Consumer pulse survey | Spring & Summer

Consumer & Retail

April 2025

Executive Summary

01 Household economics

- 42 percent reported increased household income while 39 percent reported decreased income
- Last year, only 20 percent reported decreased income – suggesting households are now facing more headwinds
- Higher income households – especially those in the $100k – $199K range – drove overall income increases

02 Consumer spending by category

- Consumers expect to spend less across most categories this summer – except for increases in groceries and automotive
- Overall discretionary spending has declined year-over-year to offset increased spending on regular living expenses
- The consumer outlook has varied over the past year – spending expectations were broadly down last summer, gained in the fall, and are now down again

Executive Summary (continued)

03
Inflation

- 71 percent of respondents expect a recession to occur in the next year, with 59 percent indicating they have a financial plan in place
- Consumers still report cost of living pressures – with 74 percent reporting cost of living increased by more than 5 percent; same as last year
- 60% of consumers have started tracking their expenses more carefully

04
Channel preference

- Grocery channel preferences are similar year-over-year – with a top preference for mass market retailers and slight increases for discount and dollar stores
- For in-store apparel, mass market retailers are the preferred channel – especially among lower income respondents; Women are twice as likely as men to shop at thrift stores
- Thrift store, discount store, and club stores spending increased slightly from summer 2023 to summer 2025; department stores, specialty apparel stores, and luxury stores decreased

Executive Summary (continued)

05
Impact of tariffs

- 52 percent say price increases have been due to tariffs
- 79 percent say tariffs will drive future price increases
- 50 percent expect to buy less overall due to tariffs – 49 percent are more actively looking for discounts
- Consumers expected groceries, electronics/appliances, and apparel to be most impacted by tariffs

06
Travel plans

- 58 percent plan to travel in summer 2025 vs. 55 percent in 2024
- 32 percent feel less comfortable traveling this summer – mainly due to higher prices
- Among respondents who are traveling, 81 percent plan to take 1 – 2 trips this summer; 28 percent plan international travel

Executive Summary (continued)

07 Eating habits

- 69 percent of respondents are eating more at home rather than dining out – 85 percent cite budget constraints as the key reason
- Respondents are more likely to cook breakfast at home compared to lunch or diner
- When respondents do dine out, more are prioritizing quick service restaurants rather than casual or fine dining
- 52 percent of respondents made dietary changes in the past year – higher protein, lower carb, and sugar-free choices were the top changes

08 Health and wellness

- Physical fitness (53 percent), mental health (42 percent), and weight management (42 percent) are the top three health and wellness priorities
- While physical fitness is most important for Gen Z and Baby Boomer+; Mental health is the top priority for millennial respondents
- Out of the all respondents, 9 percent are currently using GLP-1s, while 6 percent are planning to do so
- 38 percent of respondents have reduced their alcohol consumption – with another 18 percent considering reduction; Baby boomers+ are least likely to reduce alcohol consumption

Executive Summary (continued)

09

Impact of media and technology

- 89 percent are fully or somewhat aware that companies gather personal data – with greater awareness among higher income respondents
- Only 34 percent of respondents are comfortable with companies using Gen AI to analyze personal data
- 47 percent are willing to trade personal data for financial incentives, while 22 percent respondents are not willing to share their personal data
- 56 percent of respondents have not used social shopping tools and do not plan to; 63 percent have not used AI shopping tools and do not plan to

10

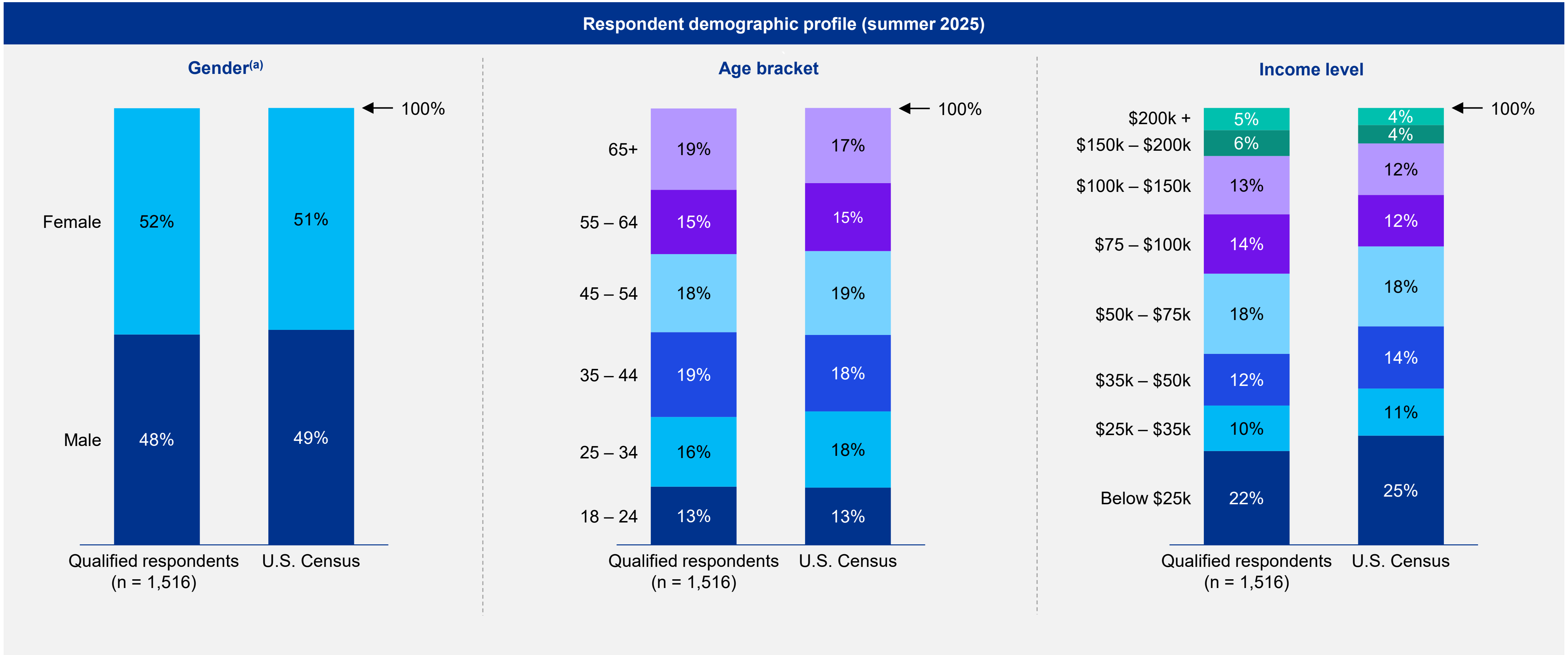
D2C services

- 27 percent regularly or occasionally use direct-to-consumer brands – 56 percent never do
- Purchasing products from D2C brands is more common among men and Gen Z respondents
- Personal care products (50 percent) are the most purchased D2C product followed by apparel (49 percent)
- The top features for D2C purchases include secure payment options, clear return policies, and fast or free shipping

00

Demographics

Survey sample is within +/-3 percent compared to U.S. census for gender, age, and income.



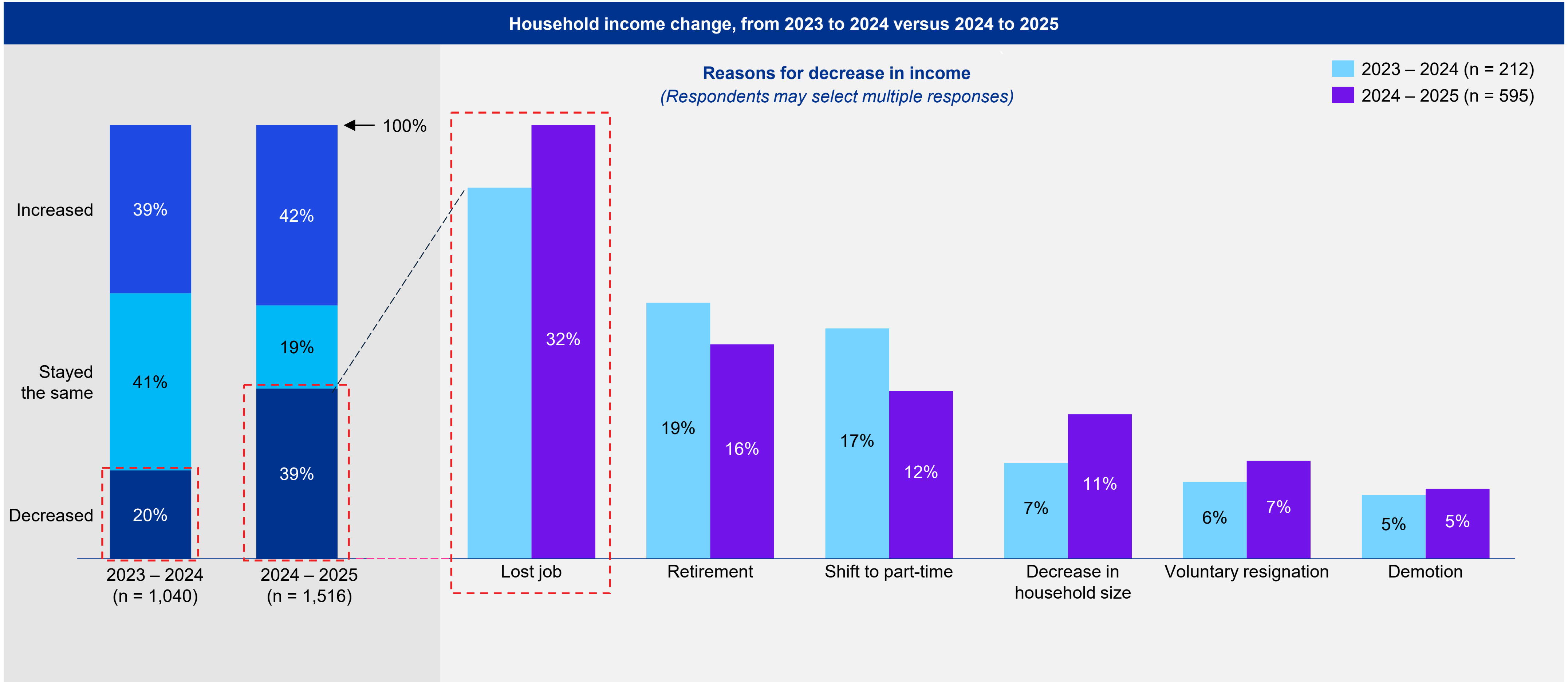
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Please select your gender:”, ” Please select the annual income range that best describes your total household income in 2025:”, “Please enter your current age“; (a) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

01

Household Economics

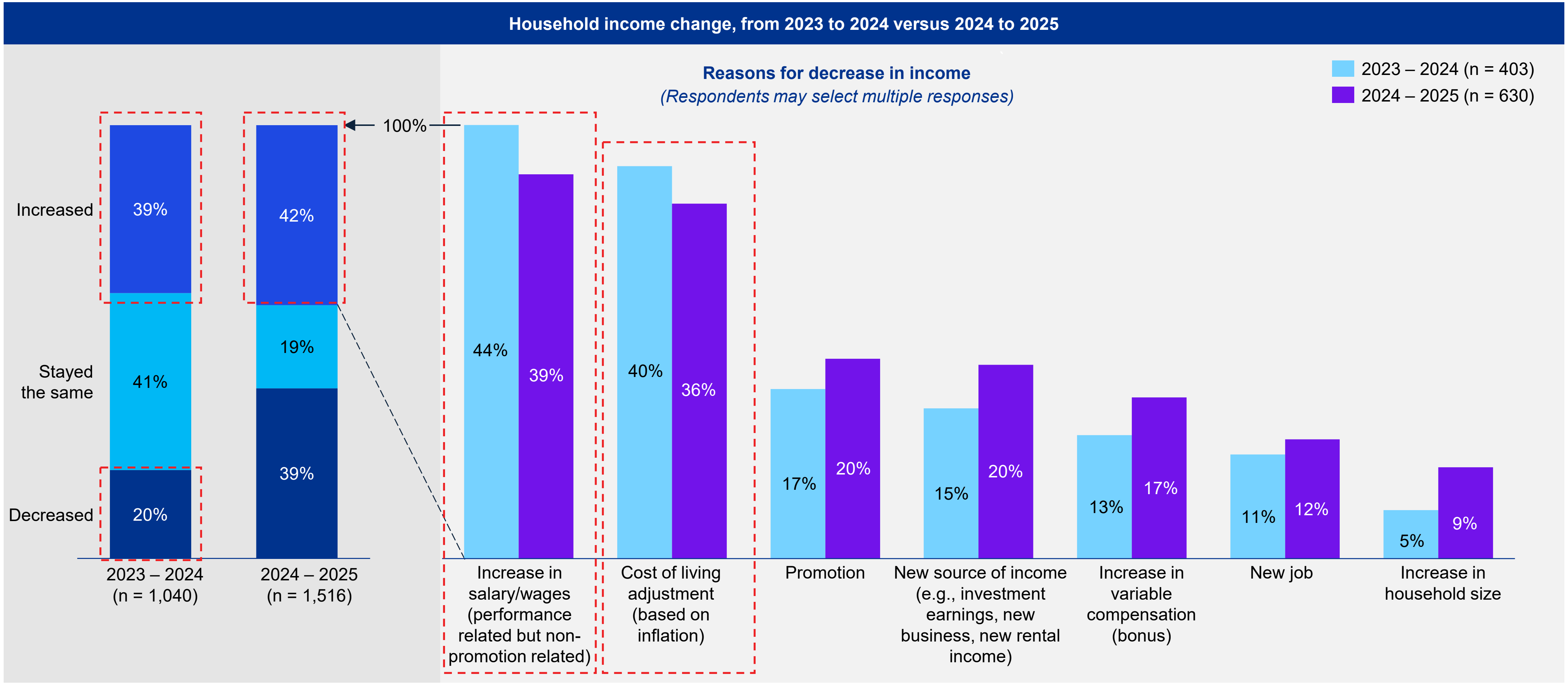
The share of households with decreased income nearly doubled year-over-year – driven by job loses and demographic shifts.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Compared to 2024, has your household income increased, decreased, or remained the same in 2025?”; "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 Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

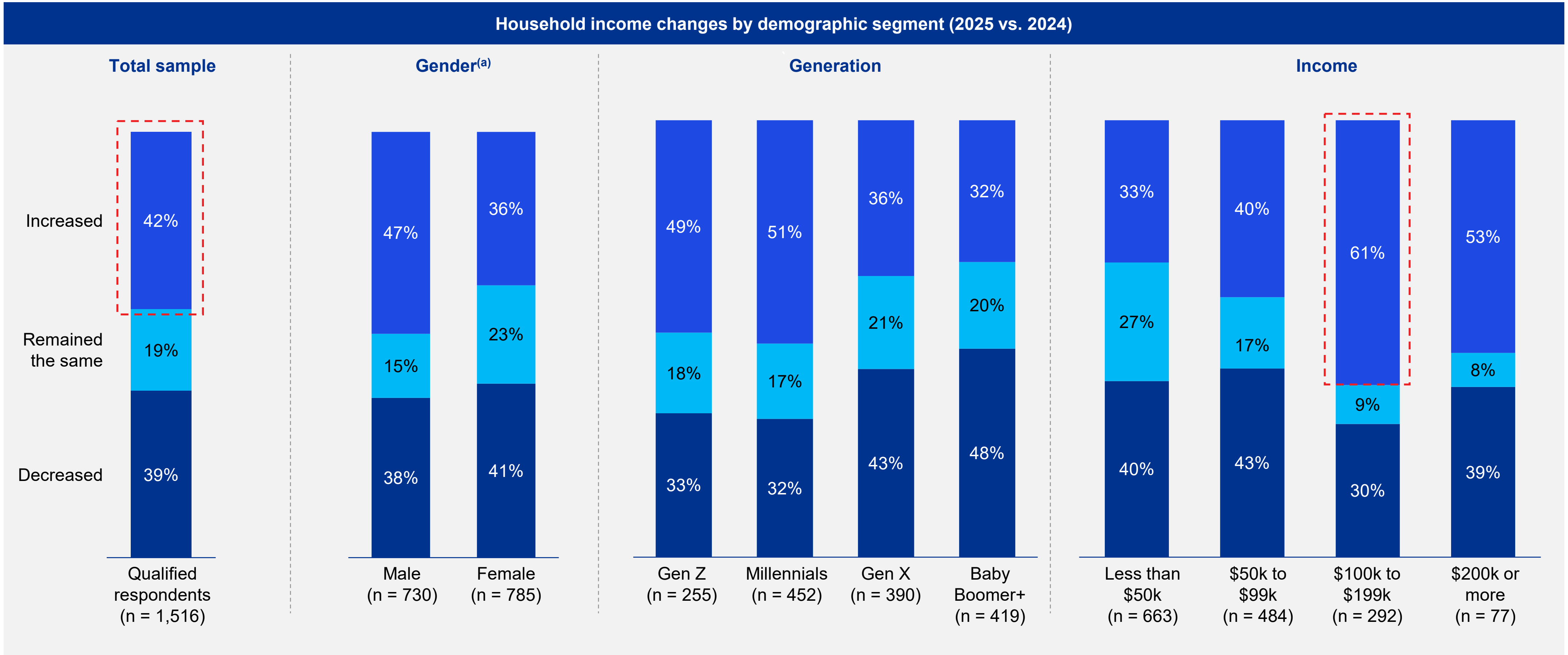
Among households with increased income (42 percent), performance pay increases and cost of living adjustments were the key drivers.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Compared to 2024, has your household income increased, decreased, or remained the same in 2025?”; "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 Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

Higher income households – especially in the $100k to $199k range – were more likely to report increased incomes this year.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Compared to 2024, has your household income increased, decreased, or remained the same in 2025?”; (a) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.

