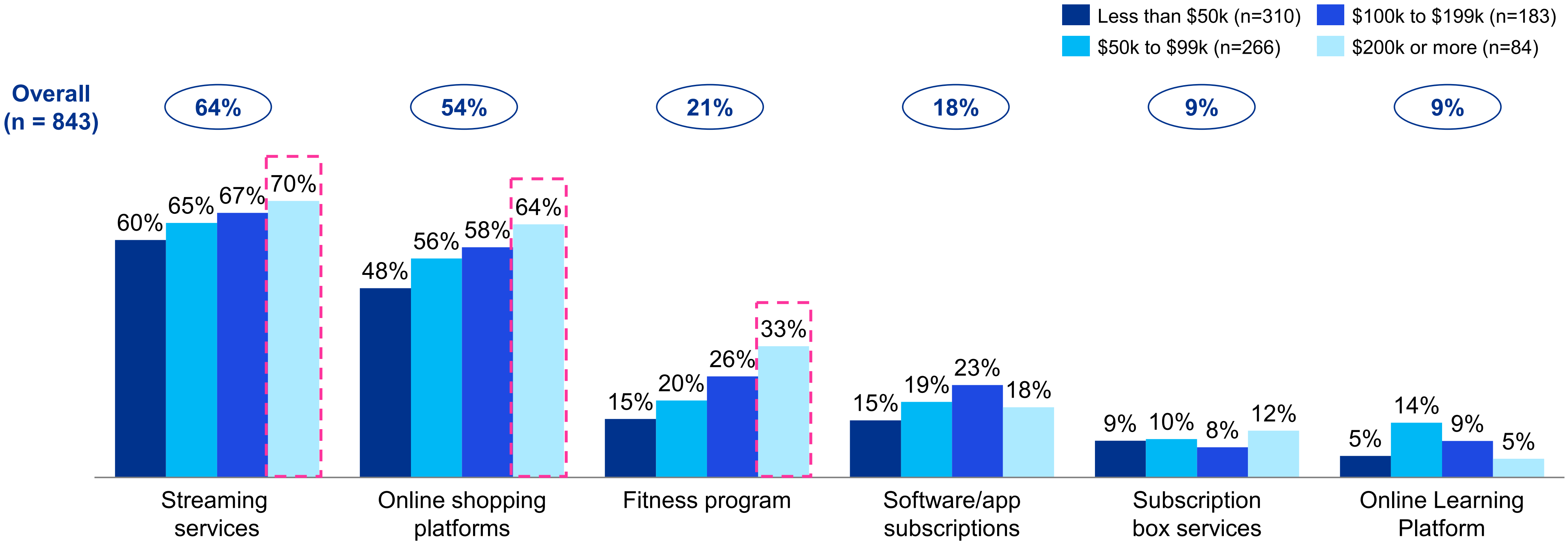


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "In the past year, have you subscribed to any of the following?". (a) The sum of individual options against each segment (Gen Z, Gen X etc.) will not add to 100% since respondents were allowed to select more than one option.; (b) Excludes those respondents who mentioned ''very unlikely' or 'somewhat unlikely' for 'How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?'.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

High-income respondents are subscribers to more services such as streaming (70 percent), online shopping (64 percent), and fitness programs (33 percent).

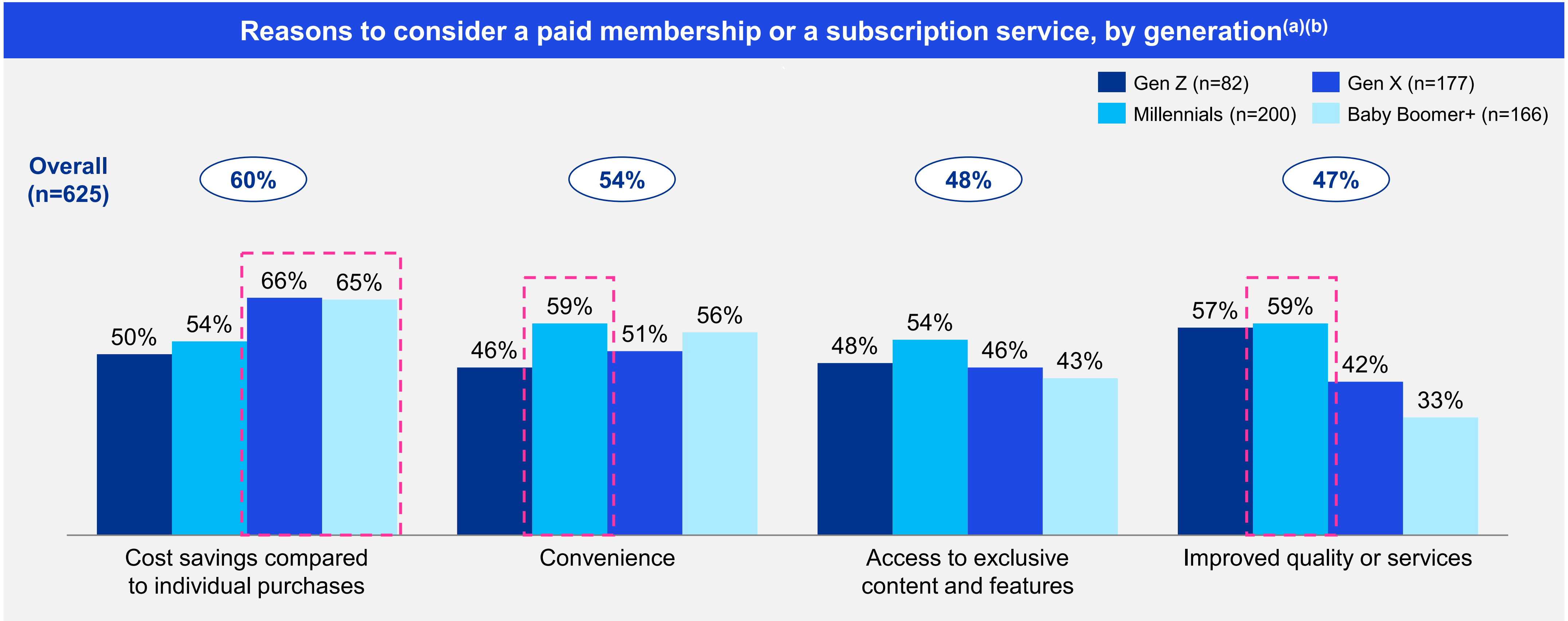
Subscription in the past year, by income[a][b]



Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "In the past year, have you subscribed to any of the following?". (a) The sum of individual options against each segment (Less than $50k, $50k to $99k etc.) will not add to 100% since respondents were allowed to select more than one option.; (b) Excludes those respondents who mentioned ''very unlikely' or 'somewhat unlikely' for 'How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?'.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