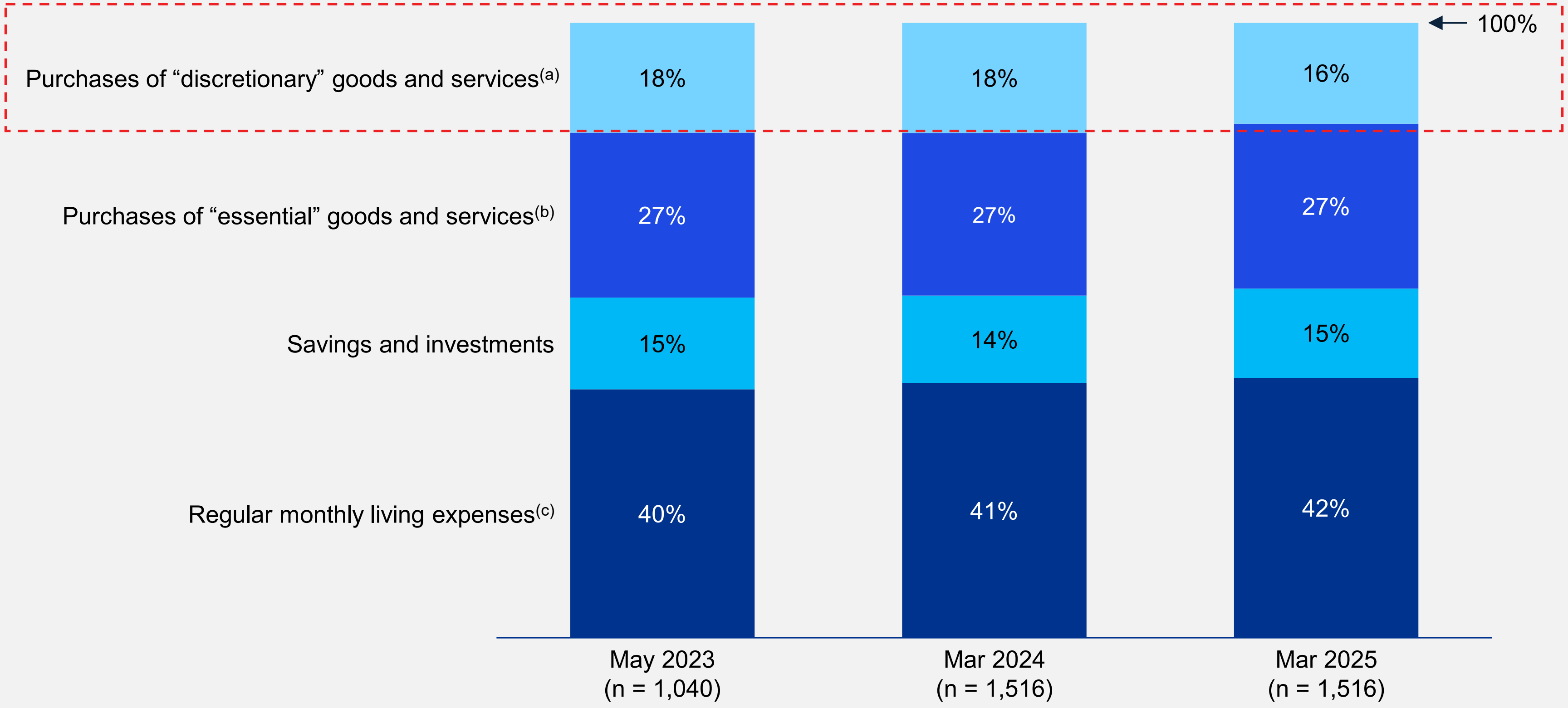
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

02

Consumer category analysis

Purchases of discretionary goods and services declined year-over-year – to offset purchases on essential and regular expenses.

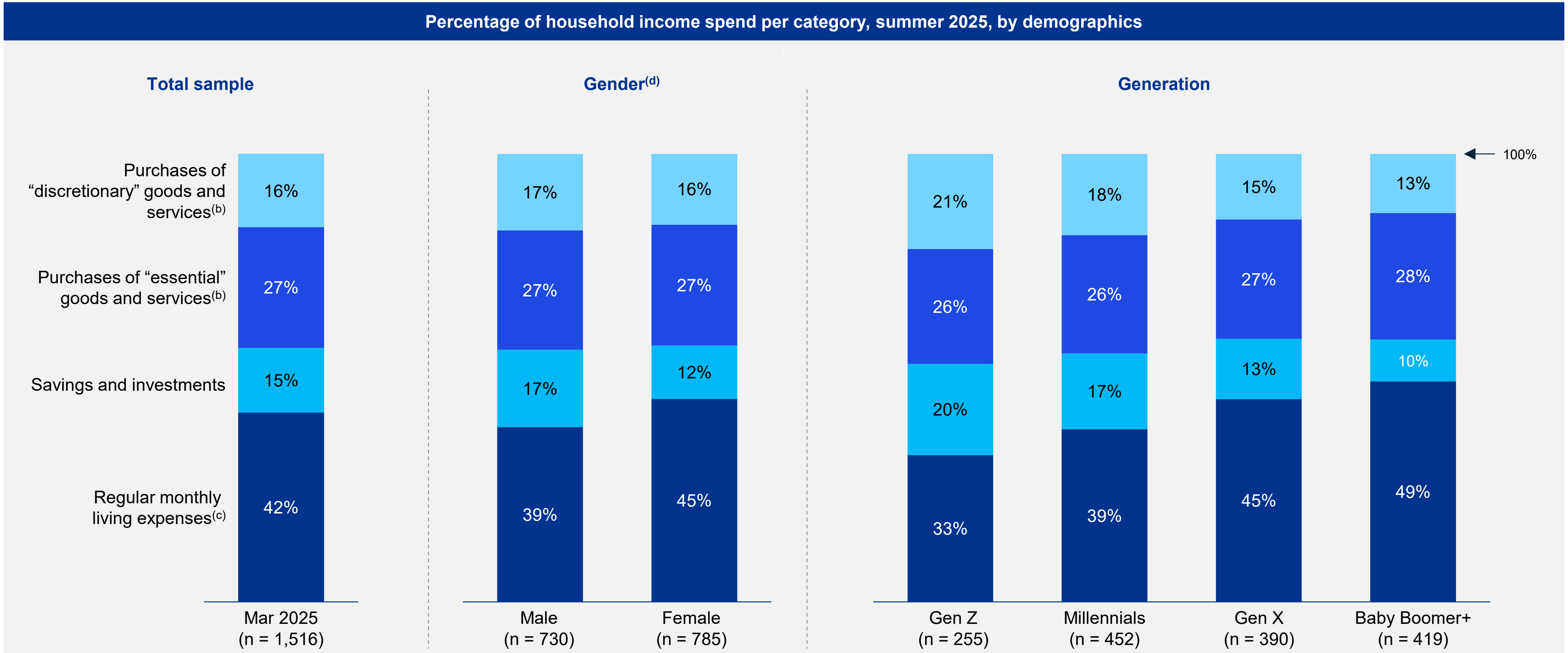
Percentage of household income spend per category, summer 2023 – summer 2025



Note(s): KPMG conducted surveys of a representative sample of 1,516 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 2024 and what percent will be spent on each of the following categories in the summer of 2025. 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 Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

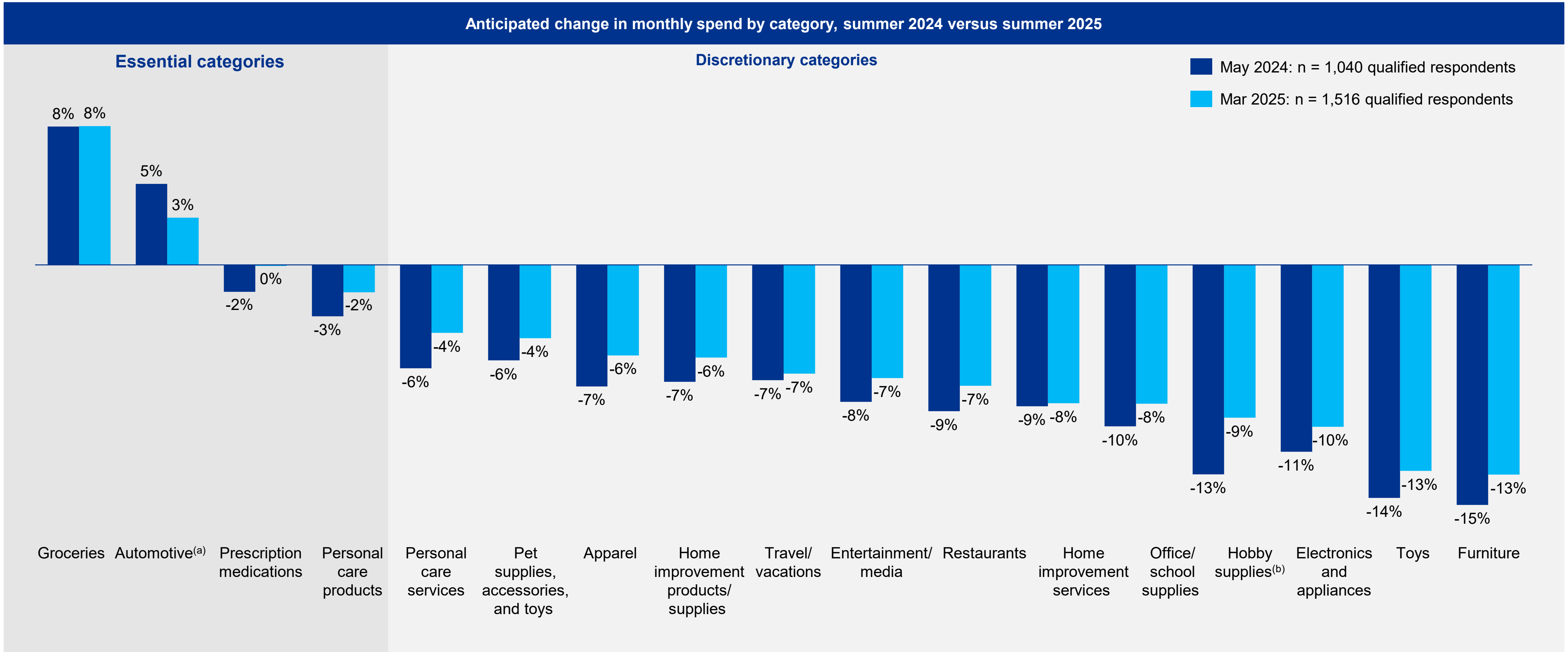
Regular monthly living expenses tend to increase with age. Gen Z, in particular, allocates 20 percent of income to savings while spending more on discretionary goods and services



Note(s): KPMG conducted surveys of a representative sample of 1,516 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 2024 and what percent will be spent on each of the following categories in the summer of 2025. 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; (d) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Consumers expect to decrease average monthly spending across most categories.

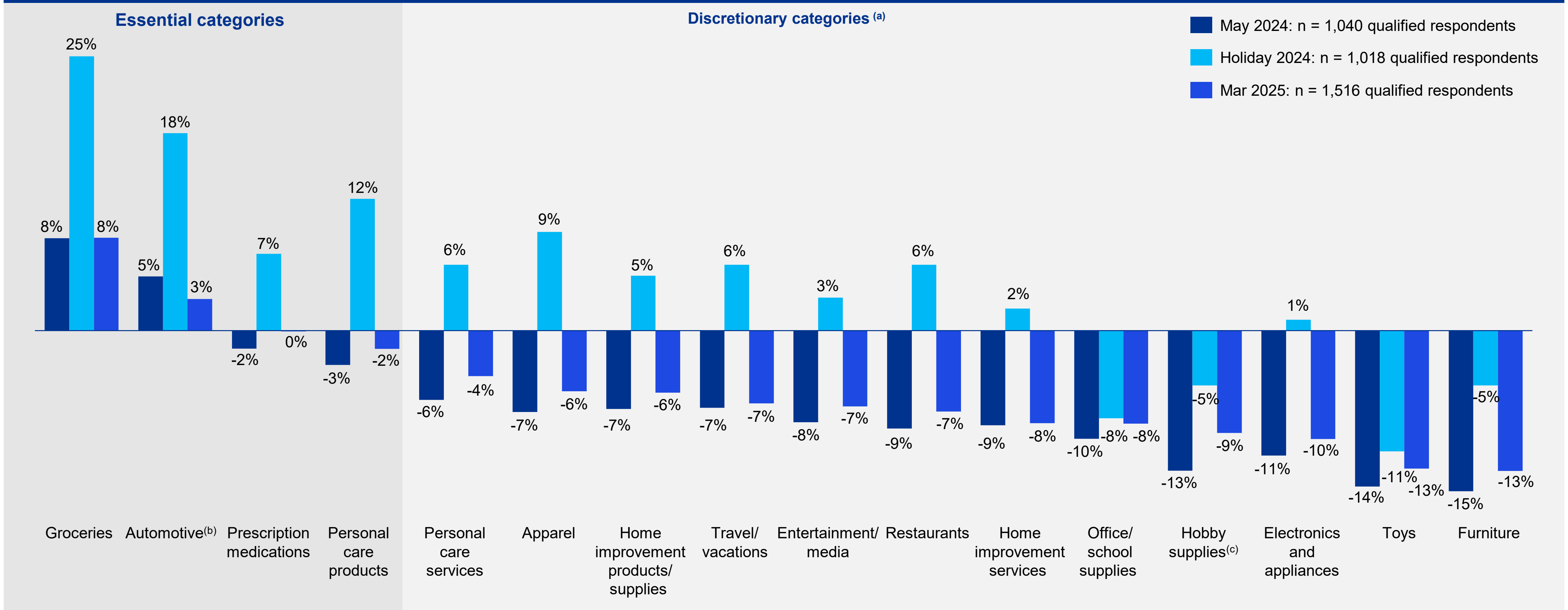


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “How much do you think your monthly household spend on each of the following products/services will increase this summer (2025) compared to last summer (2024)?Please indicate 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 (2025) compared to last summer (2024)? 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 Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

The consumer spending outlook has varied over the past year: From expected decreases last summer, to increases in the fall – and now back to decreases for most categories.

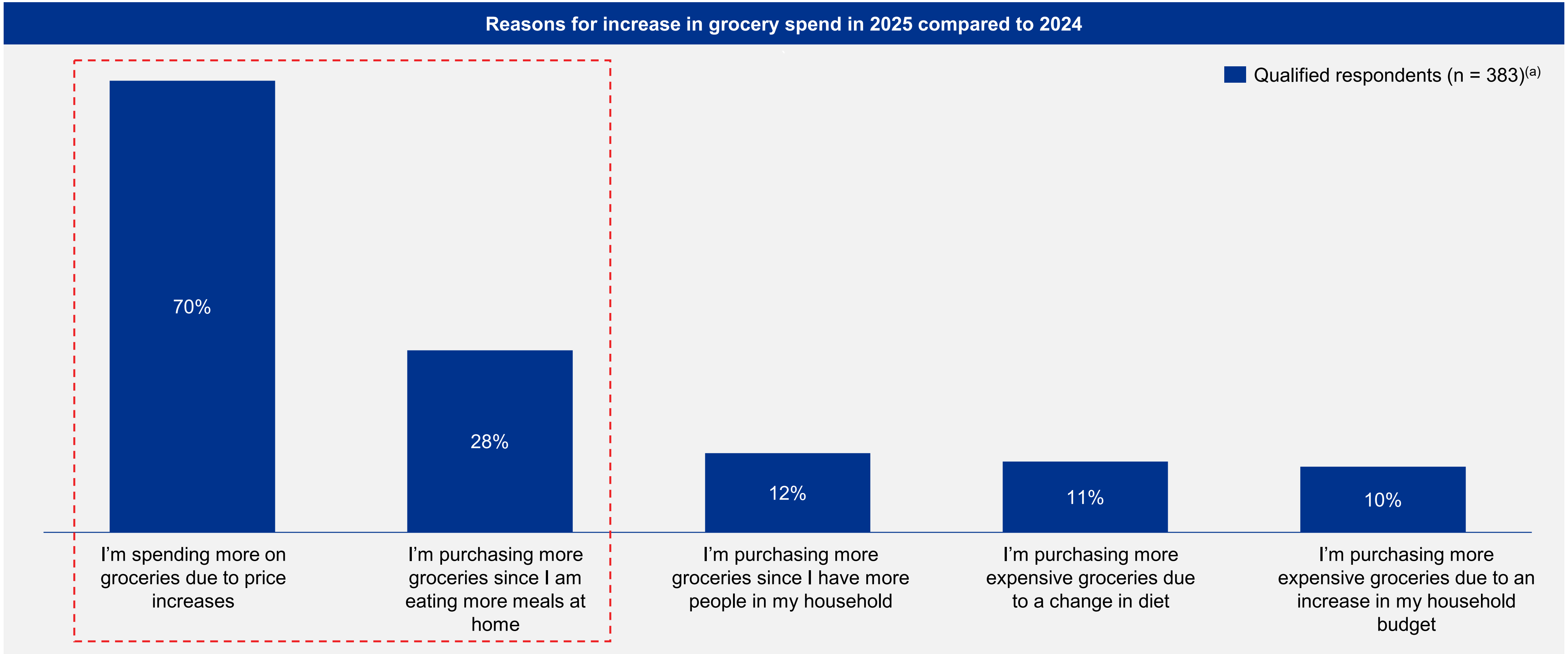
Anticipated change in monthly spend by category, summer 2024 versus summer 2025



Note(s): KPMG conducted surveys of a representative sample of 1,516 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 (2025) compared to last summer (2024)? Please indicate your expected percent increase for each category below.”; (a) We have not included Pet supplies, accessories, and toys in the chart as this category was only present in summer 2024 survey and summer 2025 survey; (b) Automotive includes gas, tolls, auto insurance, and auto maintenance; (c) Hobby supplies includes sporting goods, musical instruments, and books.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024; KPMG Consumer Pulse Survey, fielded Sep 4, 2024 – Sep 6, 2024

Respondents who expect to spend more on groceries believe it is driven by inflation and eating more meals at home.



Note(s): KPMG conducted surveys of a representative sample of 1,516 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?"; Exceeds 100% as respondents could select multiple options; (a) N is 383 because this question was asked to only those respondents who stated that their grocery spend will increase by more than 15% in C2

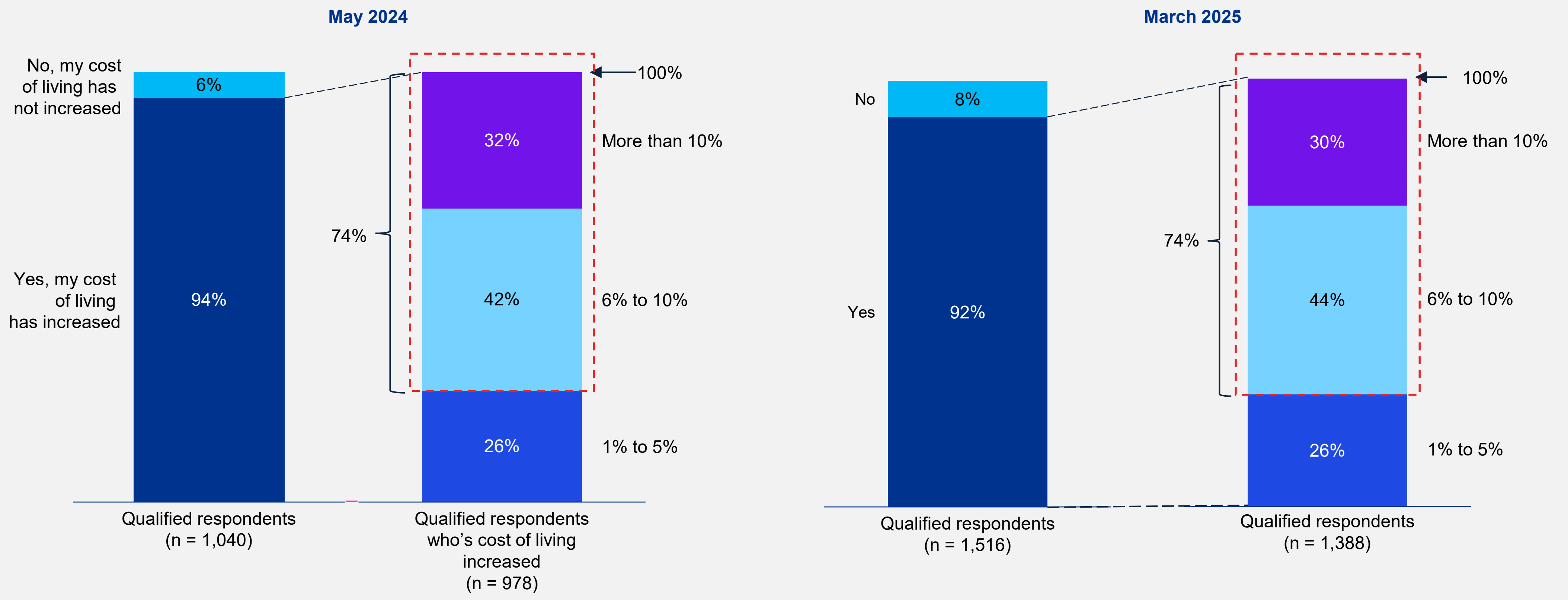
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

03

Inflation

92 percent respondents reported increased cost of living – out of which 74 percent reported an increase of more than 5 percent.

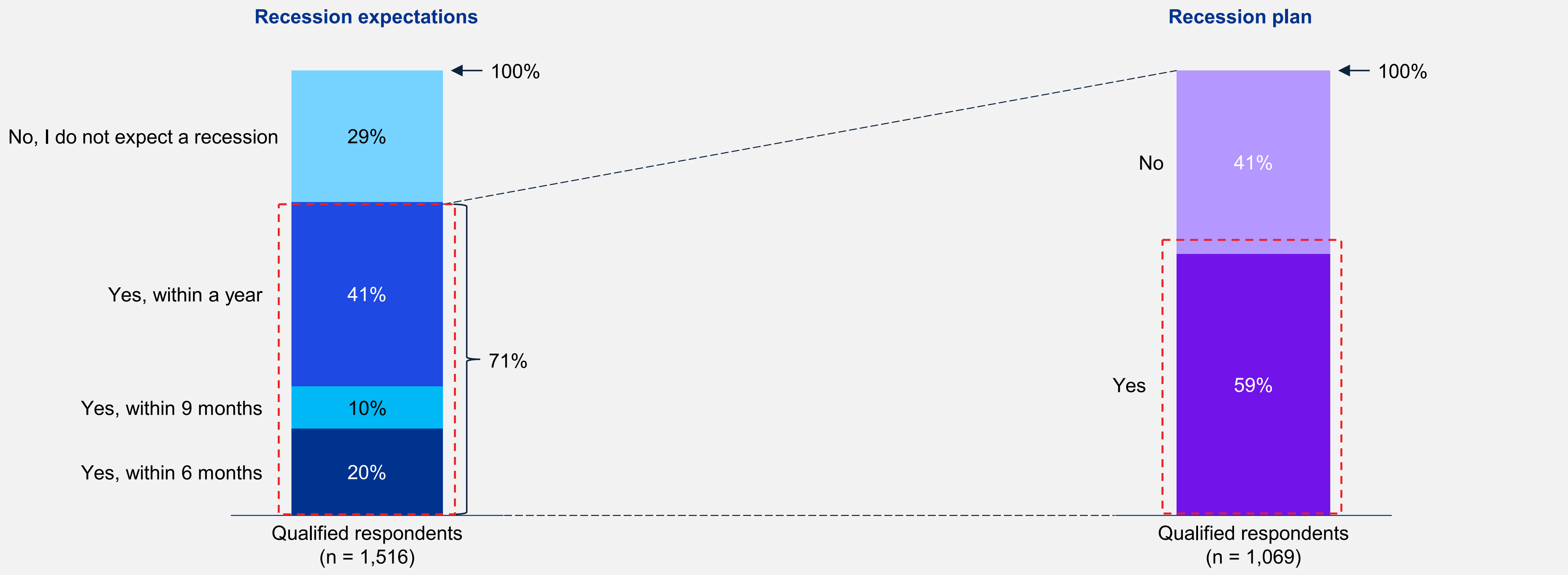
Consumer perceptions regarding increasing cost of living summer 2024 versus summer 2025



Note(s): KPMG conducted surveys of a representative sample of 1,516 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 Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

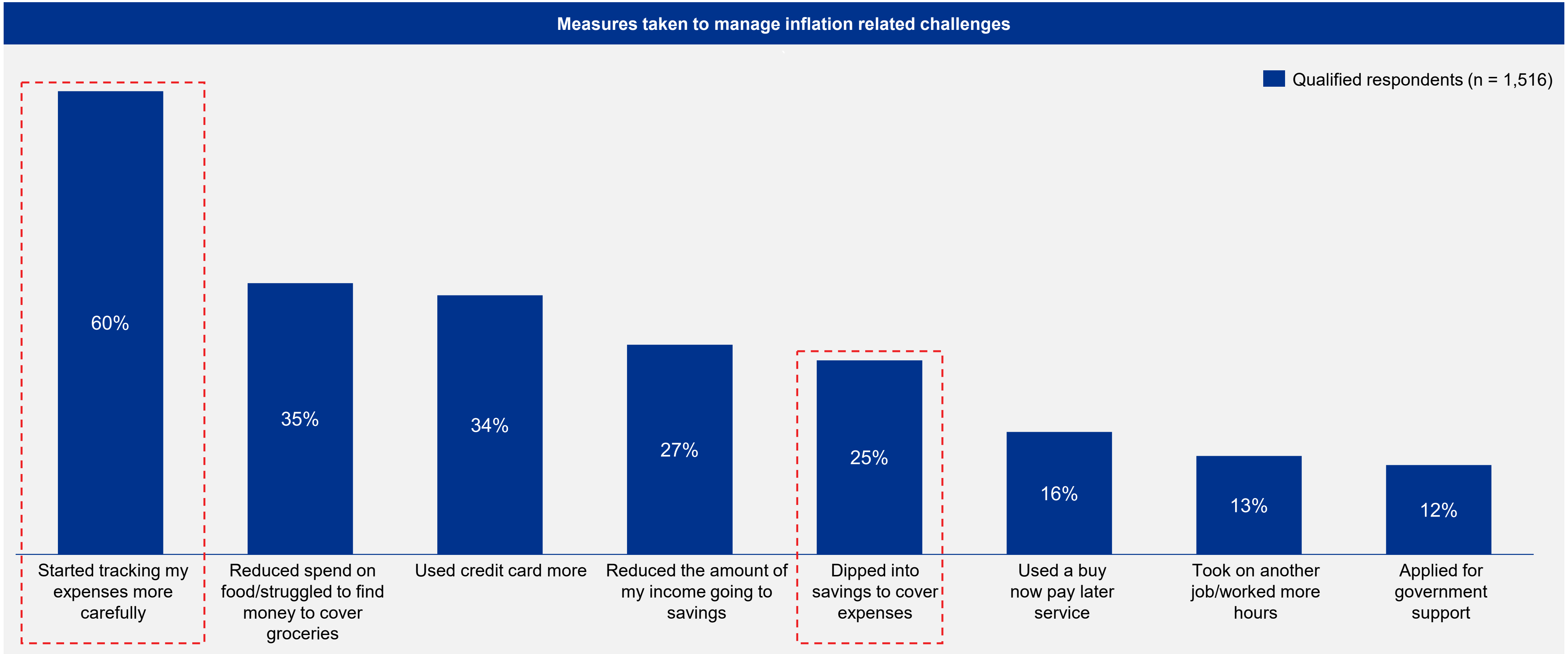
71 percent expect a recession in the next year. Among those who do, 59 percent have a financial plan for a recession.

Next 12 months consumer recession expectations



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Do you expect a recession to occur in the near future? If so, when?”; “Do you have a plan in place to prepare for financial challenges associated with an economic recession?”.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

60 percent of respondents have started tracking their expenses more carefully, while 25 percent have dipped into savings to cover expenses.

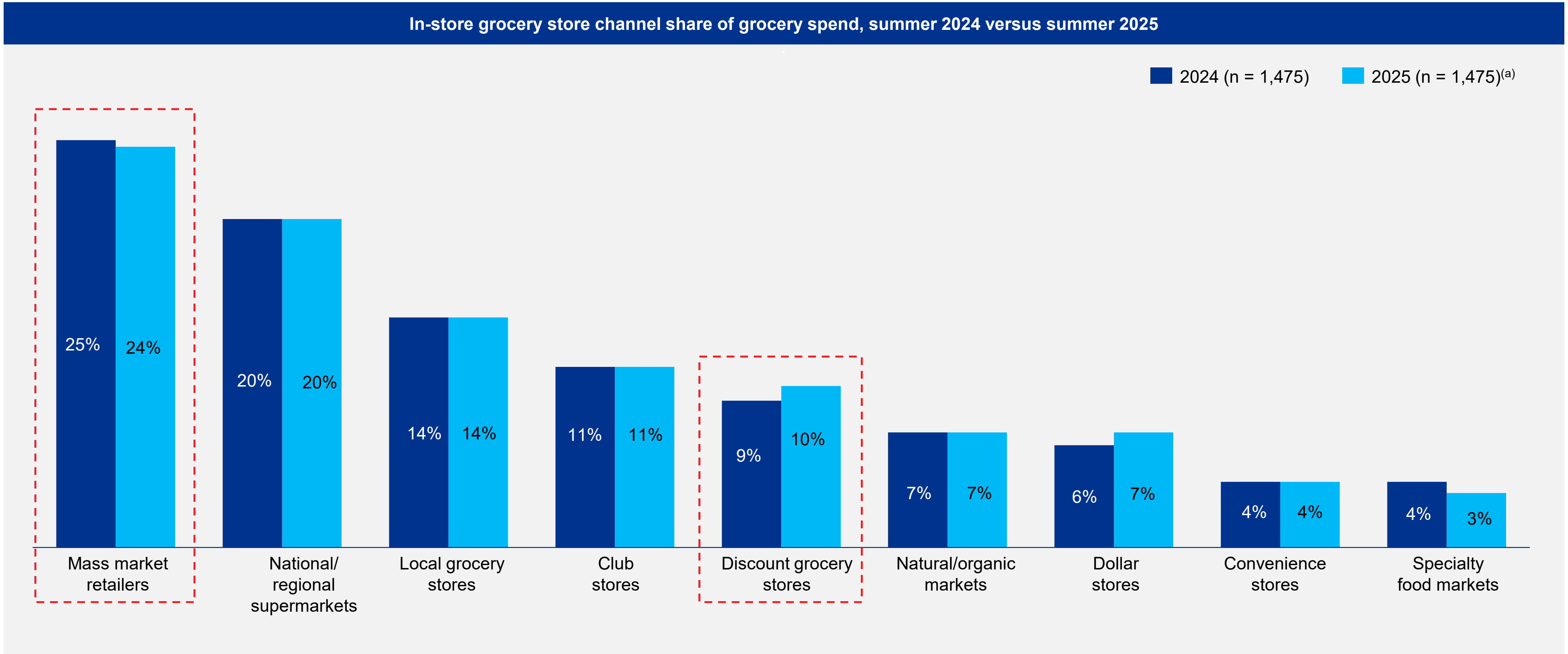


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Which, if any, of the following measures have you started taking recently?"; Exceeds 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

04

Channel Preference

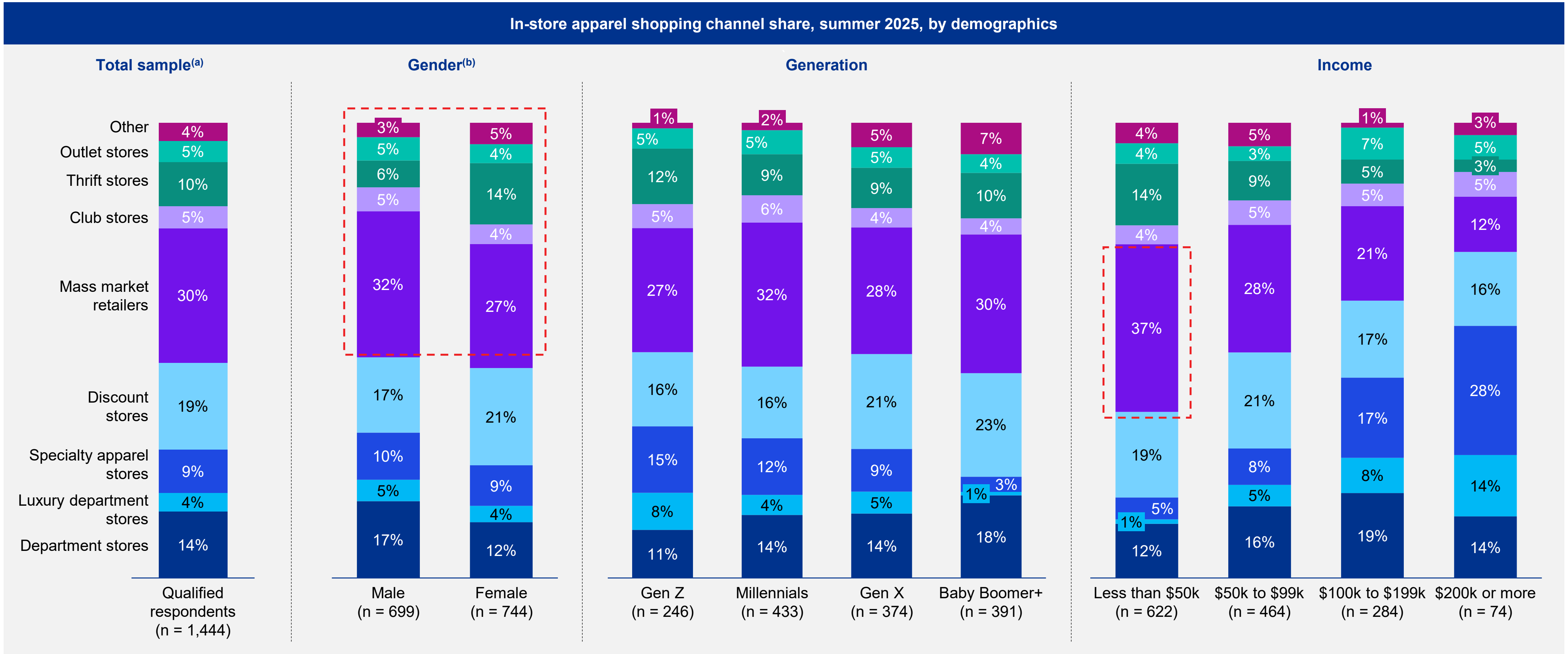
Grocery channel preferences are similar year-over-year – with a top preference for mass market retailers and slight increases for discount and dollar stores.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked "What percent of your monthly in-store grocery spend did you typically spend at each of the following grocery store types in 2024 and 2025?"; "What percent of your monthly in-store grocery spend do you expect to spend at each of the following grocery store types in 2025?"; (a) N is 1,475 because this question was asked to only those respondents who stated that their online grocery spend was less than 100% in C4.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