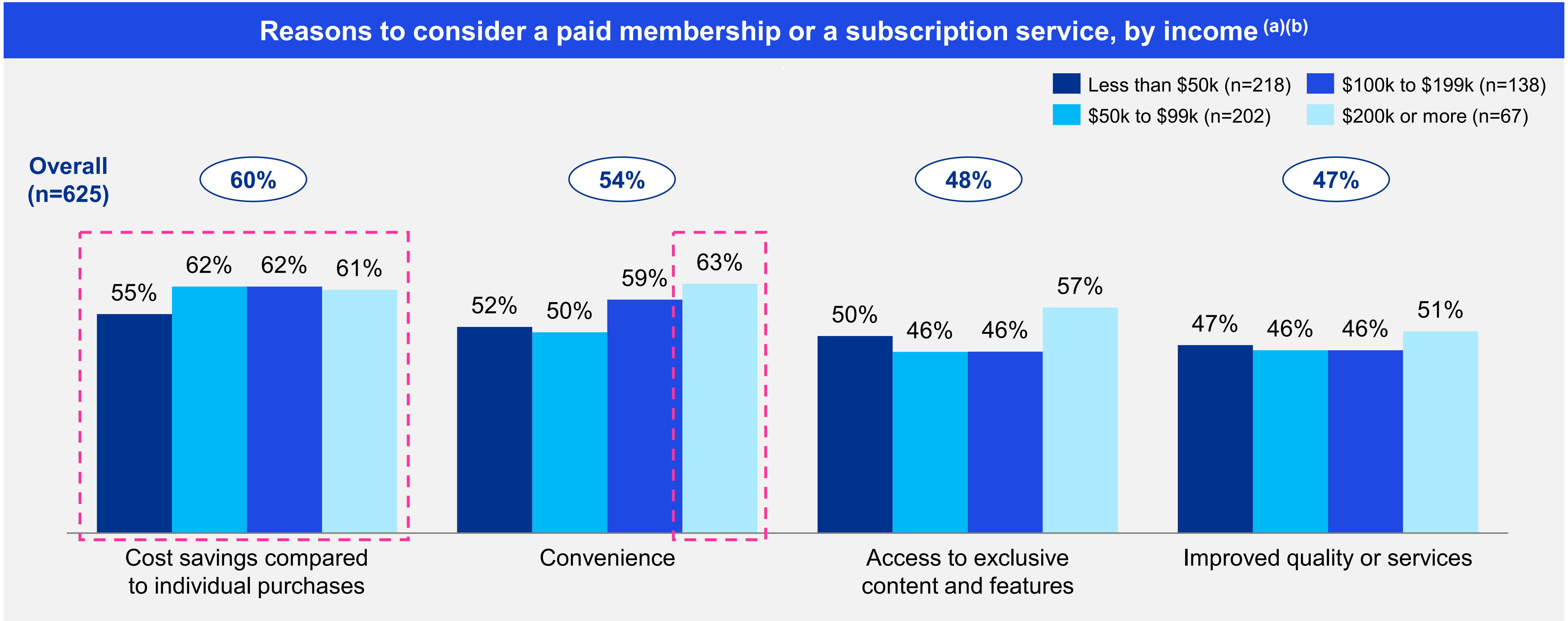
Cost savings is the main reason for Gen X and Baby Boomer+ respondents, while Millennials go for convenience and improved quality to consider paid membership or subscription service.



Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, “What are the main reasons for you to consider a paid membership or a subscription service?”; (a) The sum of individual option % against each segment (Gen Z, Gen X etc.) do not add to 100% since respondents were allowed to select more than one option.; (b) Includes only those respondents who mentioned ‘very likely’ or ‘somewhat likely’ to “How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?”.

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

Respondents across income groups are driven by cost saving to consider paid membership or subscription service, with respondents earning $200k+ giving an equal importance to convenience.

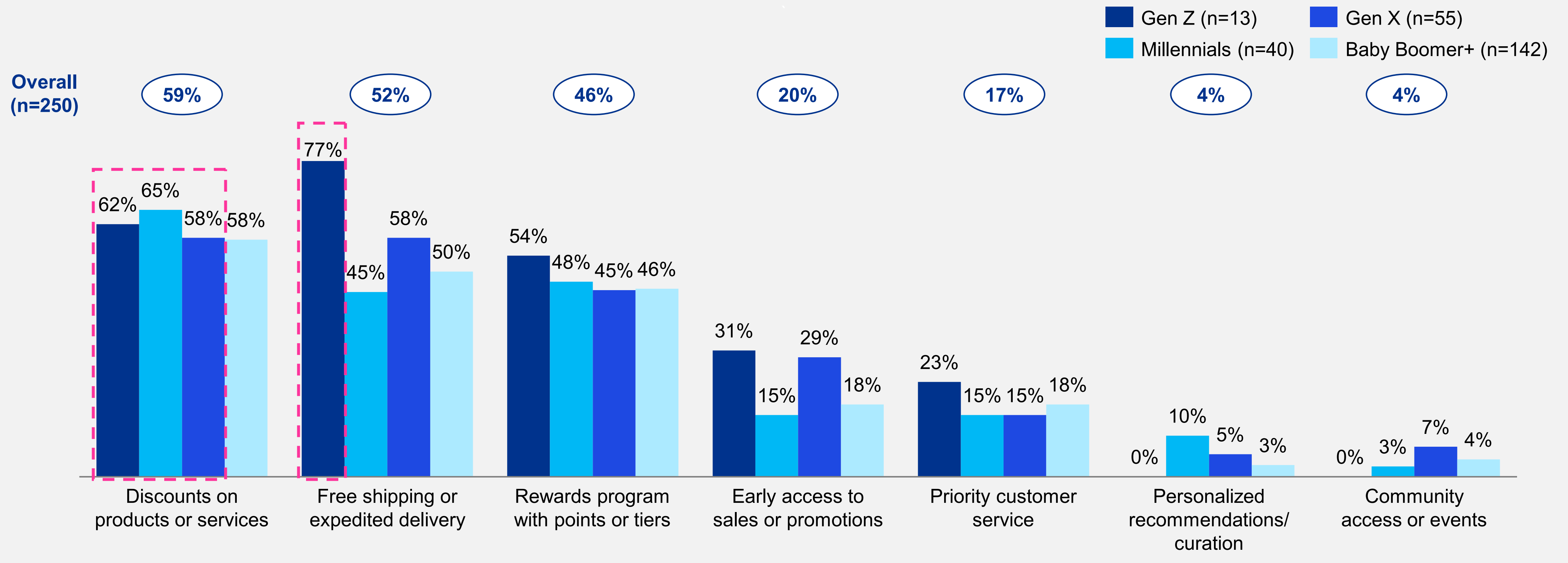


Note(s): KPMG conducted surveys of a representative sample of 1,093 consumers across the United States and, in all instances, asked, "What are the main reasons for you to consider a paid membership or a subscription service?".; (a) The sum of individual option % against each segment (Less than $50k, $50k to $99k etc.) do not add to 100% since respondents were allowed to select more than one option.; (b) Includes only those respondents who mentioned 'very likely' or 'somewhat likely' to "How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?"

Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

Free shipping is the top driver of paid membership or subscription services for Gen Z, while others are more driven by discounted products.

Type of benefits that will make paid membership or subscription service more appealing, by generation[(a)(b)]



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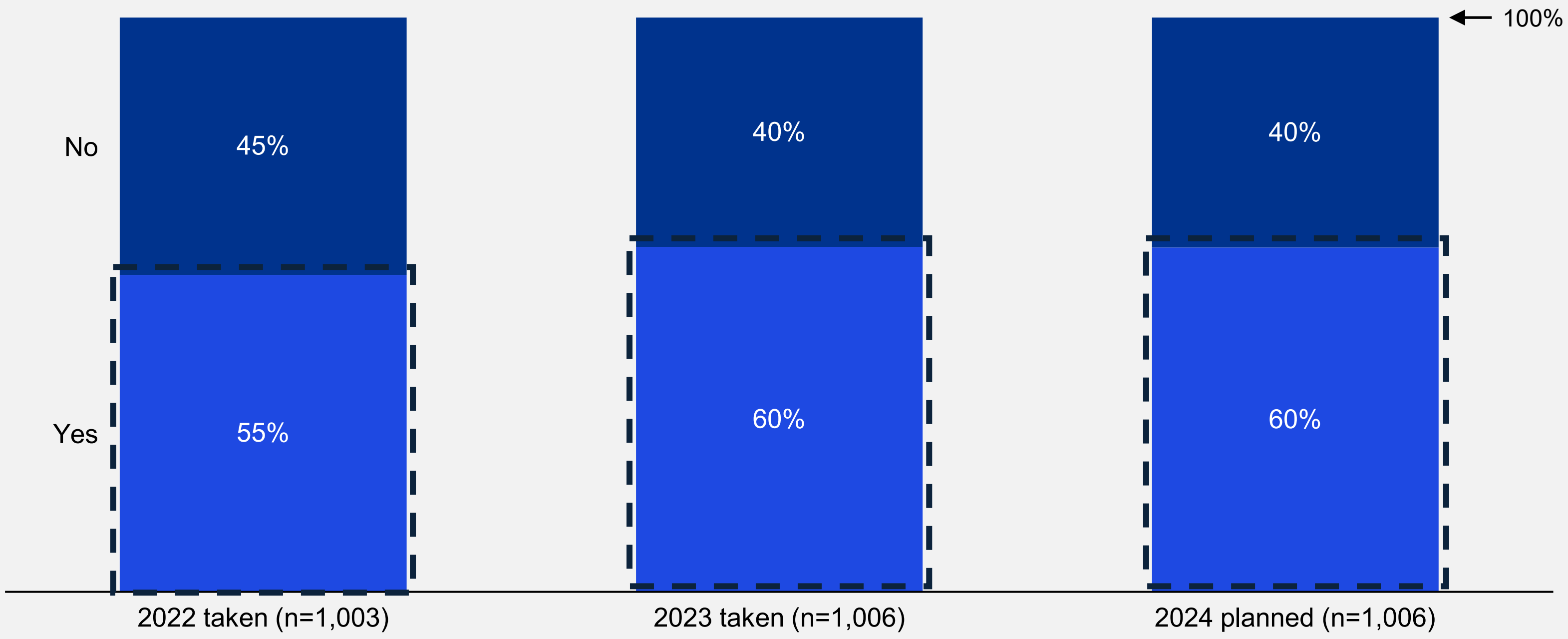
Source(s): KPMG Consumer Pulse Survey fielded April 21, 2024–May 26, 2024

03

Consumer travel plans

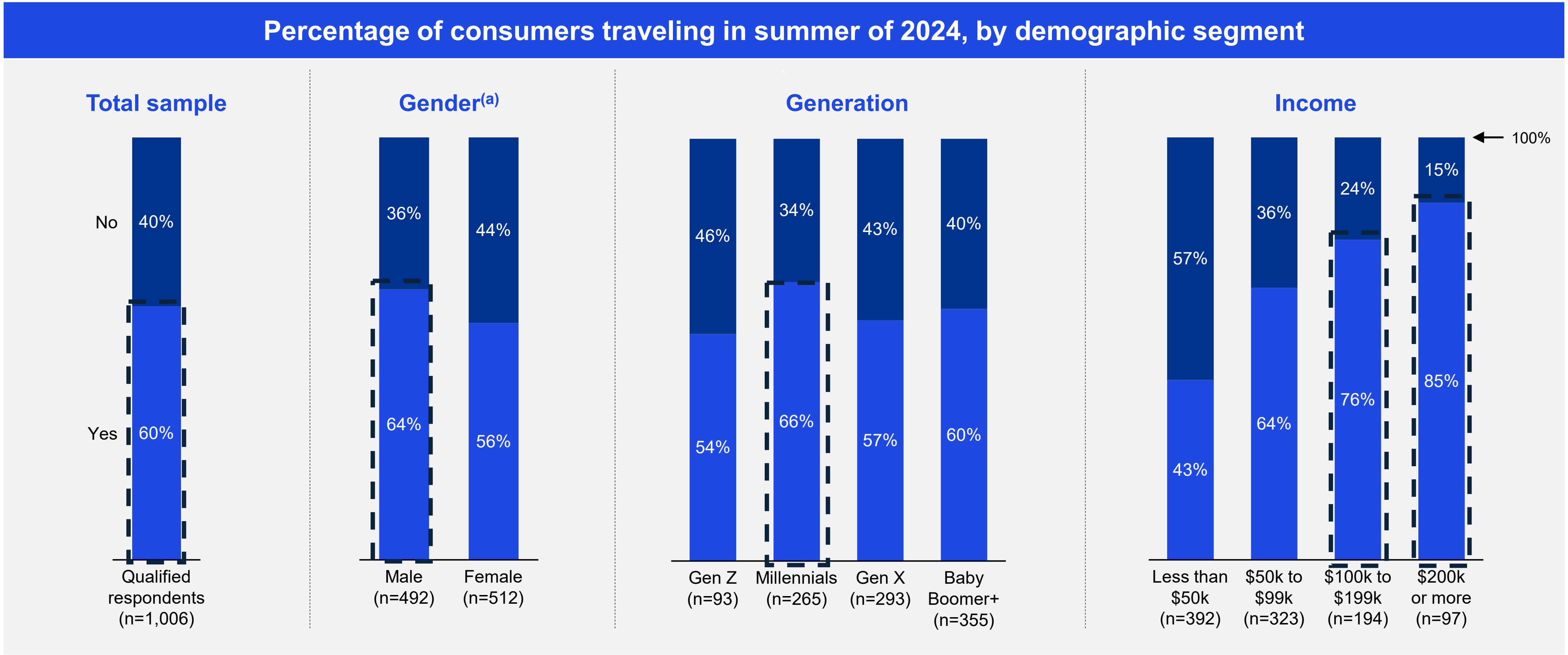
The desire to travel stays strong for summer 2024; 60 percent of respondents plan to travel this summer 2024 compared to 55 percent in summer 2022.

Consumer travel plans, summer 2022 to 2024



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “Did you travel during the summer of 2023?”; “Do you plan to travel in the summer of 2024?”
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024 – April 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

Most respondents (60 percent) travelled in summer 2023; Men, millennials and higher income brackets are more likely to travel.