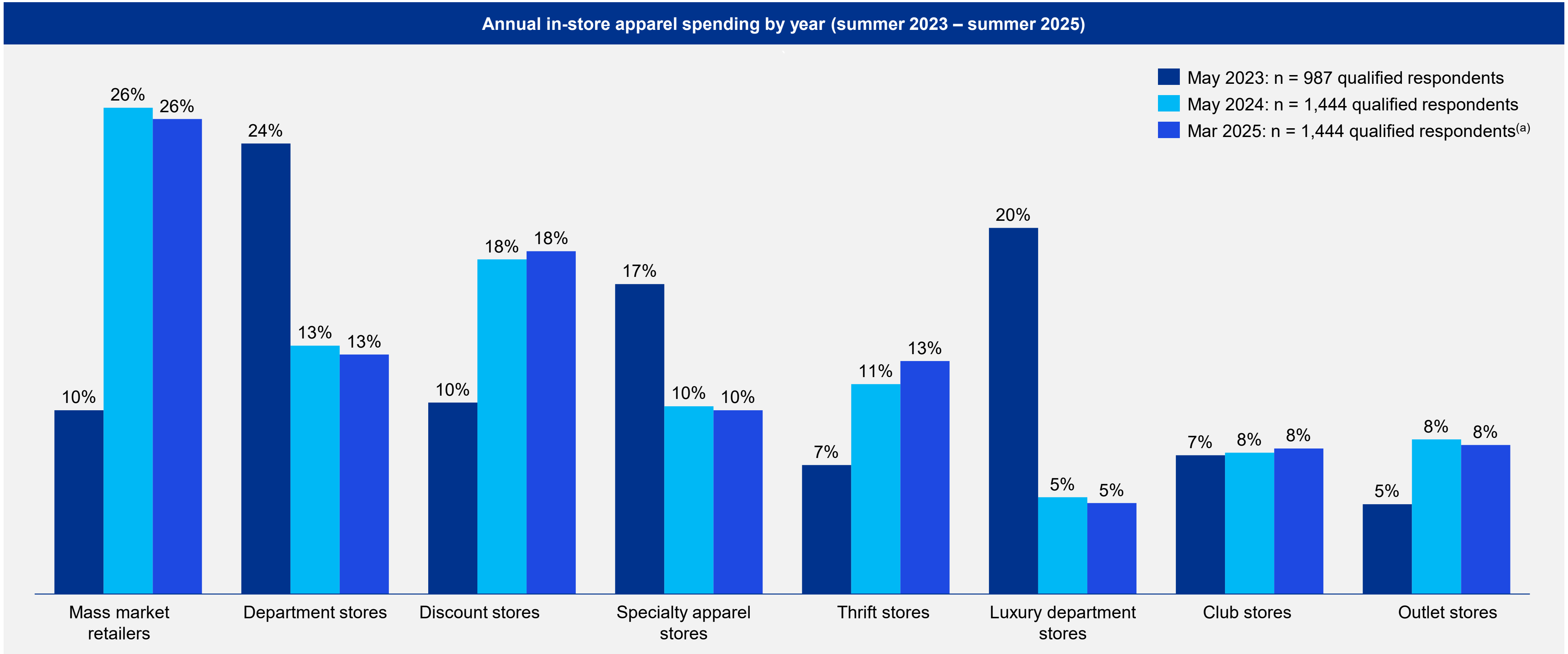
Mass market retailers are the preferred channel for in-store apparel – especially among lower income respondents. Women are twice as likely as men to shop at thrift stores.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Where do you typically shop for apparel (in-store)?”; (a) N is 1,444 because this question was asked to only those respondents who stated that their online apparel spend was less than 100% in C4; (b) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Thrift store, discount store, and club stores spending increased from summer 2023 to 2025; department stores, specialty apparel stores, and luxury stores saw a decrease.

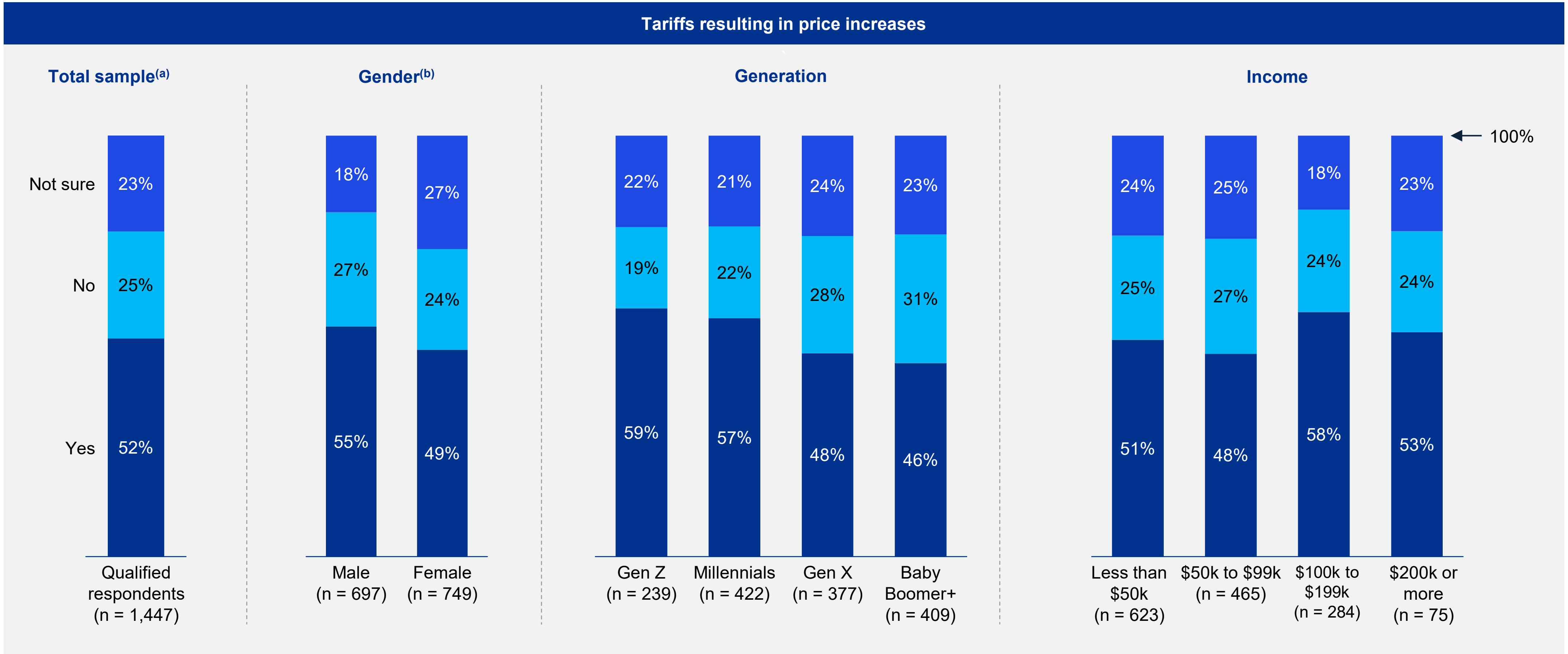


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked "What percent of your annual in-store apparel spend did you typically spend at each of the following apparel retailer types in 2024? What percent of your annual in-store apparel spend do you expect to occur at each of the following apparel retailer types in 2025?"; (a) N is 1,444 because this question was asked to only those respondents who stated that their online apparel spend was less than 100% in C4.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

05

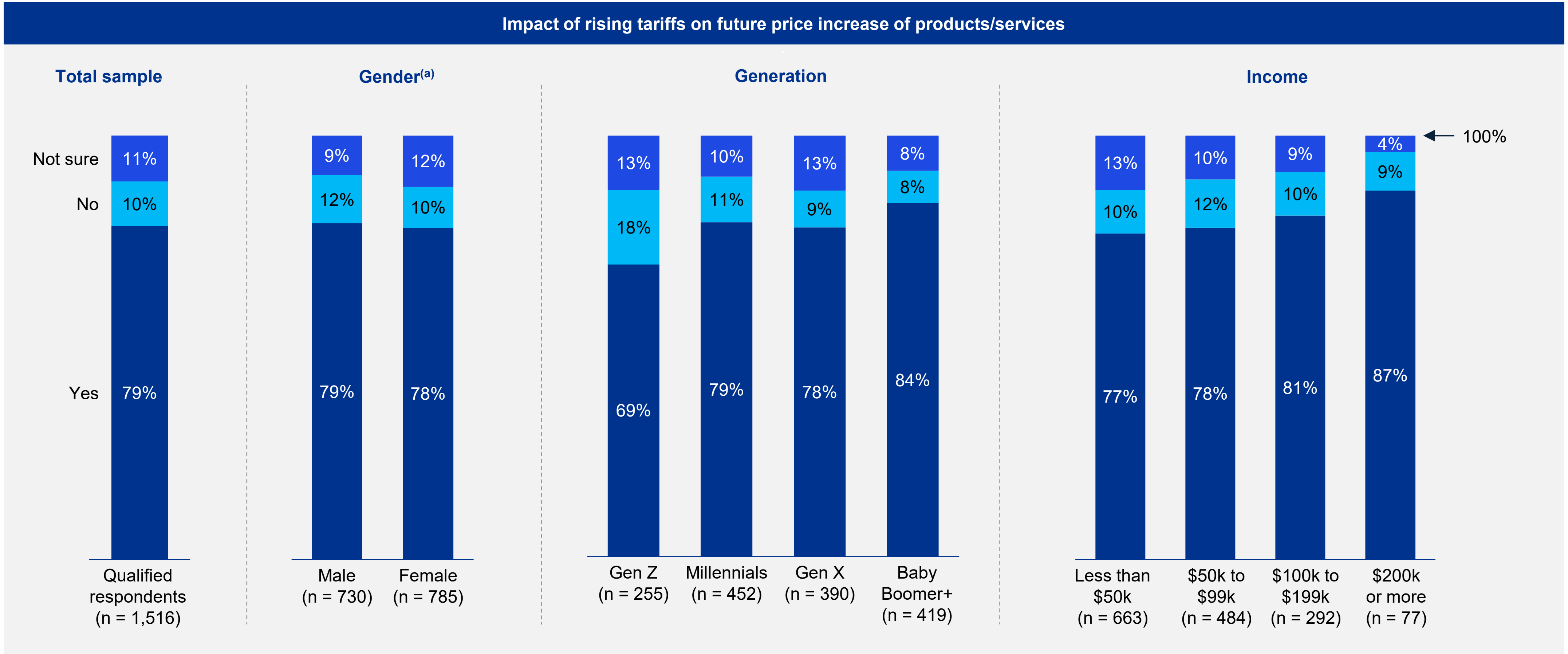
Impact of Tariff

52 percent of respondents believe price increases are due to tariffs.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Do you think that the price increase is due to tariffs?”; (a) N is 1,447 because this question was asked to only those respondents who stated that the prices are higher than they were a year ago for all the categories in D1a; (b) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

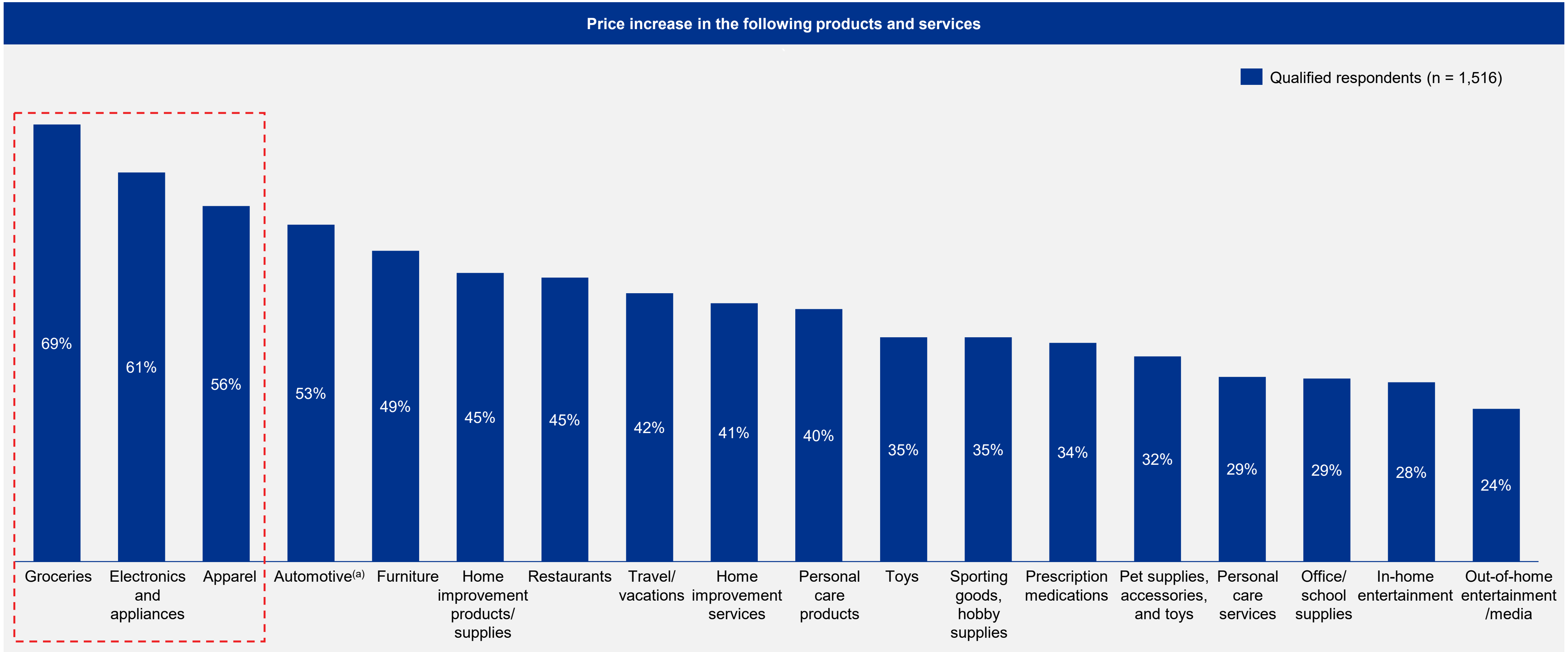
79 percent of respondents believe tariffs will lead to future price increases.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, Do you think that the rising tariffs will result in the prices of the products/services to increase in future?; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

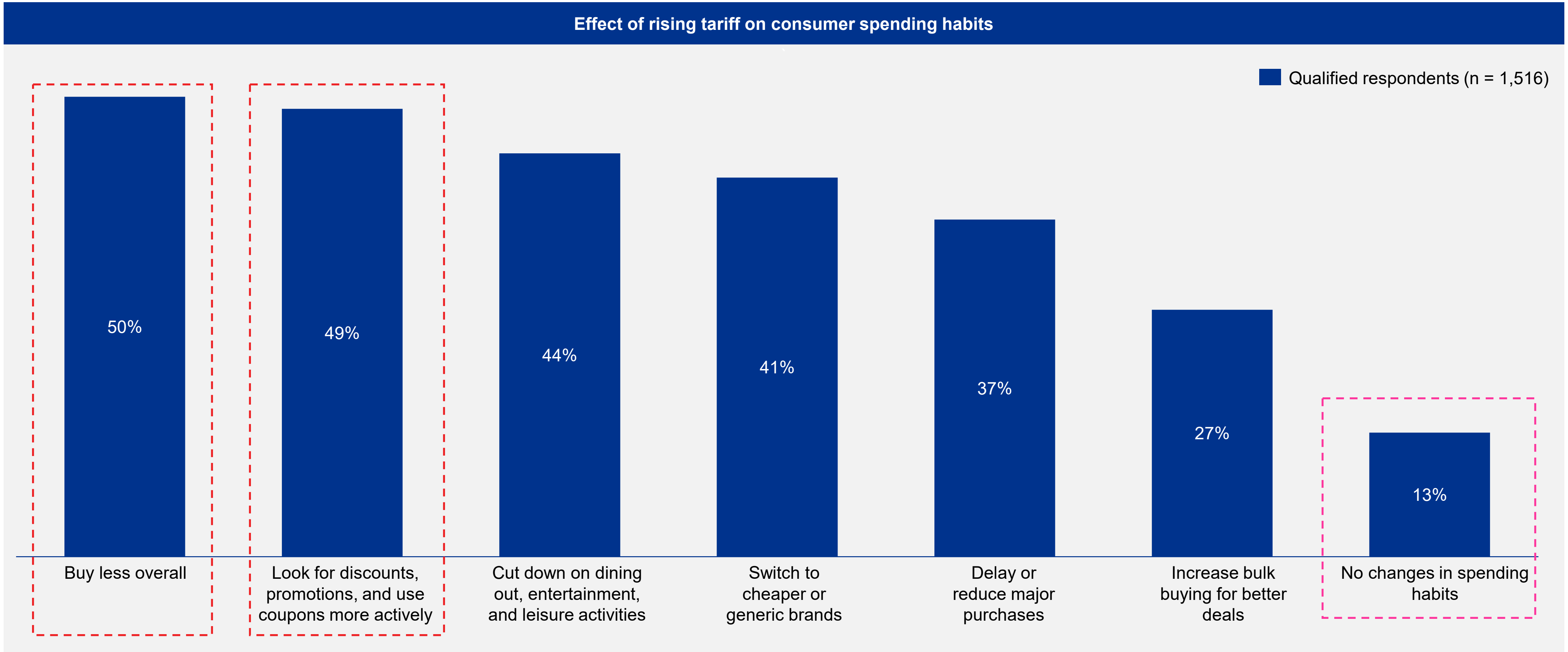
Consumers expect groceries, electronics, and apparel to be most affected by tariffs.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Which of the following product/services do you think will become more expensive due to tariffs?"; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance.; Exceeds 100% as respondents could select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

50 percent of respondents expect to buy less overall due to tariffs – 49 percent will more actively look for discounts.