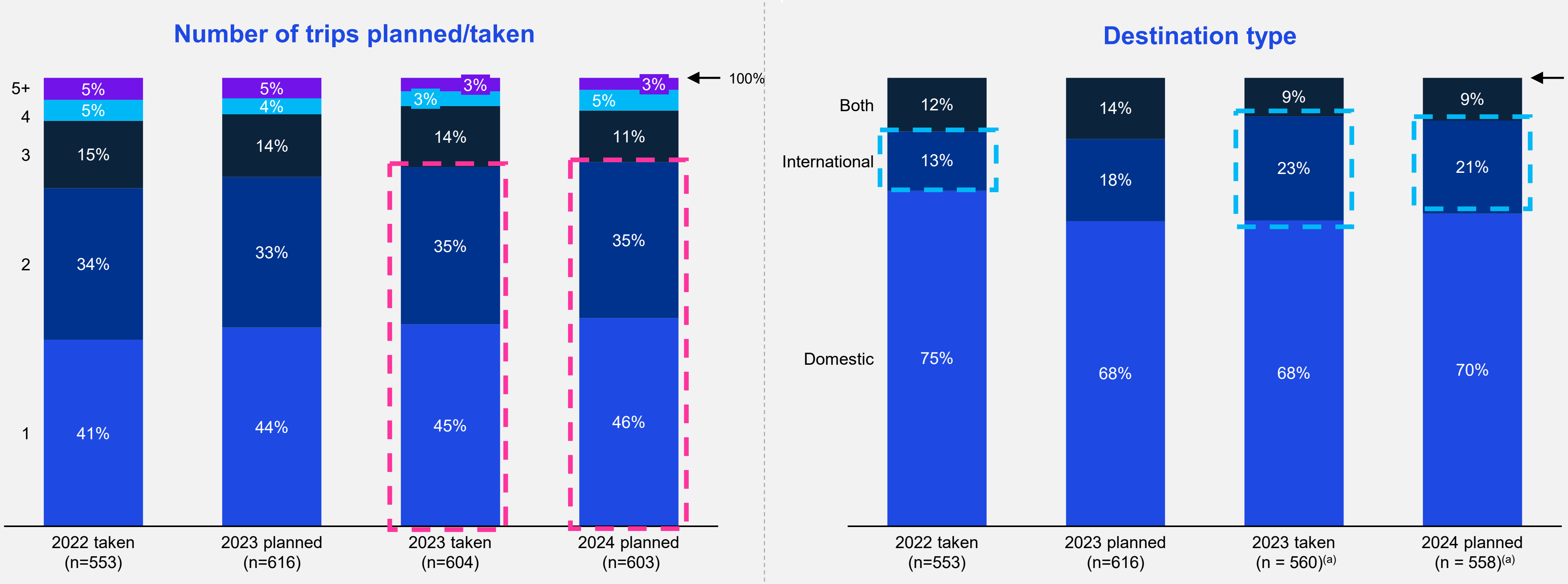


Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “Did you travel for vacation during the summer of 2024?”; (a) Gender identification omits 2 survey respondents who selected “prefer to self-describe” due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

Almost 80 percent of respondents plan to take 1 – 2 trips this summer 2024; More respondents (21 percent) are planning for international trips this year.

Consumer travel plans, summer 2022 to 2024

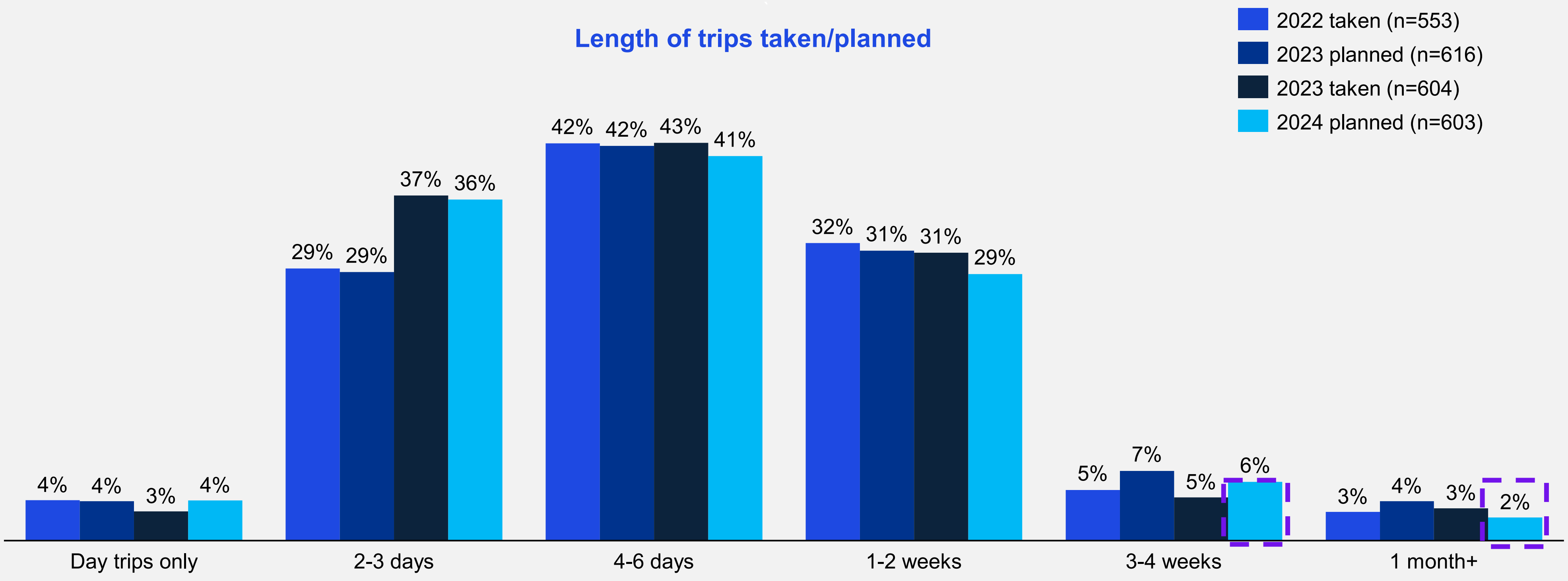


Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "Do you plan on travelling for vacation during the summer of 2024?" (a) Excludes respondents who mentioned only 'Others' when asked about destination for their trip

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

Length of trips taken/planned are usually between 2 days – 2 weeks. Fewer respondents are planning for longer trips (more than 3 weeks) this year (2024) compared to previous years (2022 and 2023).

Consumer travel plans, summer 2022 to 2024[a]

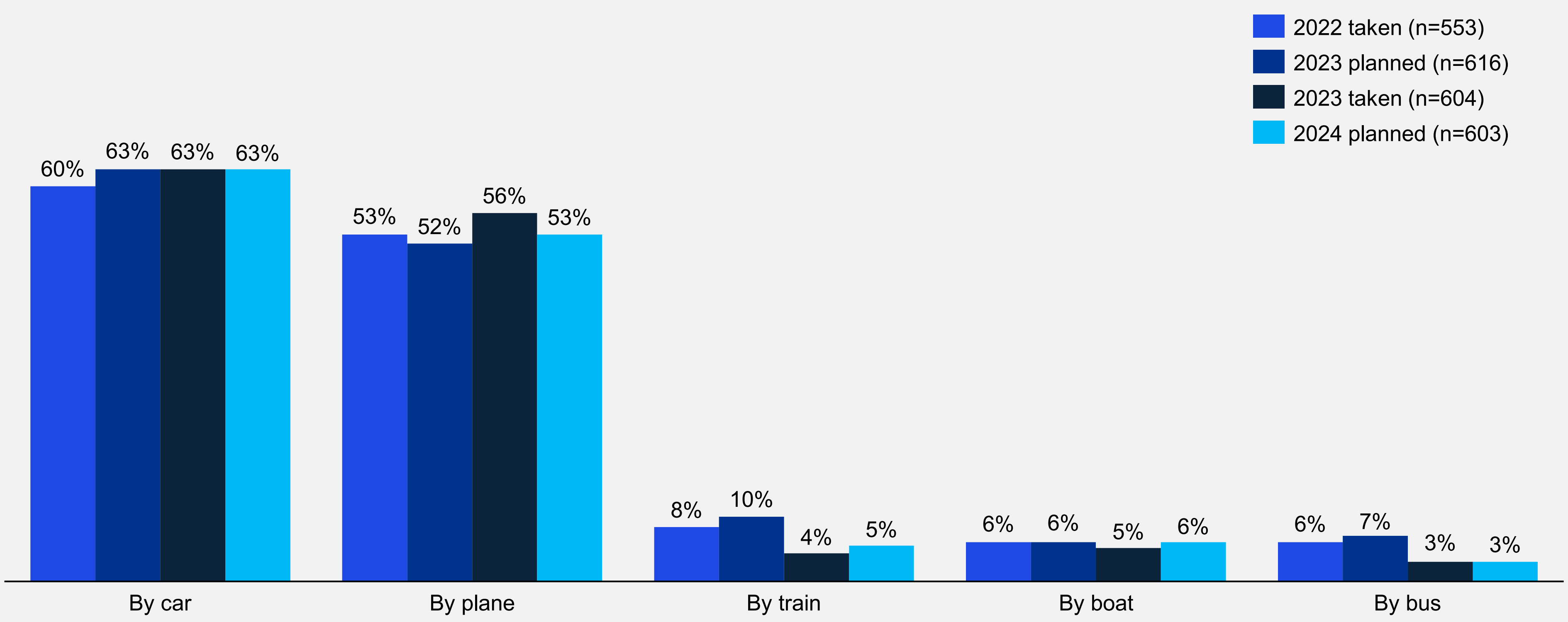


Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "How long of a vacation trip did you take during the summer of 2023?"; "How long of a trip do you plan on taking during the summer of 2024?" (a) Sum of options is greater than 100% since respondents were allowed to select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

Traveling by car and plane continue to be the most popular choice of travel method in summer 2024.

Travel method preference by year[a]



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "How did you travel to your vacation destination(s) during the summer of 2023?"; "How do you plan on travelling to your vacation destination(s) during the summer of 2024?" (a) Sum of options is greater than 100% since respondents were allowed to select multiple options.

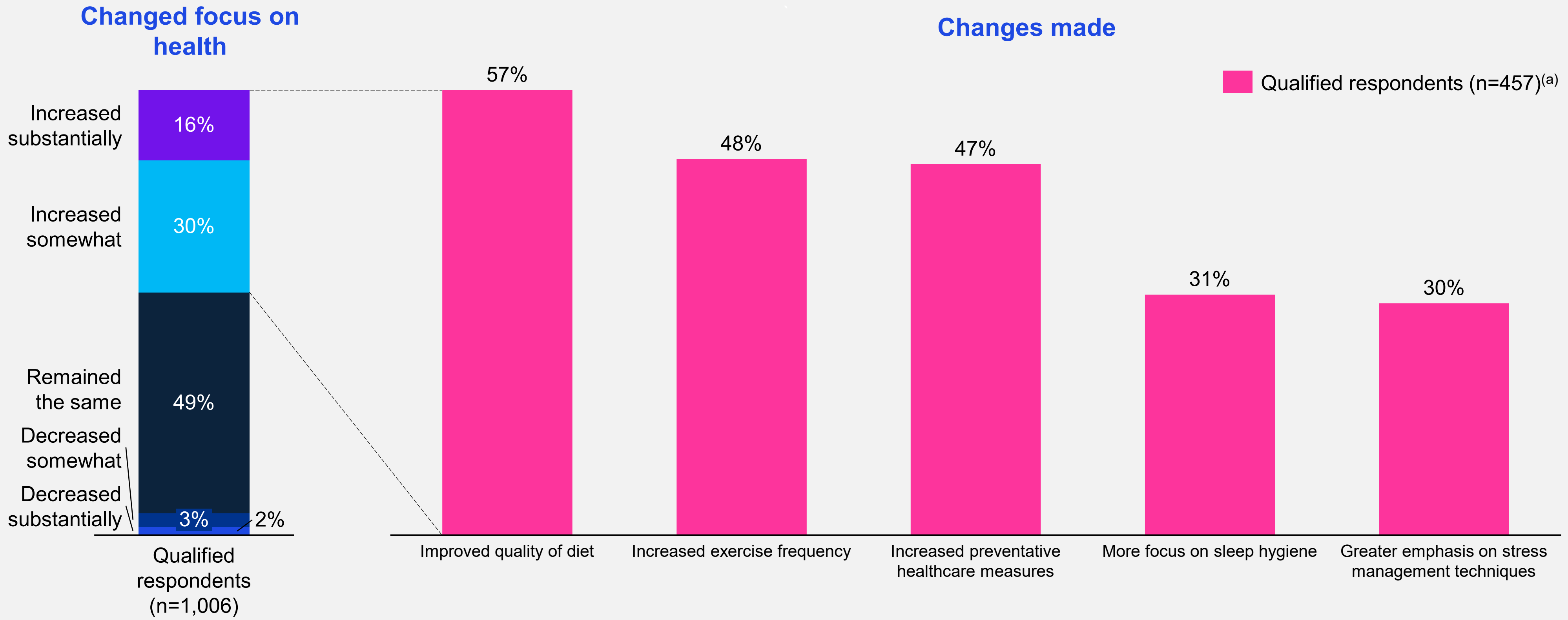
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024 – April 26, 2024; KPMG Consumer Pulse Survey, fielded April 21, 2023–April 26, 2023

04

Consumer sentiment around health and wellness

The focus on health and wellness has increased post COVID-19; respondents are now more inclined towards improved quality of diet (57 percent), increased exercise frequency (48 percent), and preventive healthcare (47 percent).

Health and wellness changes post COVID-19

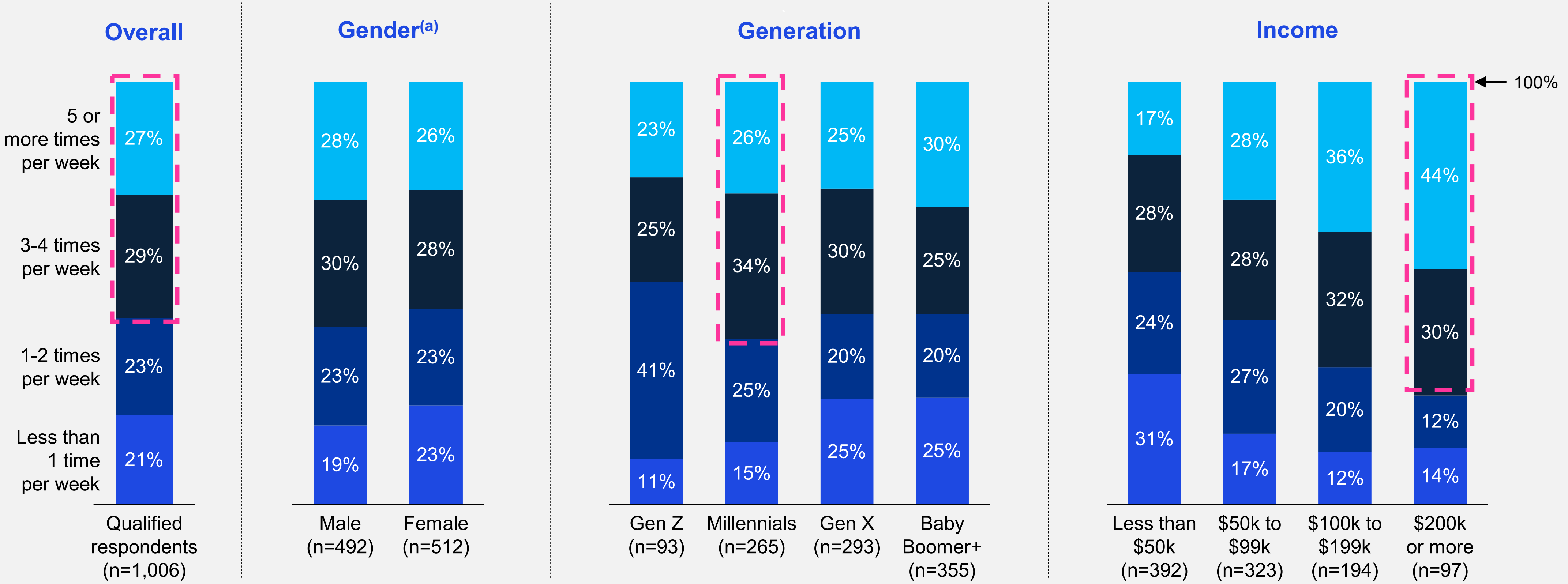


Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “Has your focus on health and wellness increased, decreased, or remained the same post COVID-19?”; “What positive changes in health and wellness habits have you incorporated since COVID-19?” (a) Sum of options is greater than 100% since respondents were allowed to select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

The higher income demographics tend to exercise more frequently; millennials (60 percent) exercise at least 3-4 time every week.