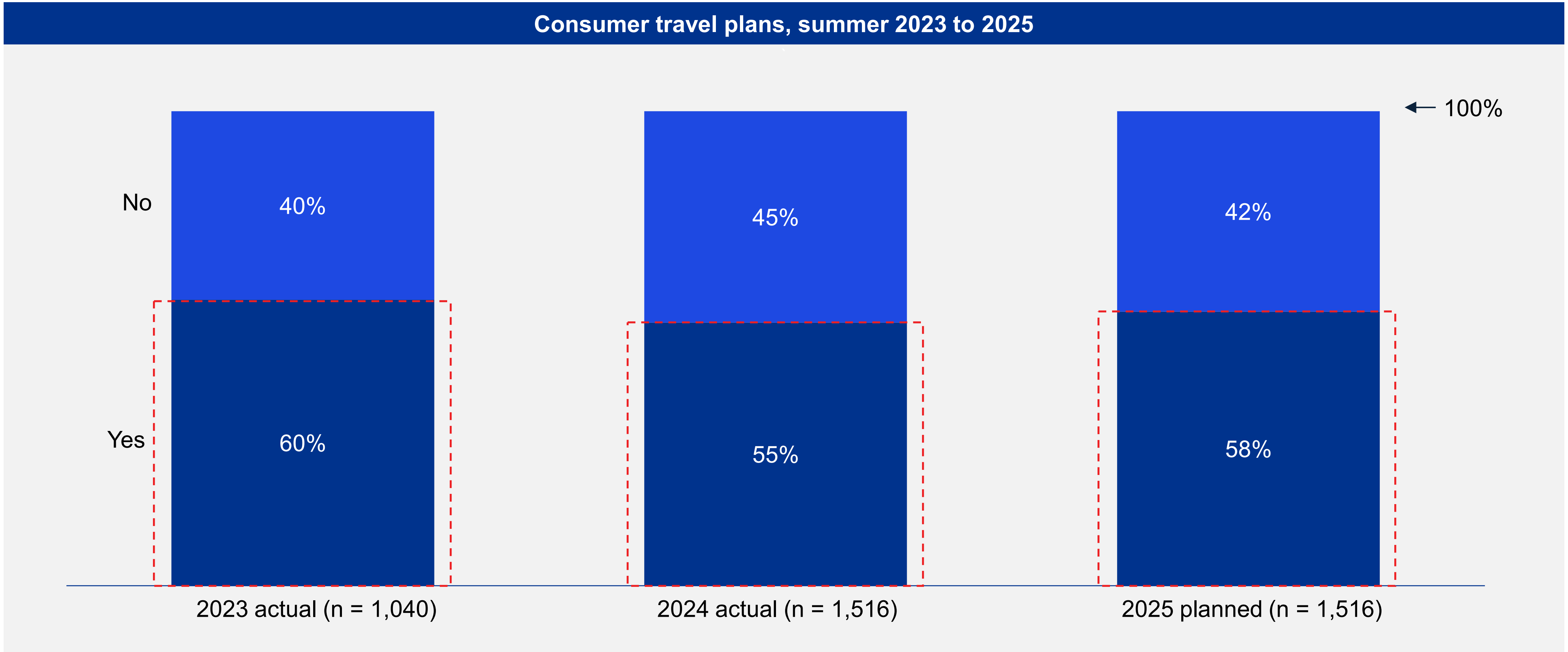


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "How are rising tariffs likely to affect your spending habits?"; Exceeds 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

06

Travel

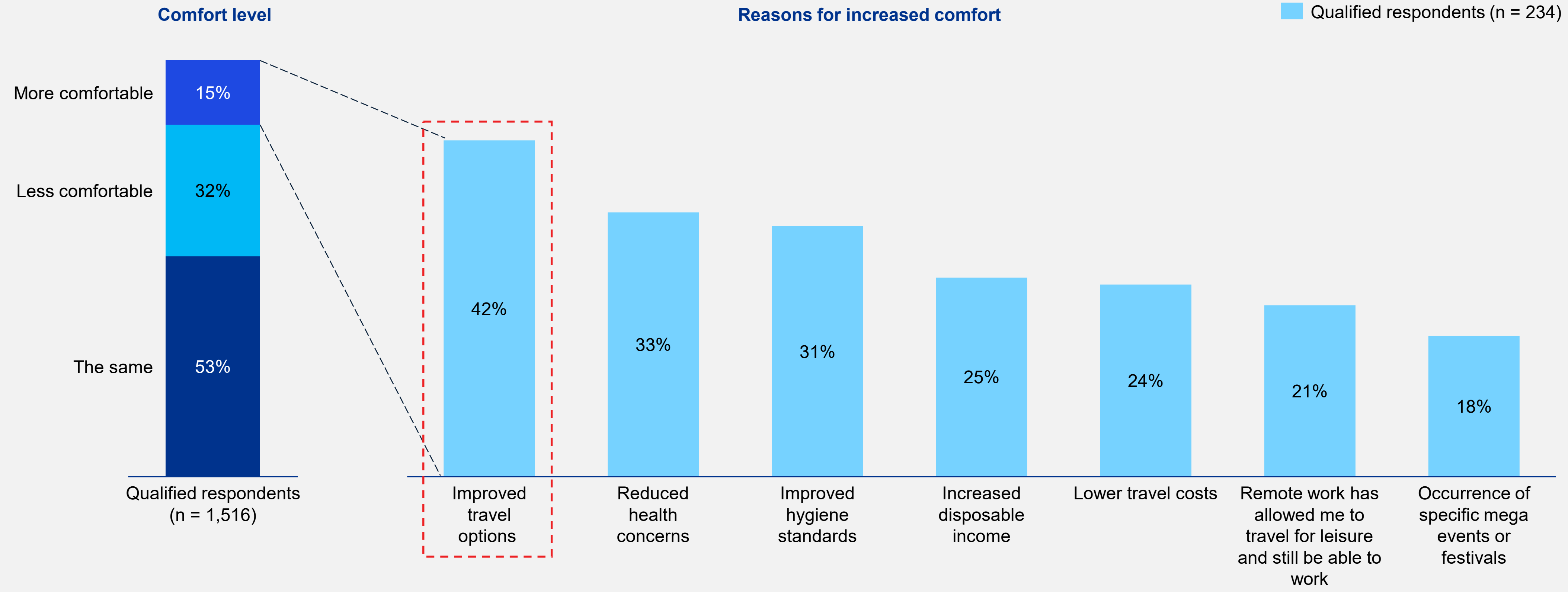
58 percent plan summer travel – slightly above last year.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Did you travel during the summer of 2024?”; “Do you plan to travel in the summer of 2025?”
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

Of respondents who are more comfortable traveling in the summer 2025, 42 percent cite improved travel options as the reason.

Comfort level in travelling, summer 2025 vs. 2024

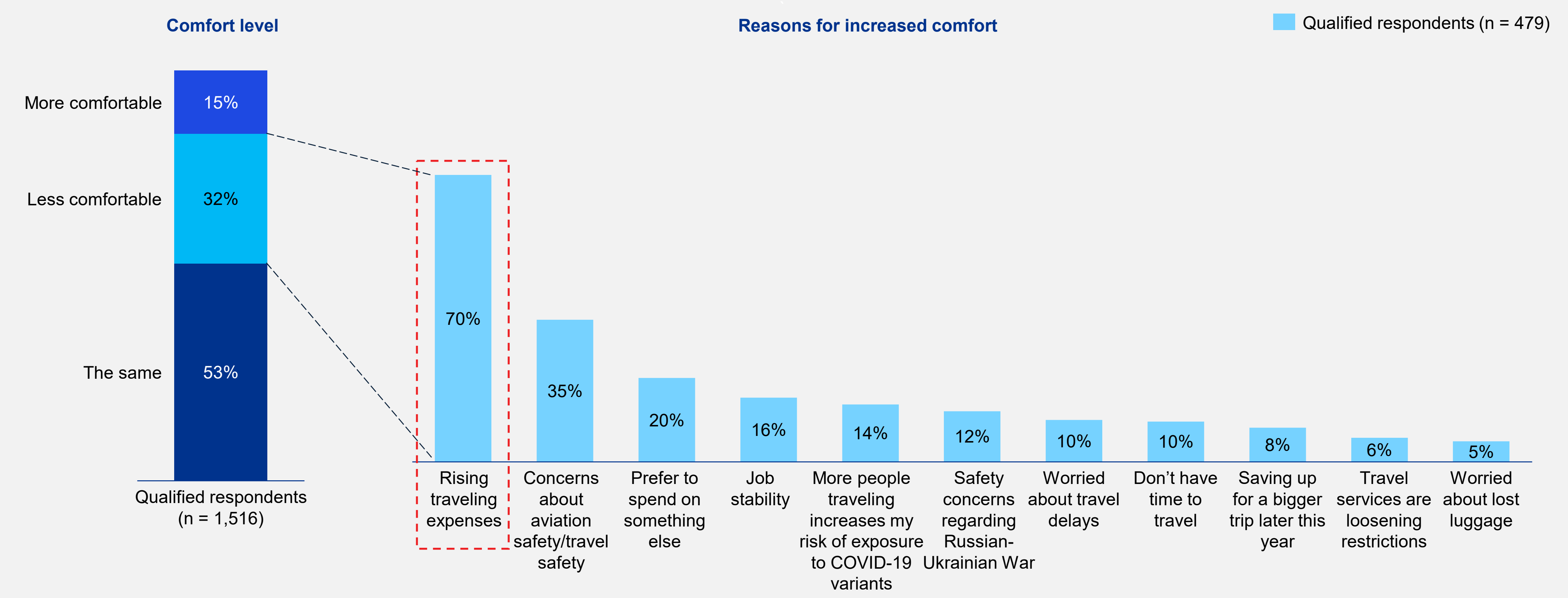


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Do you feel more or less comfortable traveling in 2025 versus 2024?"; "Why are you more comfortable traveling in 2025 versus 2024?"; Percentages of reason for increased comfort might exceed 100% as respondents could select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Respondents who are less comfortable traveling in summer 2025 mainly cite rising travel expenses – as well as concerns about travel safety.

Comfort level in travelling, summer 2025 vs. 2024

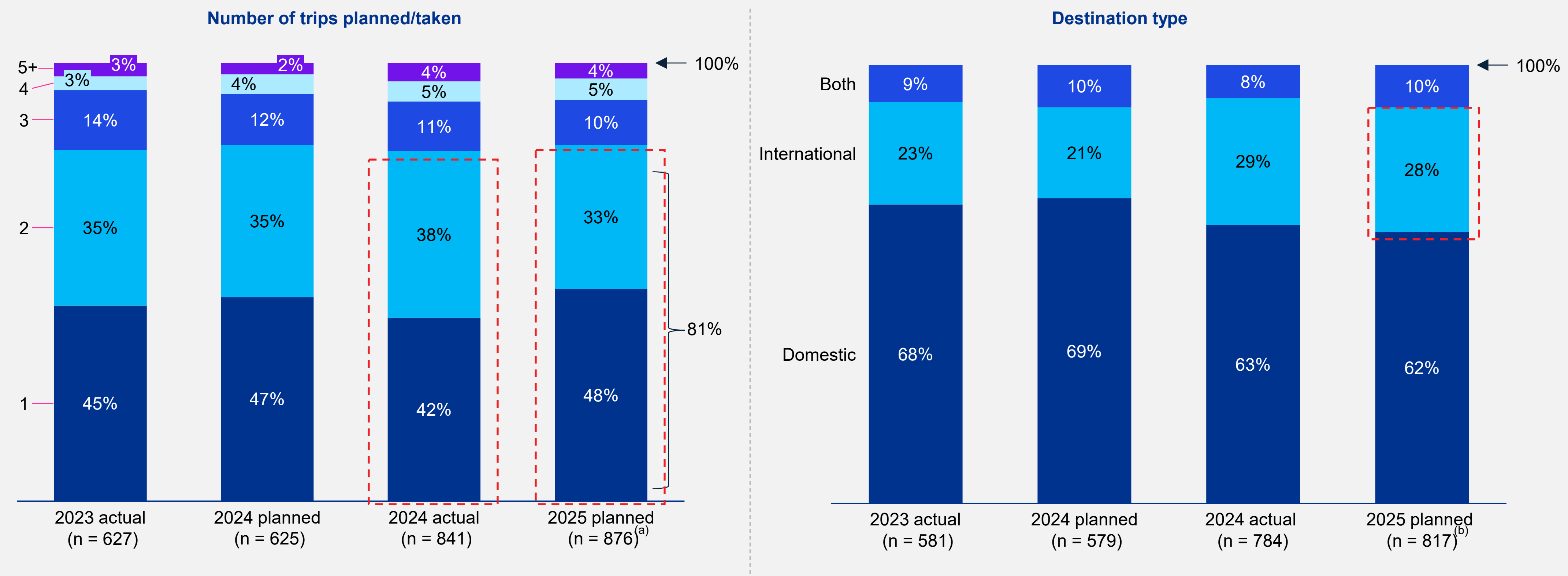


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Do you feel more or less comfortable traveling in 2025 versus 2024?"; "Why are you less comfortable traveling in 2025 versus 2024?"; Percentages of reason for decreased comfort might exceed 100% as respondents could select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Among respondents who are traveling, 81 percent plan to take 1 – 2 trips this summer; 28 percent plan international travel.

Consumer travel plans, summer 2023 to 2025



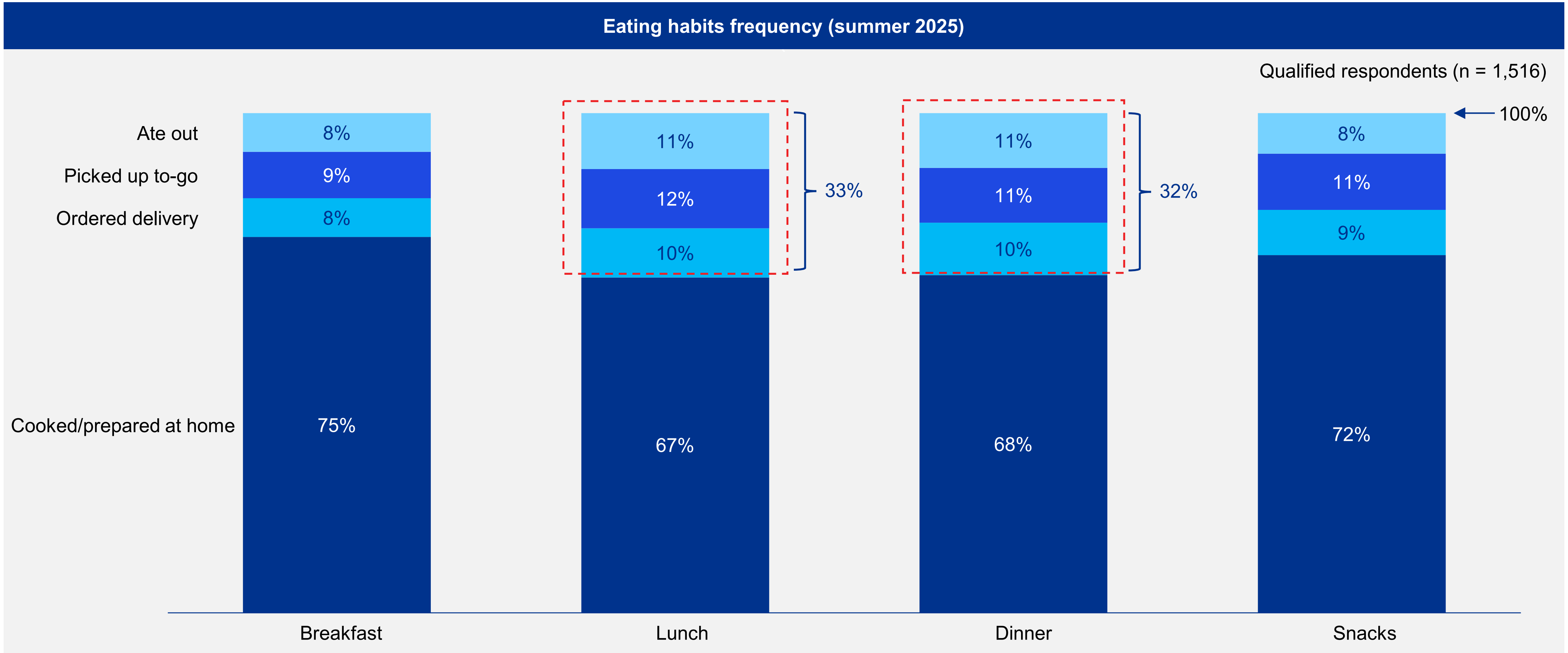
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “How many vacation trips did you take during the summer of 2024?”; “Where did you travel during summer 2024?”; How many vacation trips do you plan on taking during the summer of 2025?”; “Where do you plan to travel during summer 2025?”; (a) N is 876 because this question was asked to only those respondents who stated that they are planning to travel for vacation during the summer of 2025; (b) N is 817 because this question was asked to only those respondents who stated that they are planning to travel for vacation during the summer of 2025.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025; KPMG Consumer Pulse Survey fielded April 21, 2024 – May 26, 2024

07

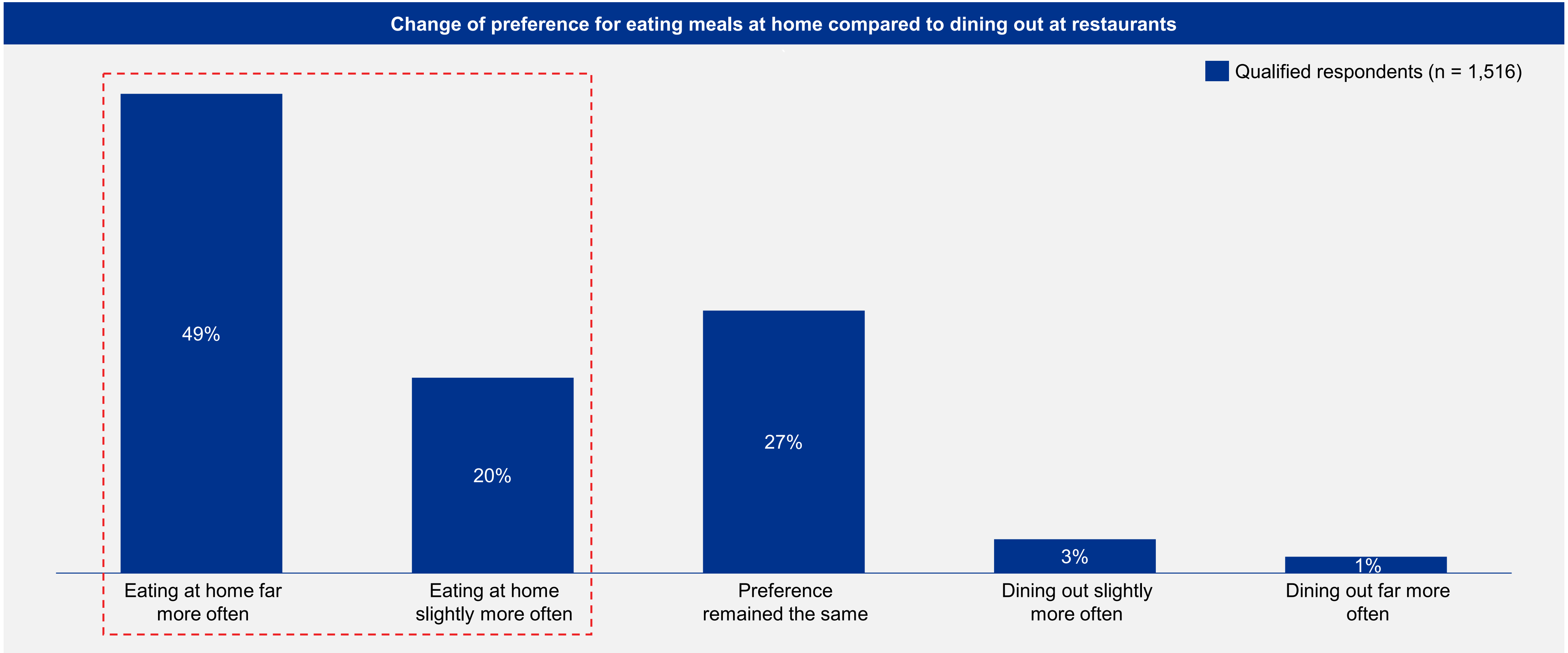
Eating Habits

Respondents are more likely to cook breakfast at home compared to lunch or dinner.