Frequency of exercise per week, by demographics

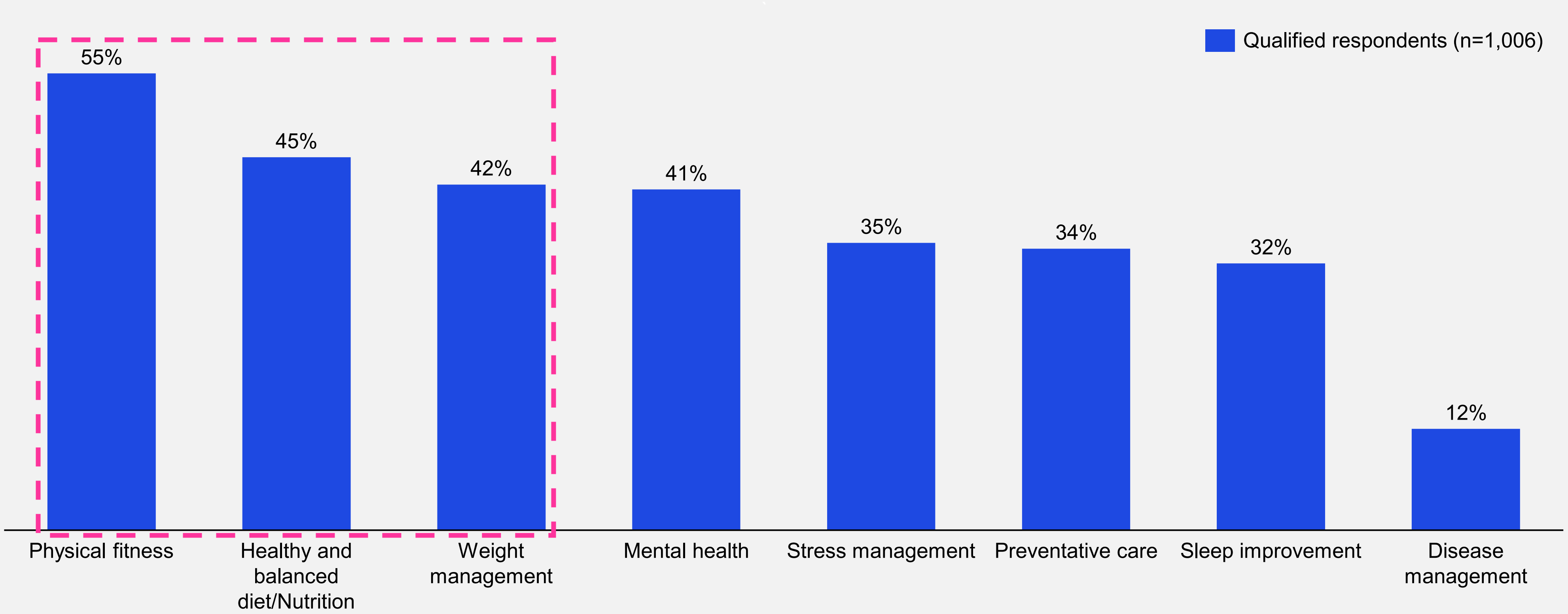


Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “How often do you exercise per week?”; (a) Gender identification omits 2 survey respondents who selected “prefer to self- describe” due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

Physical fitness (55 percent), balanced diet (45 percent), and weight management (42 percent) are the top three priorities for health and wellness.

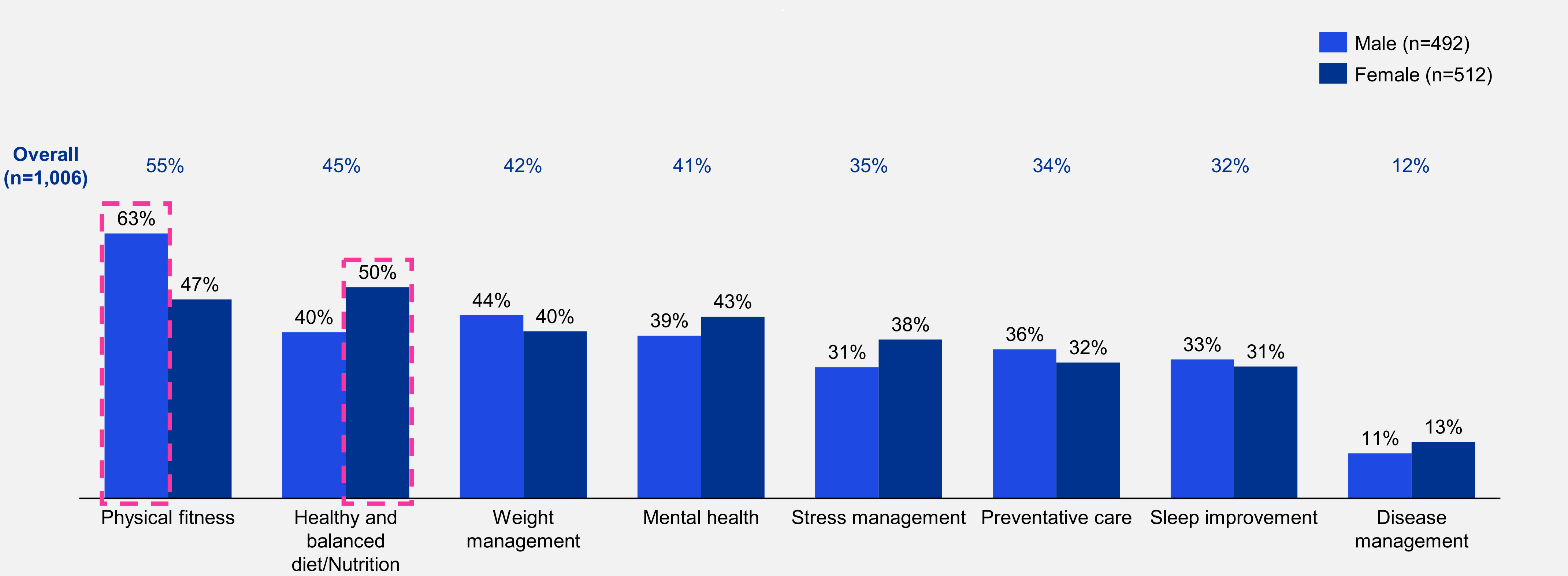
Priorities for health and wellness



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "What are your top 3 priorities for health and wellness?".
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

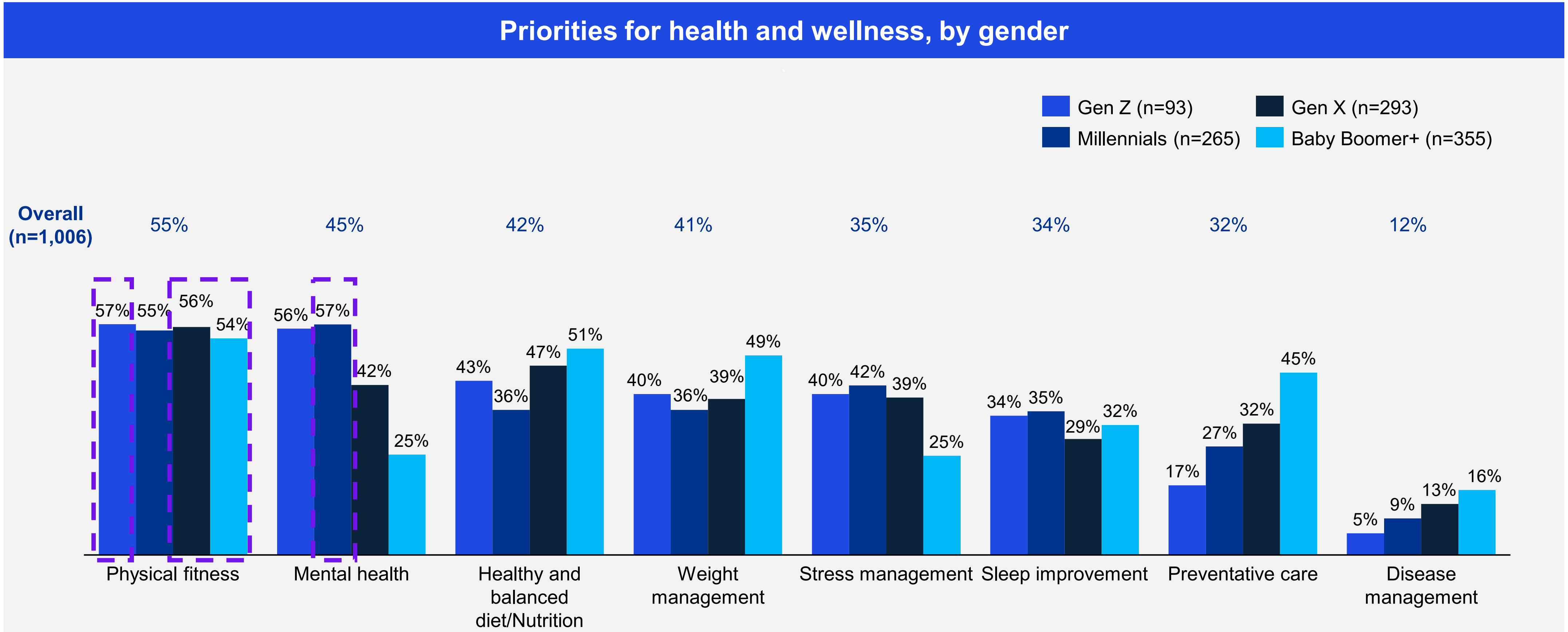
While physical fitness (63 percent) is most important for male respondents, balanced diet (50 percent) is the top priority for female respondents.

Priorities for health and wellness, by gender



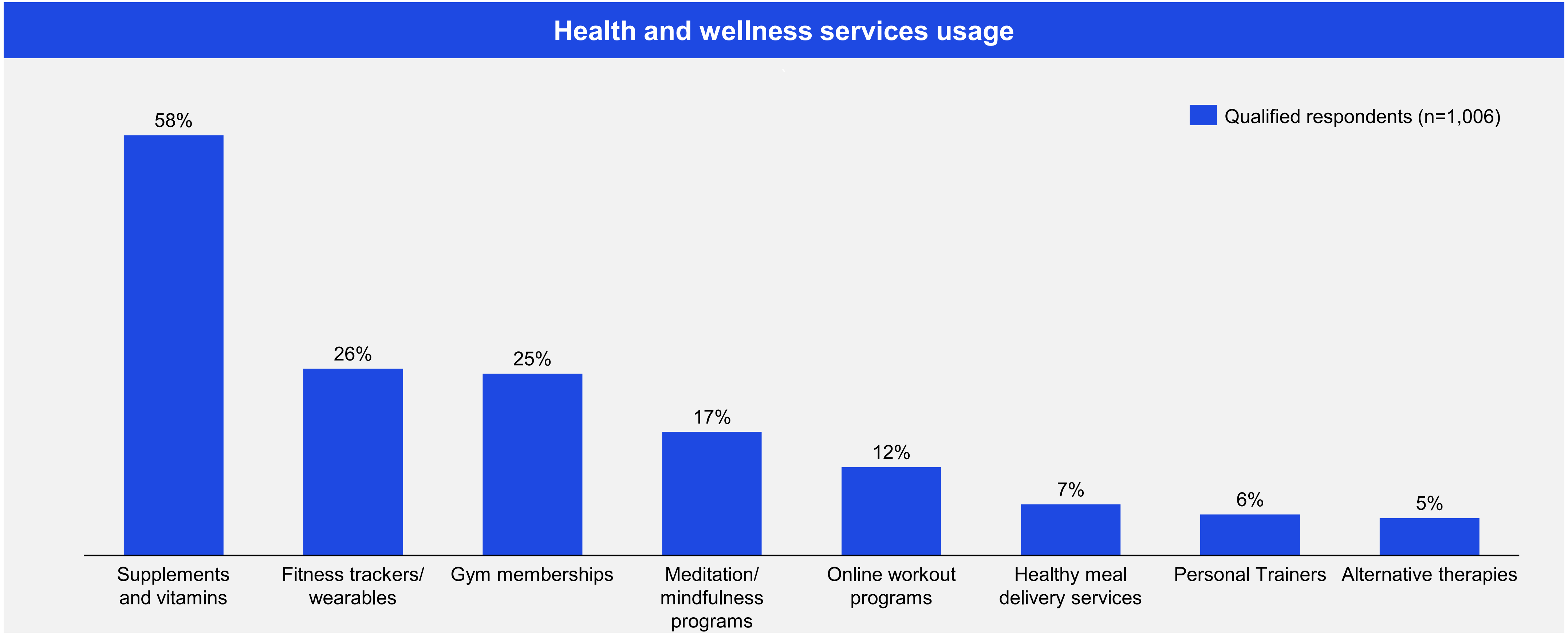
Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "What are your top 3 priorities for health and wellness?".
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

While physical fitness is most important for Gen Z, Gen X, and Baby Boomers; balanced diet is the top priority for millennial respondents.



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “What are your top 3 priorities for health and wellness?”.
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

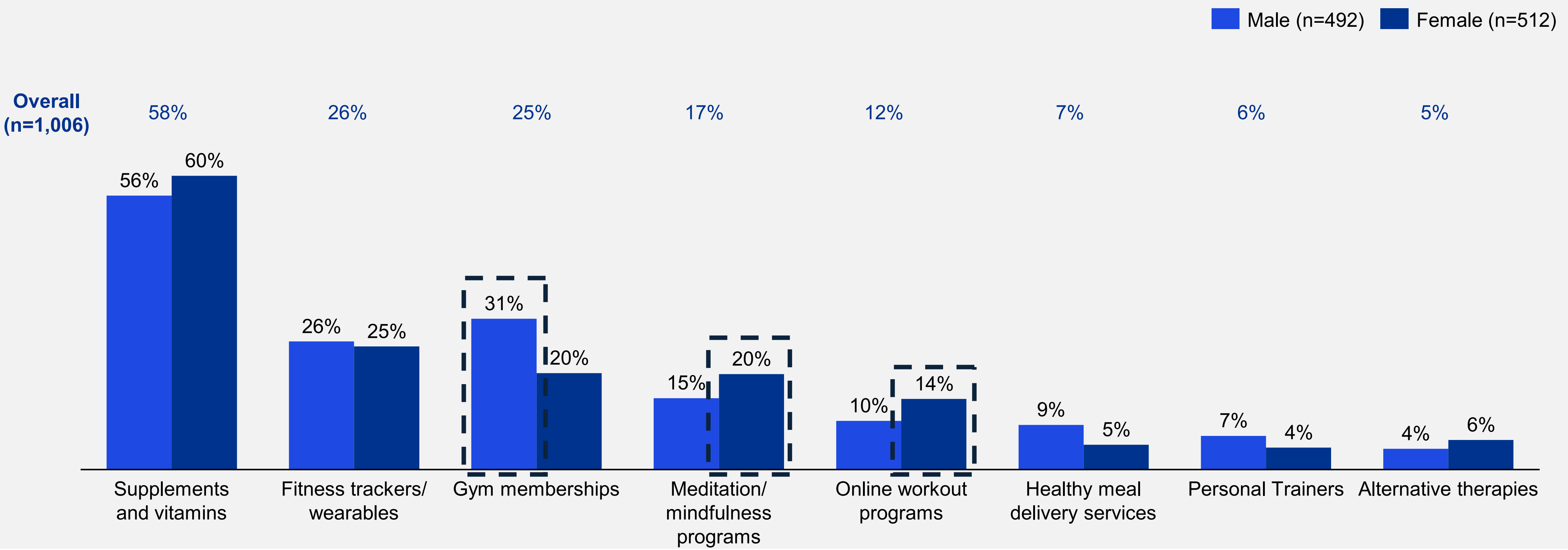
Supplements and vitamins (58 percent) are the most used health and wellness service followed by fitness trackers (26 percent), and gym memberships (25 percent).