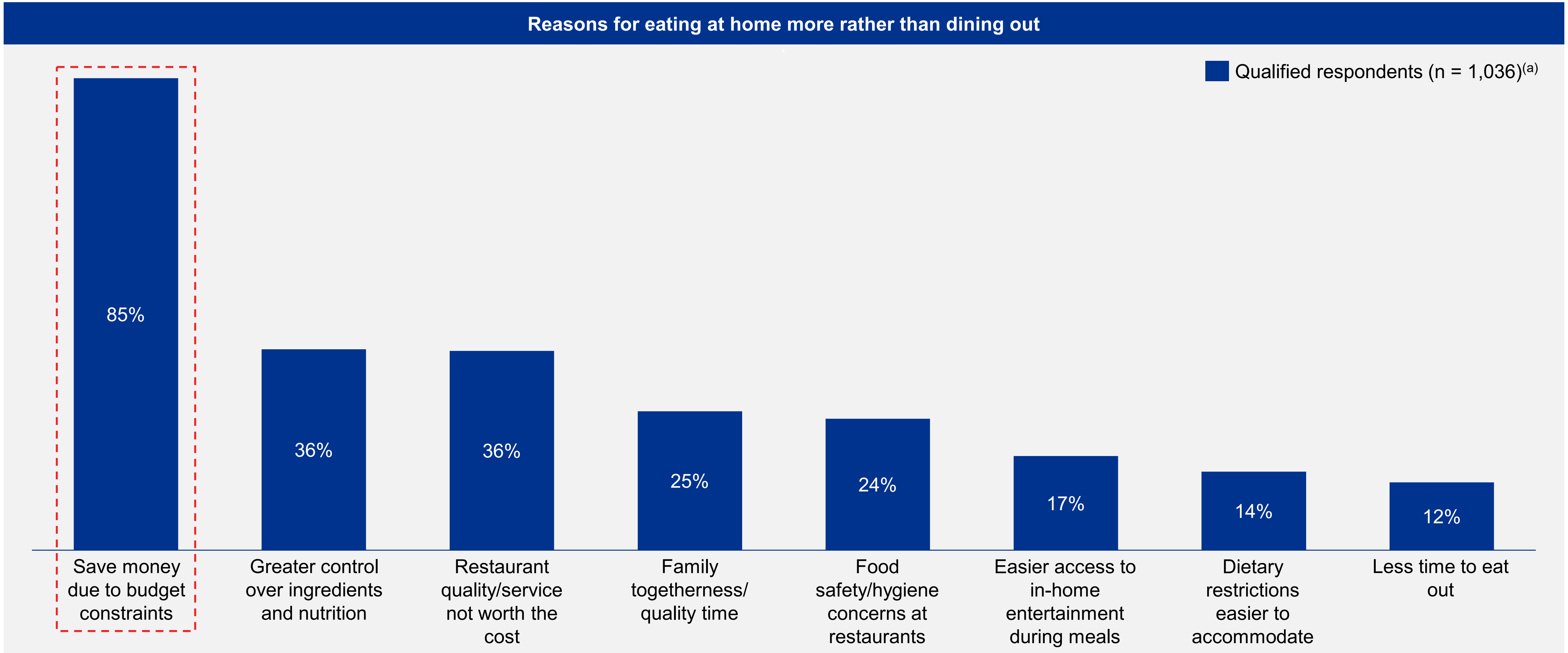
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Thinking back on the last week, for each meal, how often did you cook at home, order delivery, pick-up to-go, or eat out?”
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

69 percent of respondents are eating at home more often rather than dining out.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “In the past year, how has your preference changed for eating meals at home compared to dining out at restaurants?”
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

85 percent of respondents cite saving money as the main reason for eating at home more often.

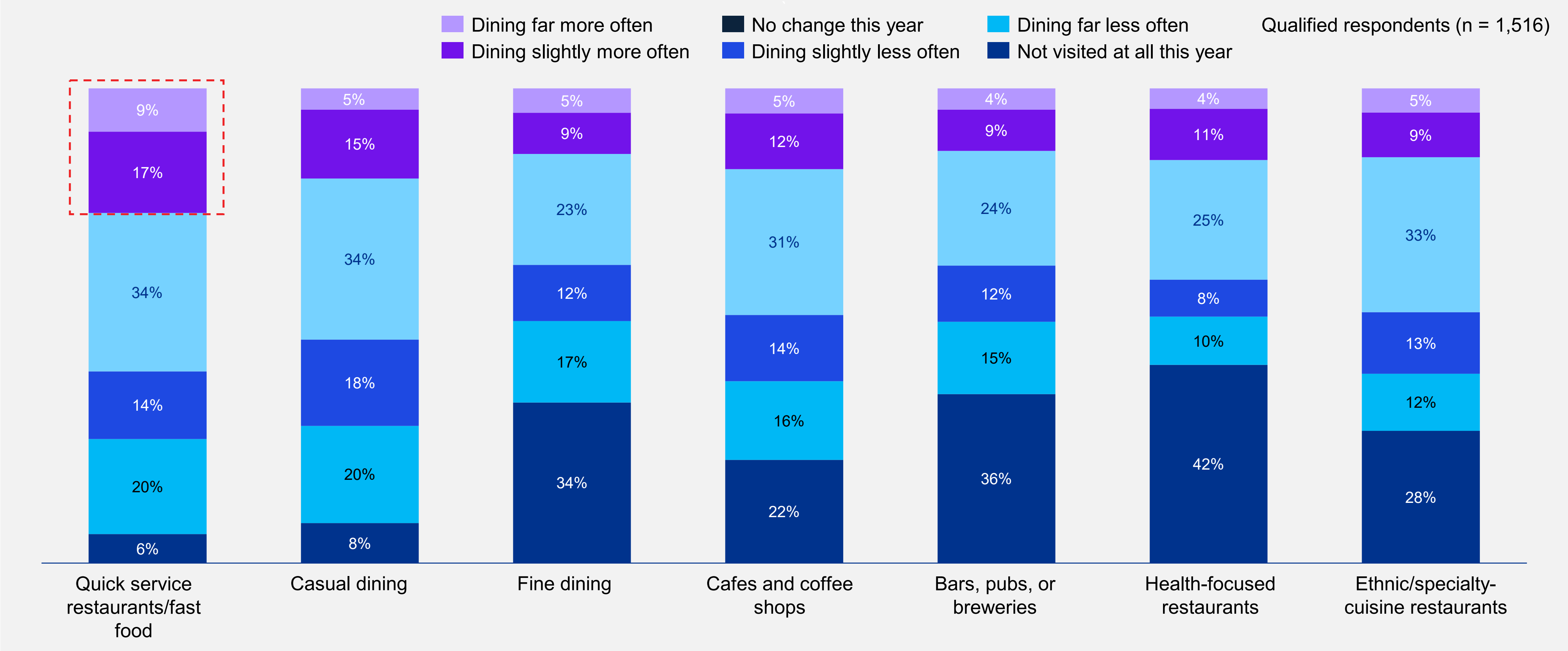


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "What are the primary reasons you are eating at home more rather than dining out?"; Exceeds 100% as respondents could select multiple options; (a) N is 1,036 because this question was asked to only those respondents who stated that they are eating at home far more often or slightly more often in M2.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

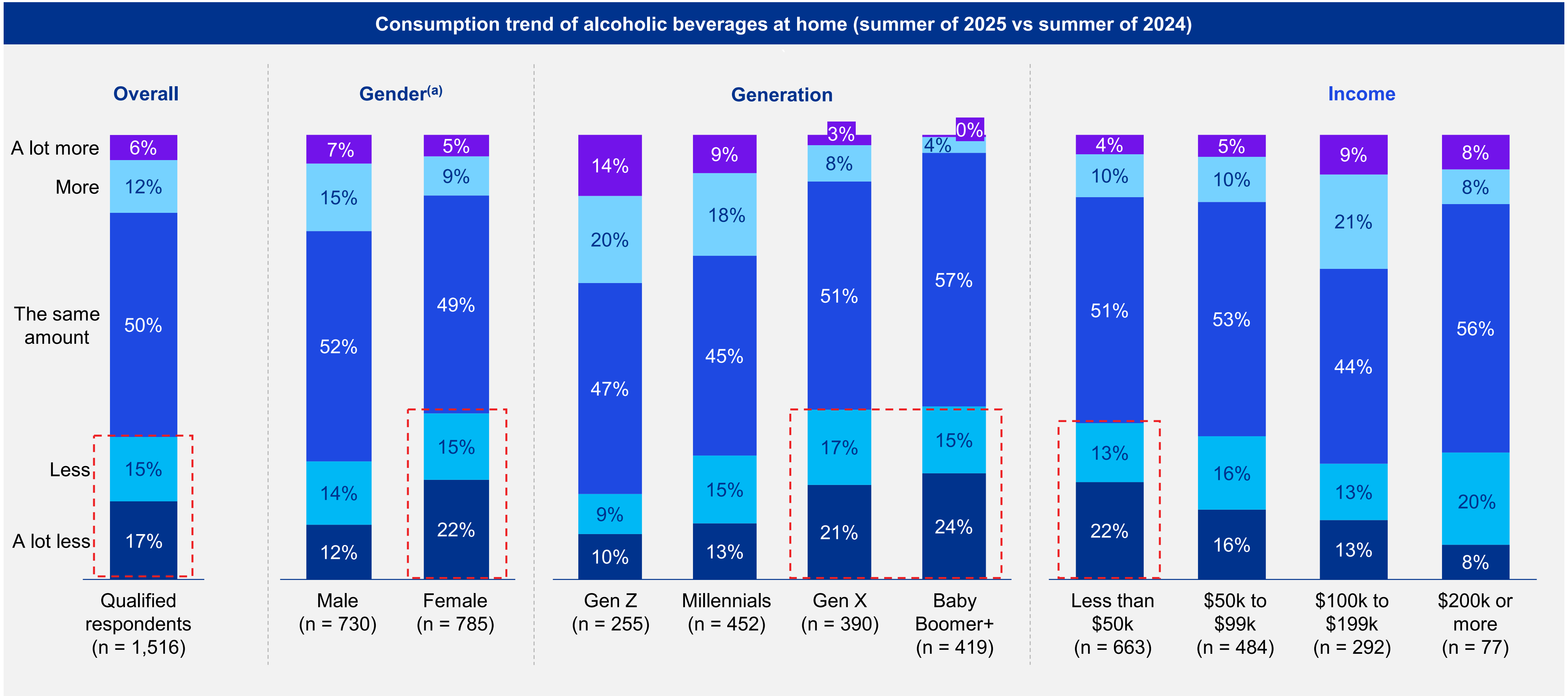
26 percent respondents are considering quick service restaurants/fast food for dining more often.

Types of restaurants for dining and frequency



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Over the past year, what types of restaurants are you dining at more often or less often?”
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

32 percent decreased alcohol consumption at home in the past three months. Decreases among women, Gen X and Baby Boomers+, and lower income households were even higher.



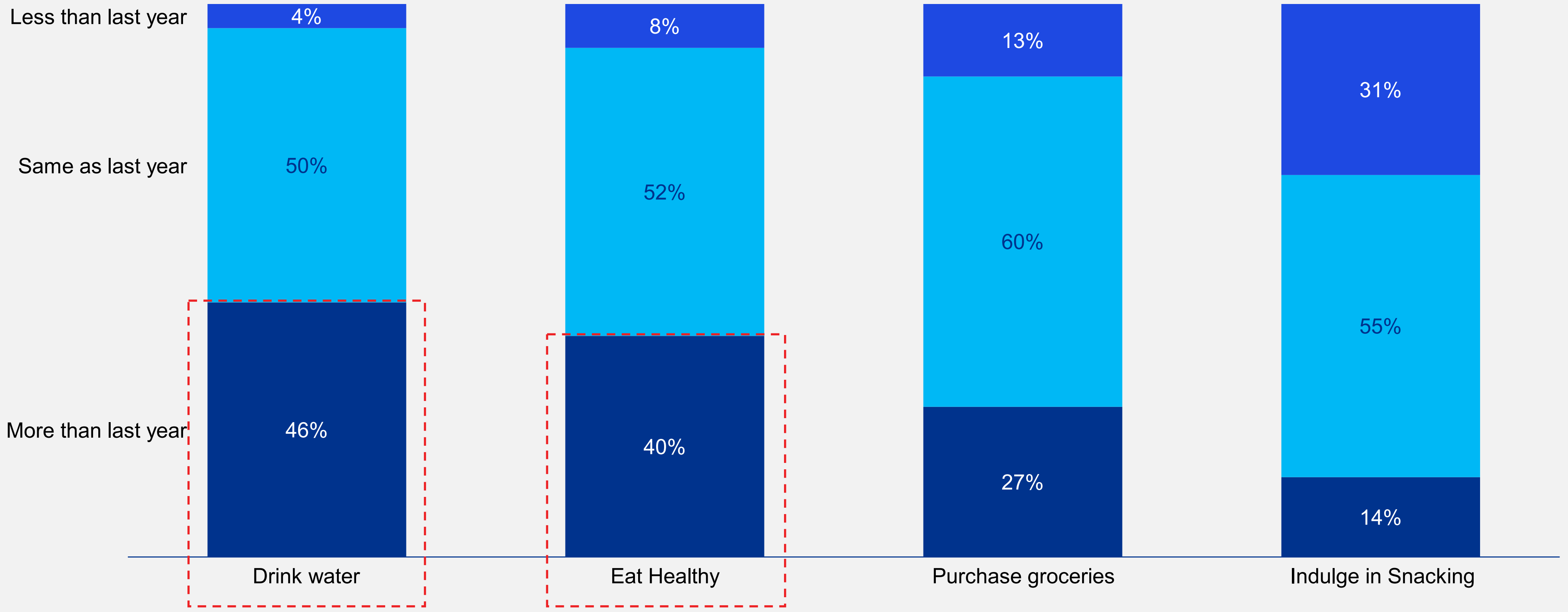
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Over the last 3 months has your household been drinking less, the same amount, or more alcoholic beverages at home as compared to last year?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

46 percent of respondents plan to drink more water than they did last year; 40 percent plan to eat healthier.

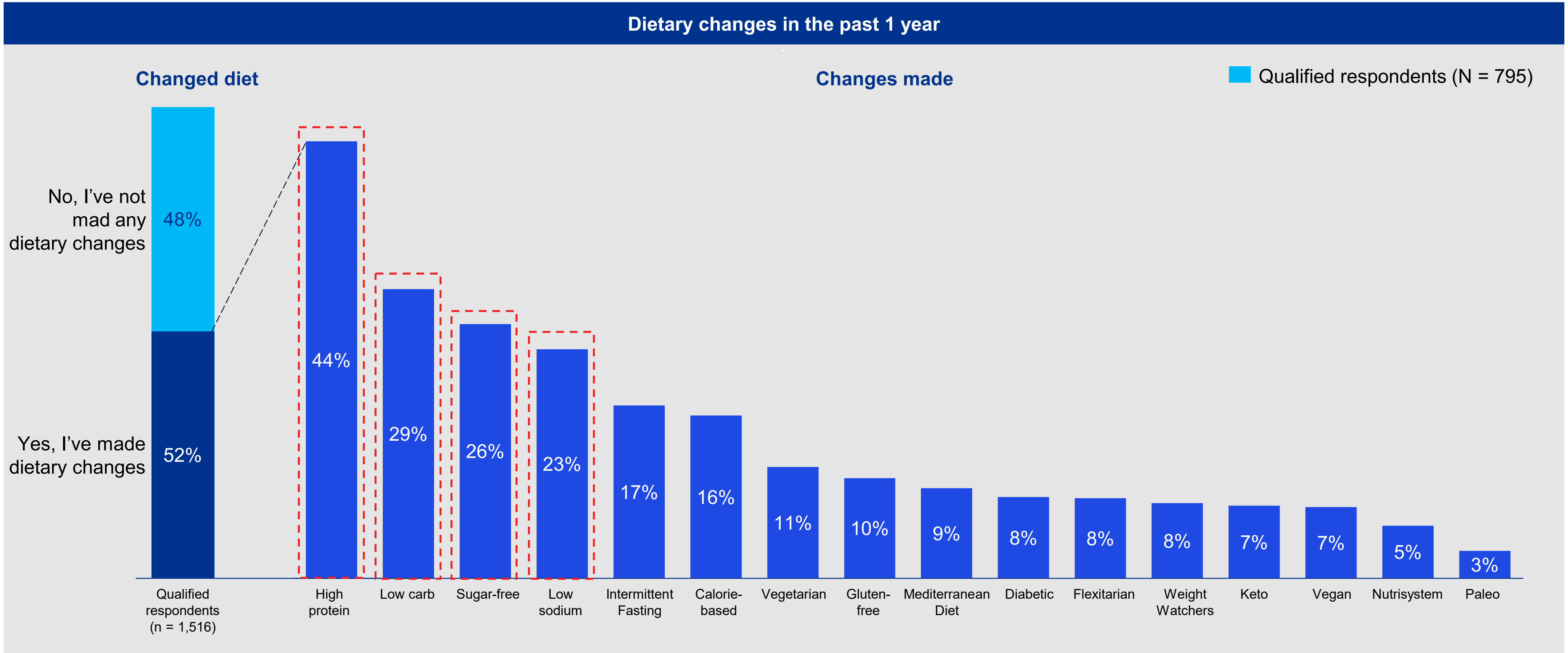
Expected change in eating habits (summer of 2025 vs summer of 2024)

N = 1,516 qualified respondents



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "In the summer of 2025 compared to the summer of 2024, do you expect to do more, the same, or less of each of the following?"
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

52 percent of respondents made dietary changes in the past year – higher protein, lower carb, and sugar-free choices were the top changes.