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, “Which of the following health and wellness products/services do you use regularly?”.
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

Male respondents are more frequent users of gym memberships (31 percent), while female respondents are frequent users of meditation (20 percent) and online workout programs (14 percent).

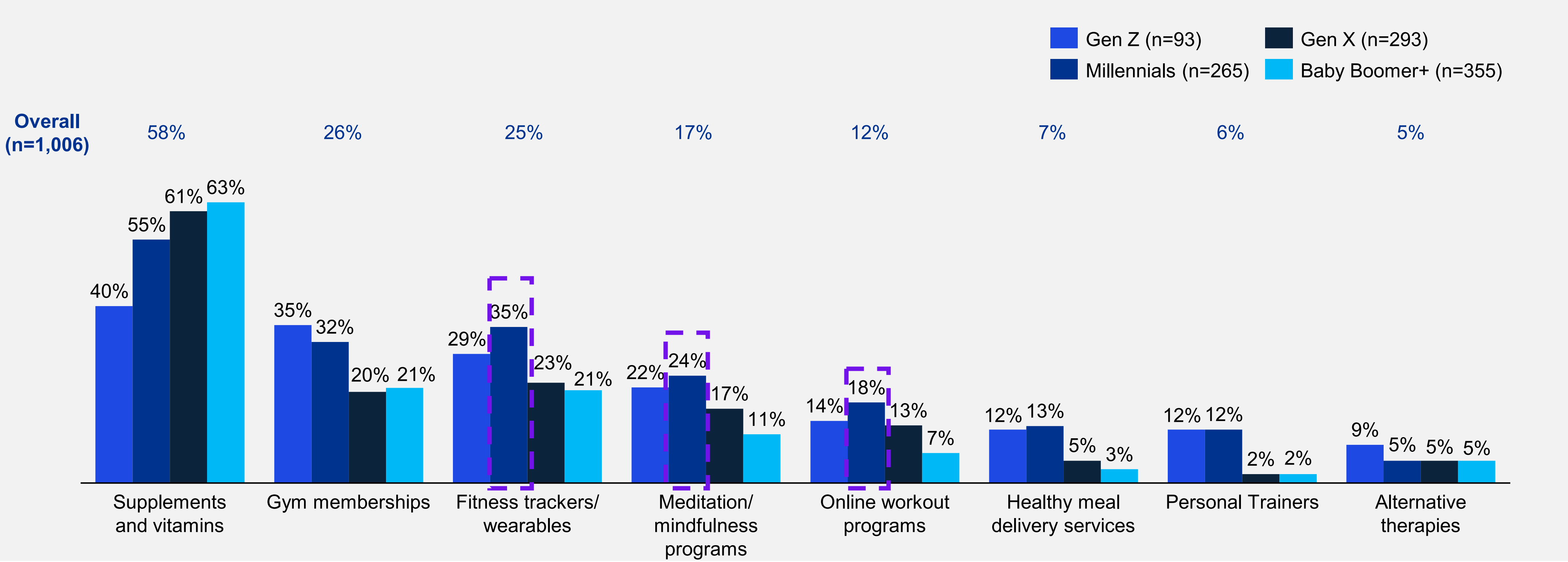
Health and wellness services usage, by gender



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "Which of the following health and wellness products/services do you use regularly?".
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024 – April 26, 2024

While supplements and vitamins are common across generations, Millennial respondents are more active users of multiple wellness products/services.

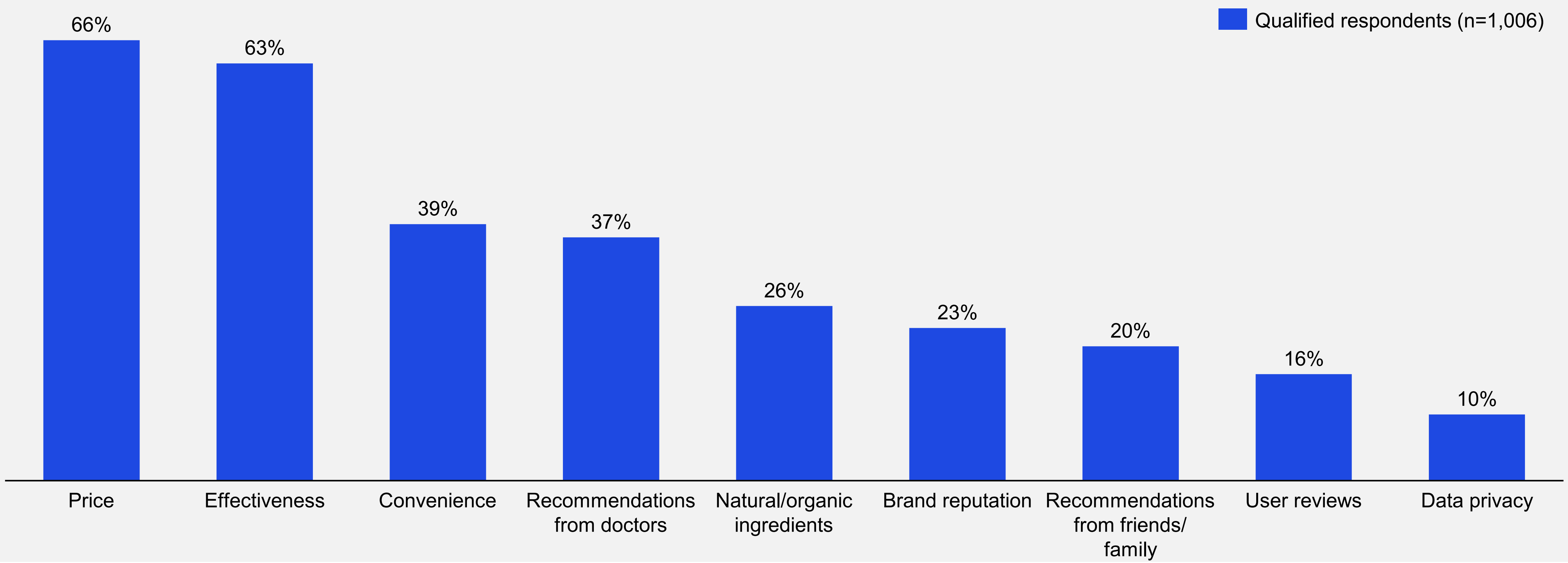
Health and wellness services usage, by generation



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "Which of the following health and wellness products/services do you use regularly?".
Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

Price (66 percent) and effectiveness (63 percent) are the most important factors impacting the selection of health and wellness products/services.

Factors impacting the selection of health and wellness products and services[a]



Note(s): KPMG conducted surveys of a representative sample of 1,006 consumers across the United States and, in all instances, asked, "When considering health and wellness products or services, what factors are most important to you?". (a) Sum of options is greater than 100% since respondents were allowed to select multiple options

Source(s): KPMG Consumer Pulse Survey, fielded April 21, 2024–April 26, 2024

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