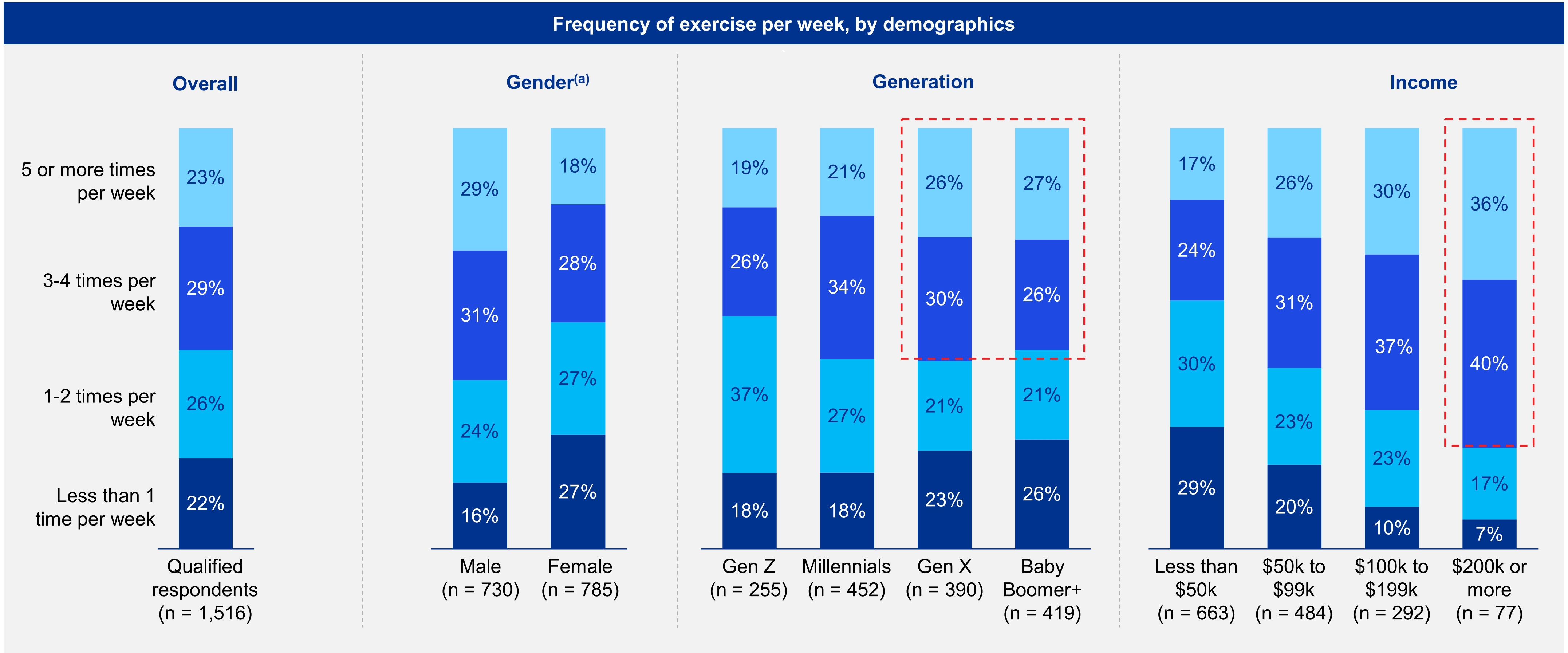
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "What dietary changes, if any, have you made since past 1 year? Please select all that apply."; Percentages of changes made might exceed 100% as respondents could select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

08

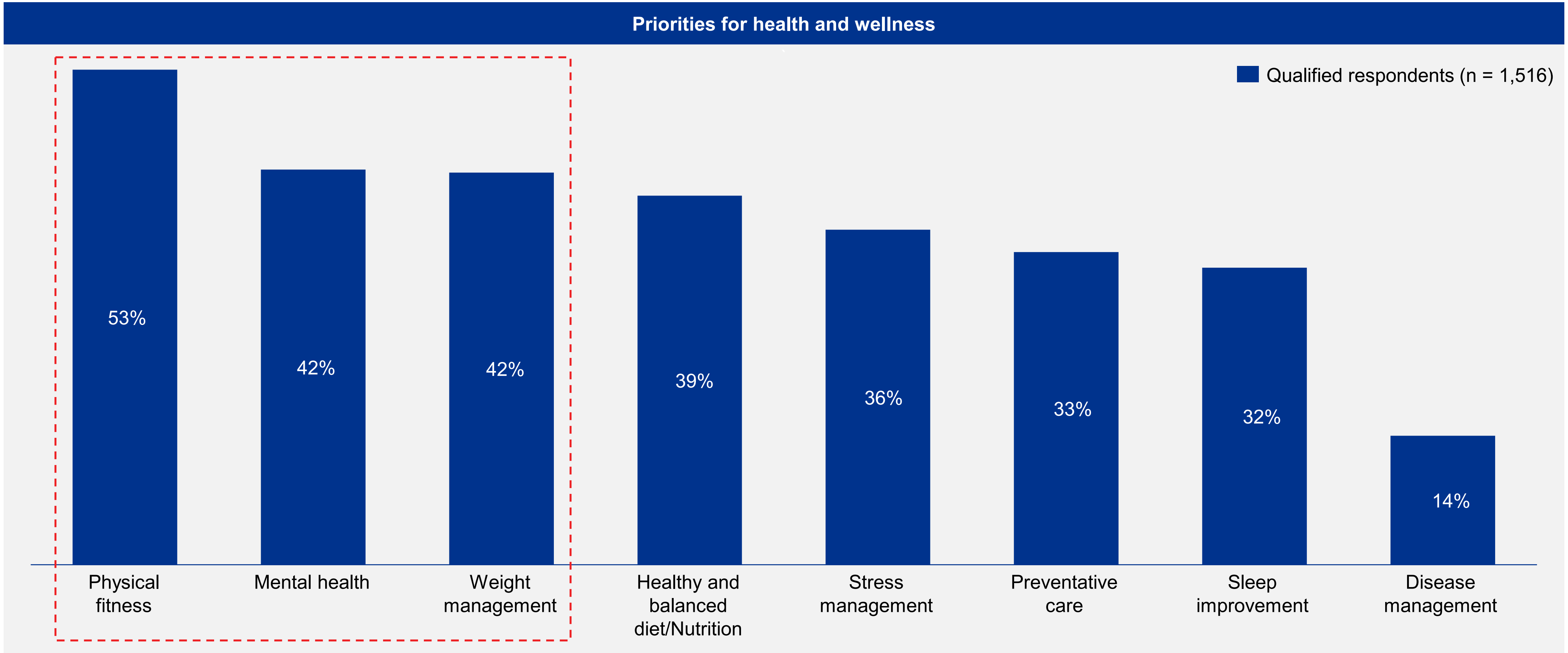
Health and Wellness

The higher income demographics tend to exercise more frequently; Millennials, Gen X, and Baby Boomer+.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “How often do you exercise per week?”; (a) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

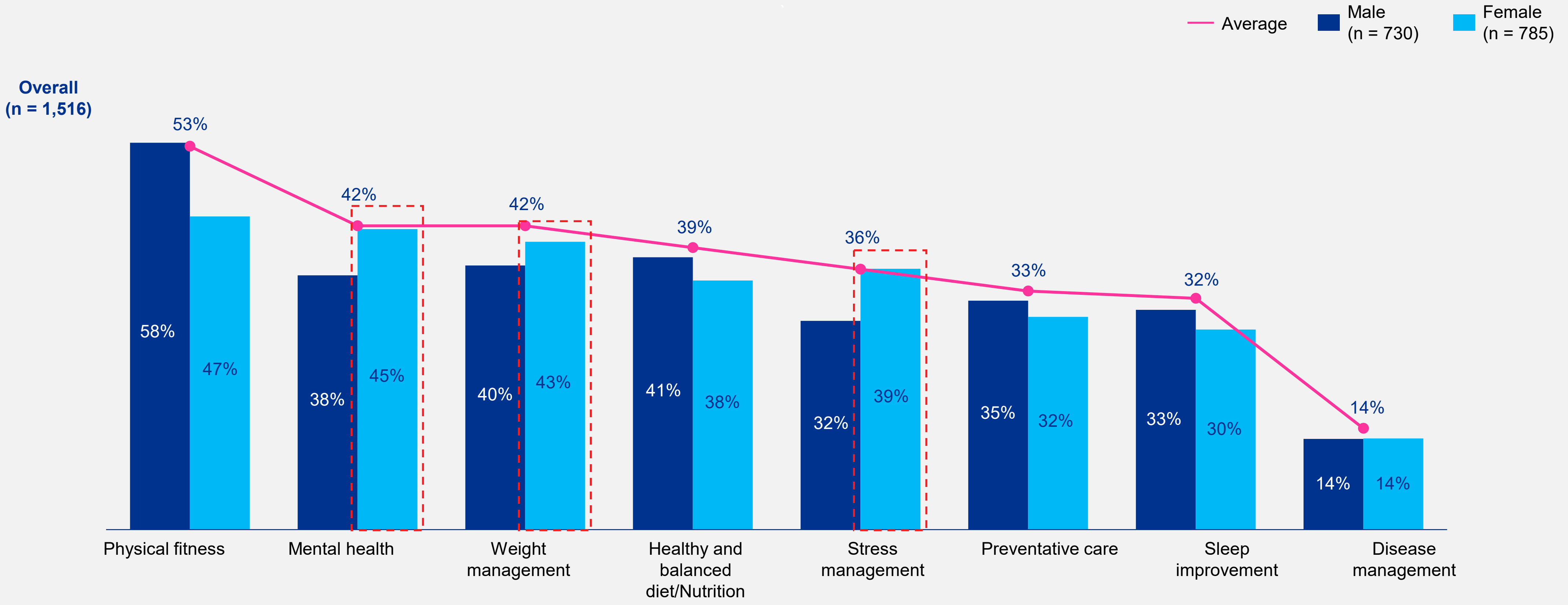
Physical fitness (53 percent), mental health (42 percent), and weight management (42 percent) are the top three priorities for health and wellness.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "What are your top 3 priorities for health and wellness?"; Exceeds 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

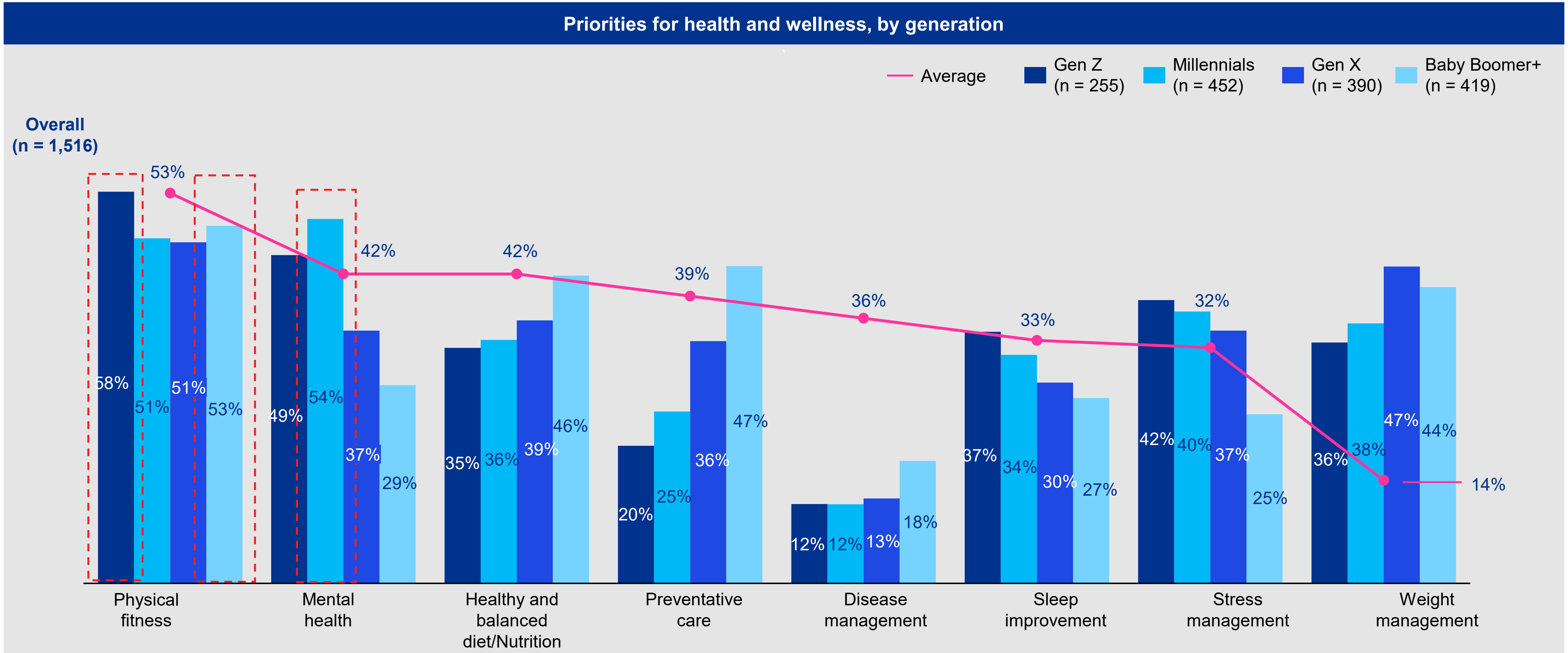
A higher percentage of women prioritize mental health (45 percent), weight management (43 percent), and stress management (39 percent) compared to men.

Priorities for health and wellness, by gender(a)



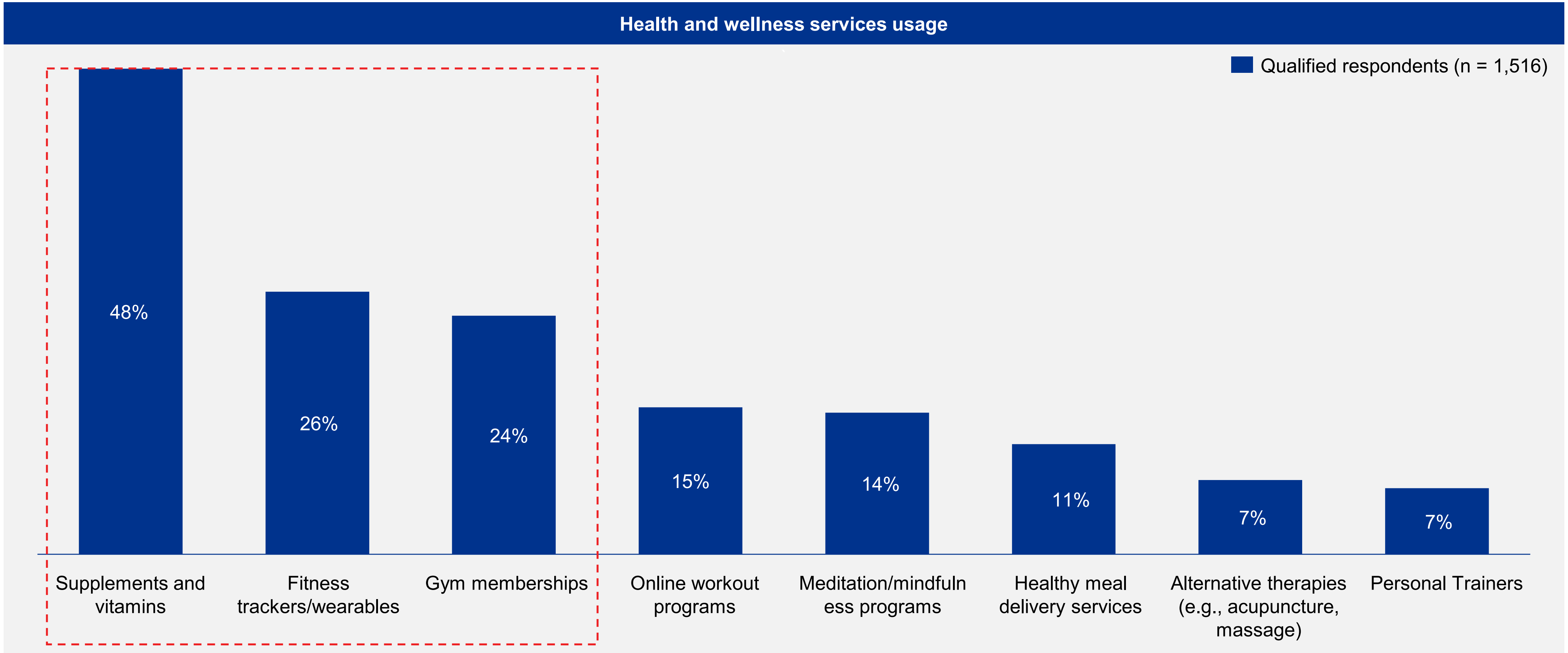
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “What are your top 3 priorities for health and wellness?”; (a) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

While physical fitness is most important for Gen Z and Baby Boomer+; Mental health is the top priority for millennial respondents.



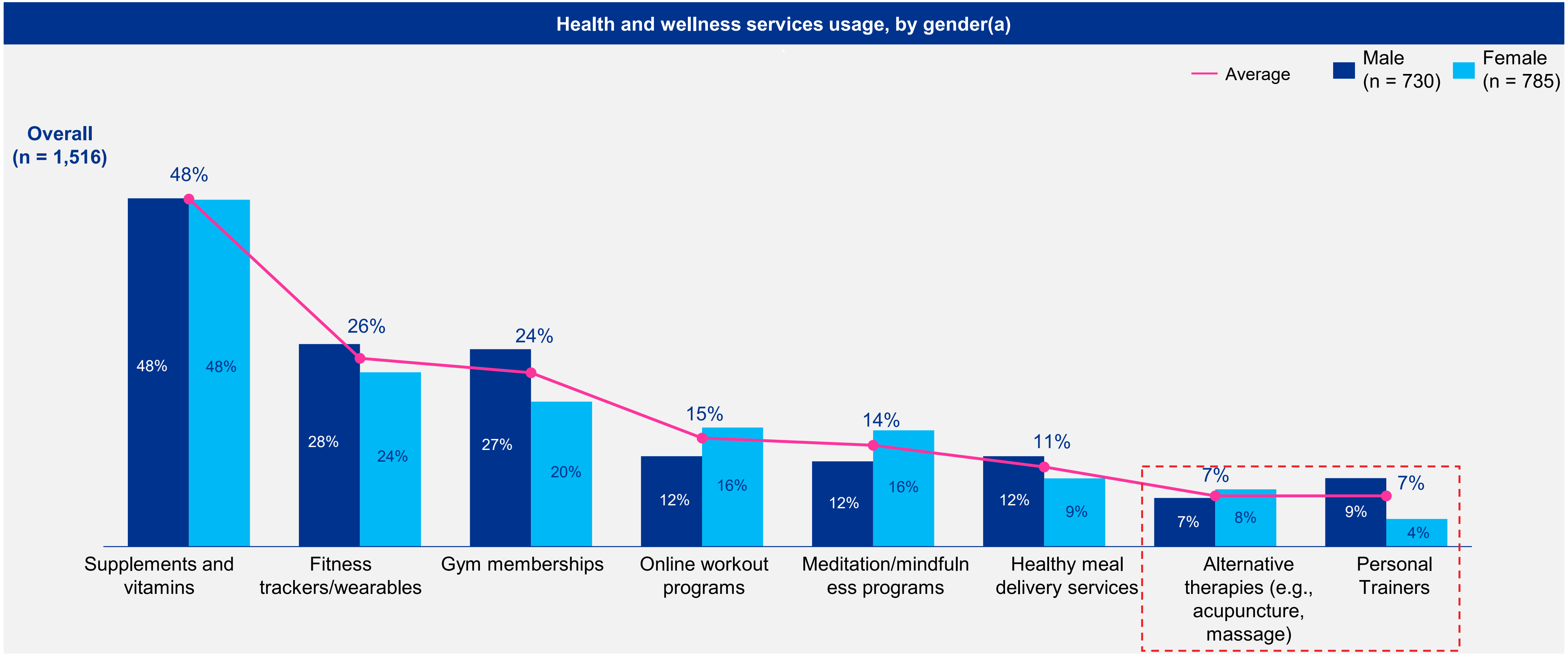
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “What are your top 3 priorities for health and wellness?”
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Supplements and vitamins (48 percent) are the most used health and wellness service followed by fitness trackers (26 percent), and gym memberships (24 percent).



Note(s) KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Which of the following health and wellness products/services do you use regularly?”; Exceeds 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

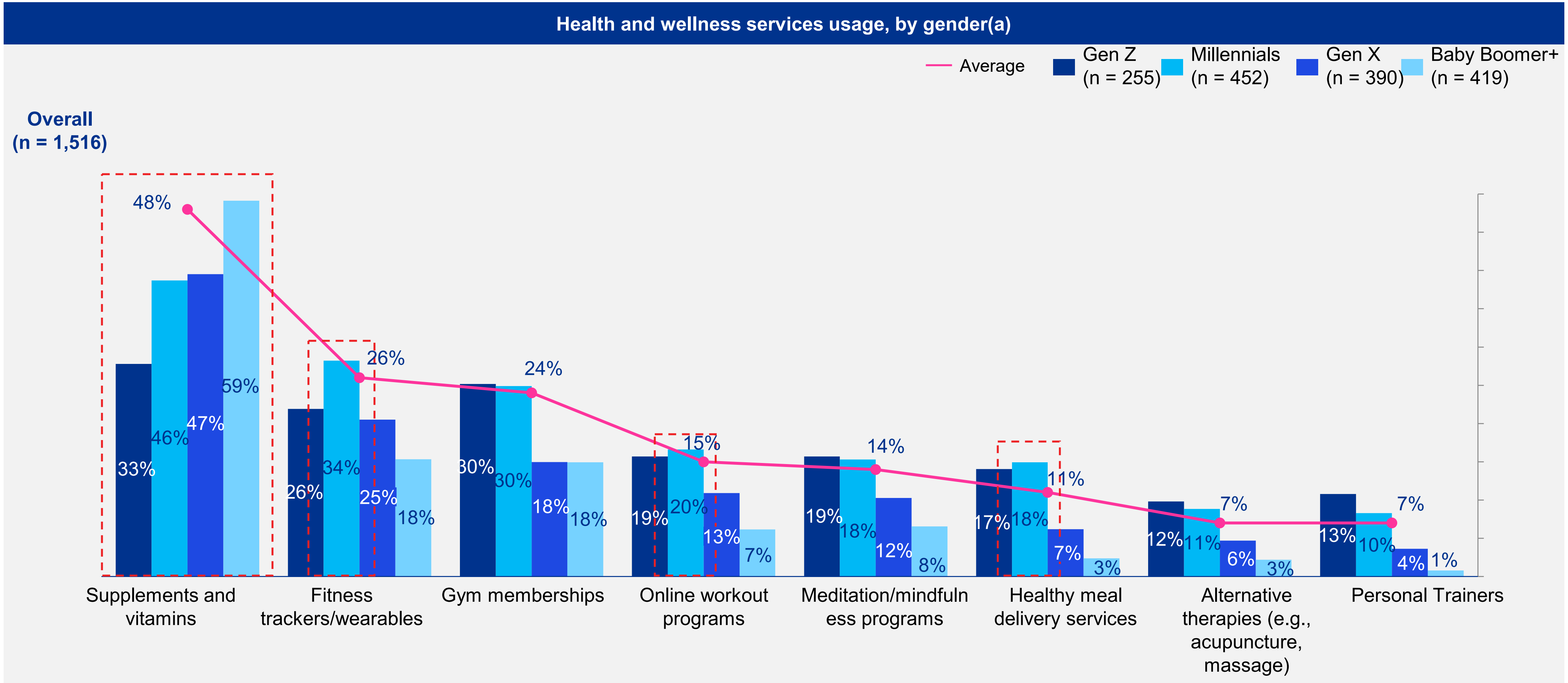
Personal trainers and alternative therapies are the least commonly used health and wellness products/services among both men and women.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Which of the following health and wellness products/services do you use regularly?”; (a) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.

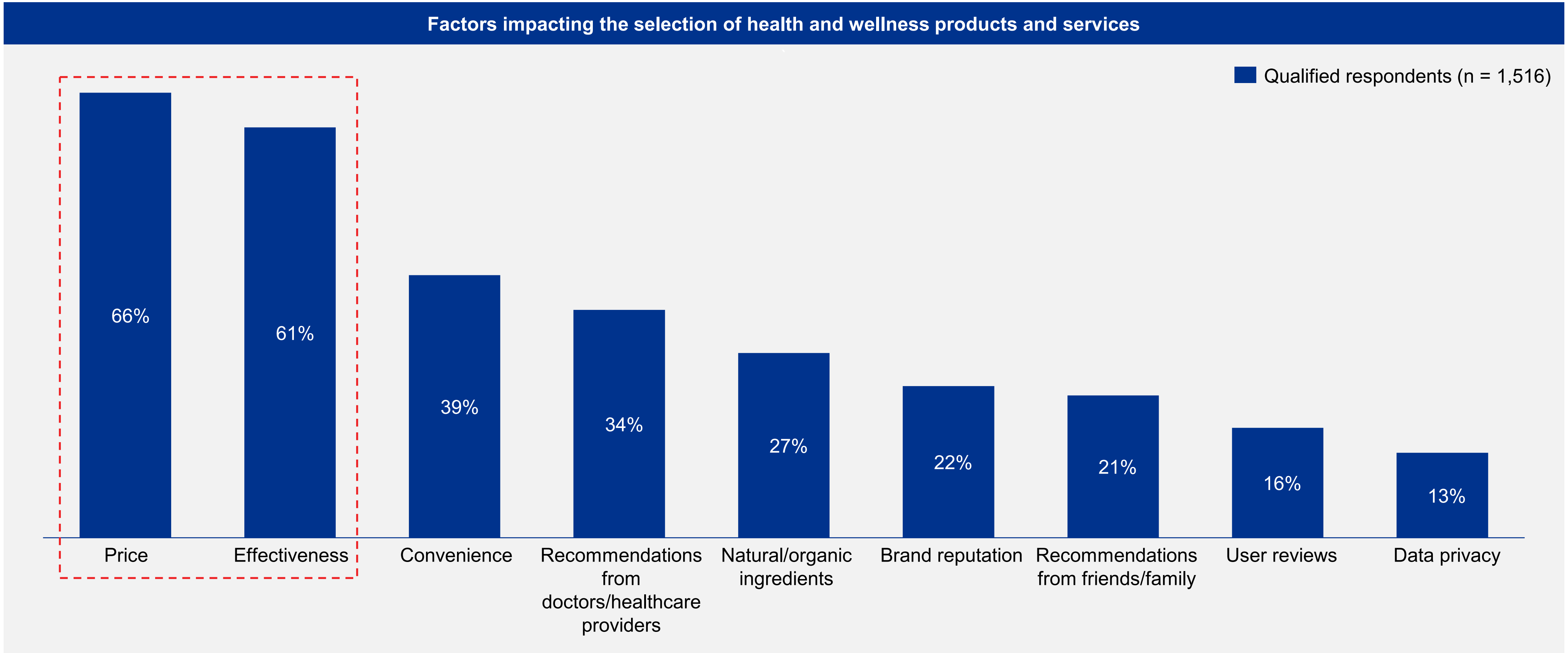
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

While supplements and vitamins are common across generations, Millennials more actively use fitness trackers, online workout programs, and healthy meal delivery services.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Which of the following health and wellness products/services do you use regularly?” Exceeds 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

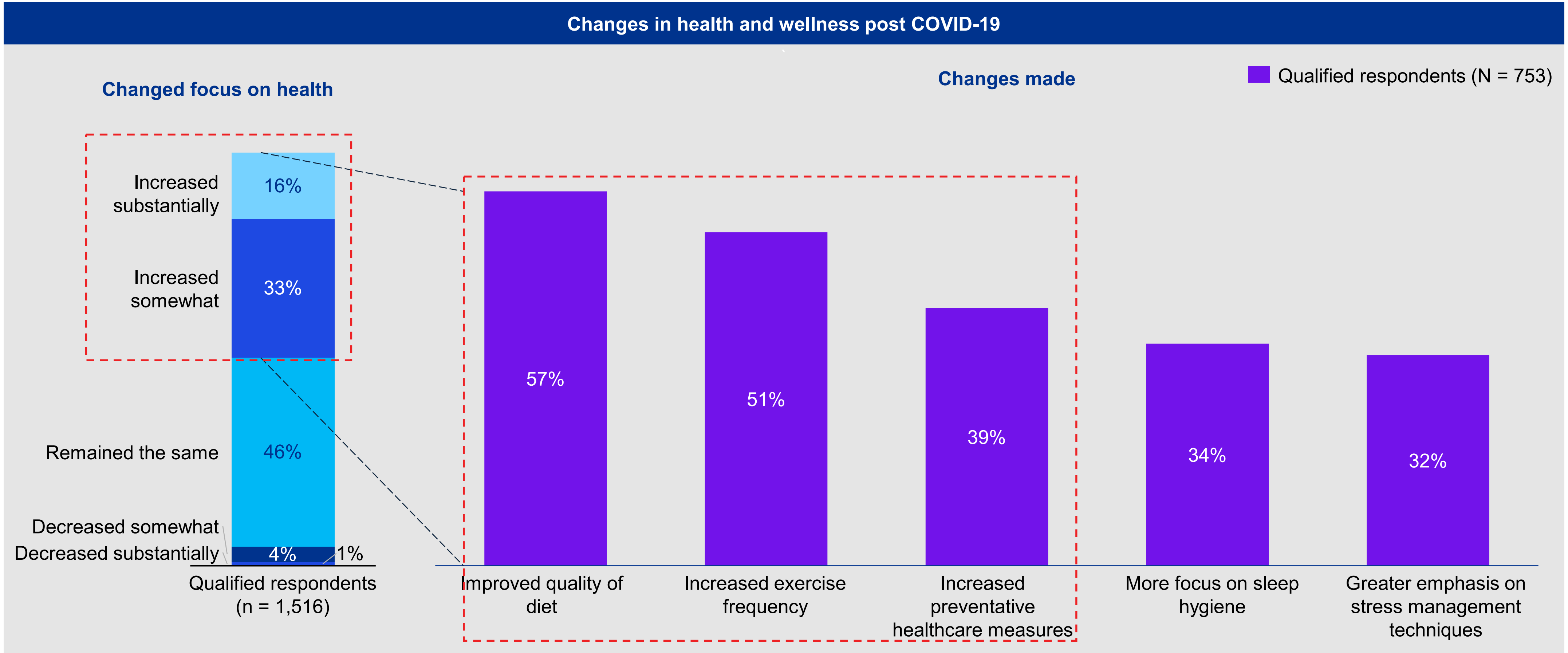
Price and effectiveness are the most important factors in the selection of health and wellness products/services.



Note(s): KPMG conducted surveys of a representative sample of 1,516 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?”; Exceeds more than 100% as respondents could select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

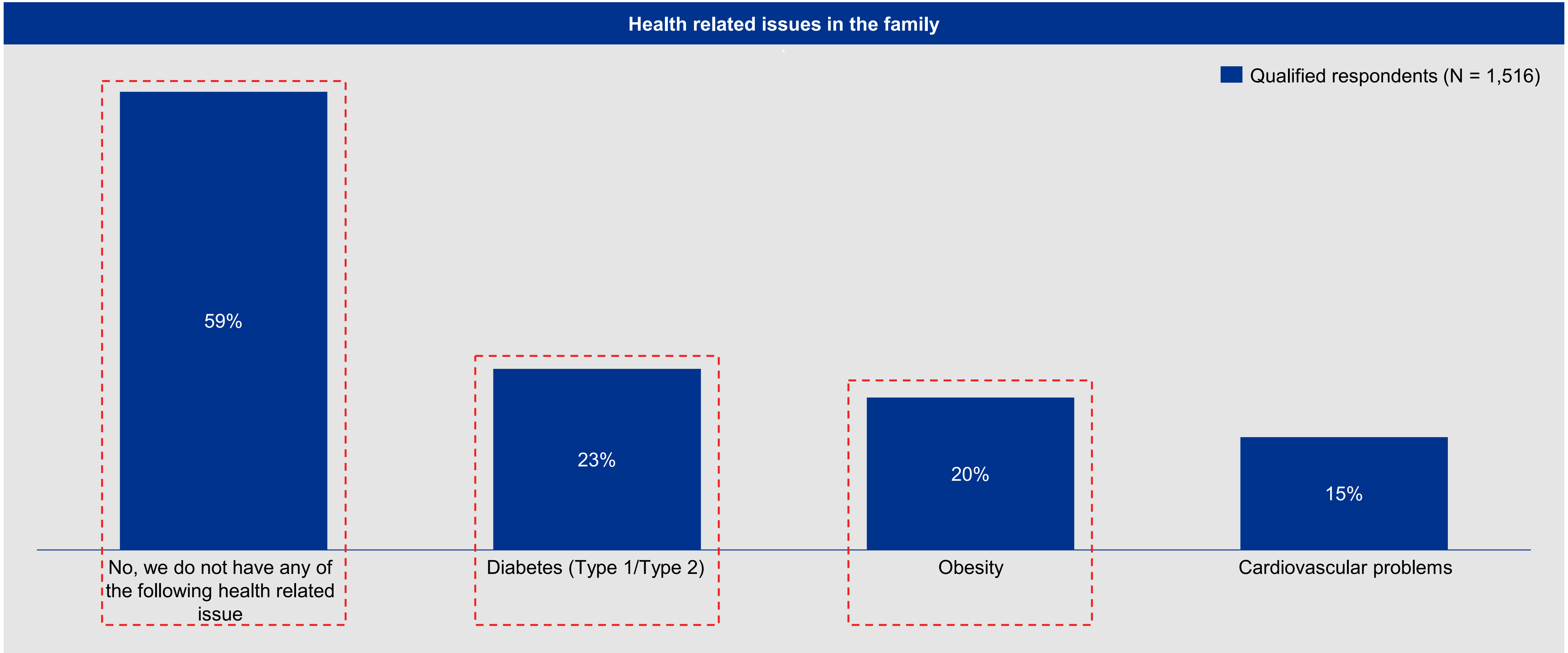
The focus on health and wellness has increased after COVID-19; Respondents are now more inclined towards improved diet (57 percent) and increased exercise frequency (51 percent).



Note(s): KPMG conducted surveys of a representative sample of 1,516 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 over the last year?"; Percentages of changes made might exceed 100% as respondents could select multiple options.

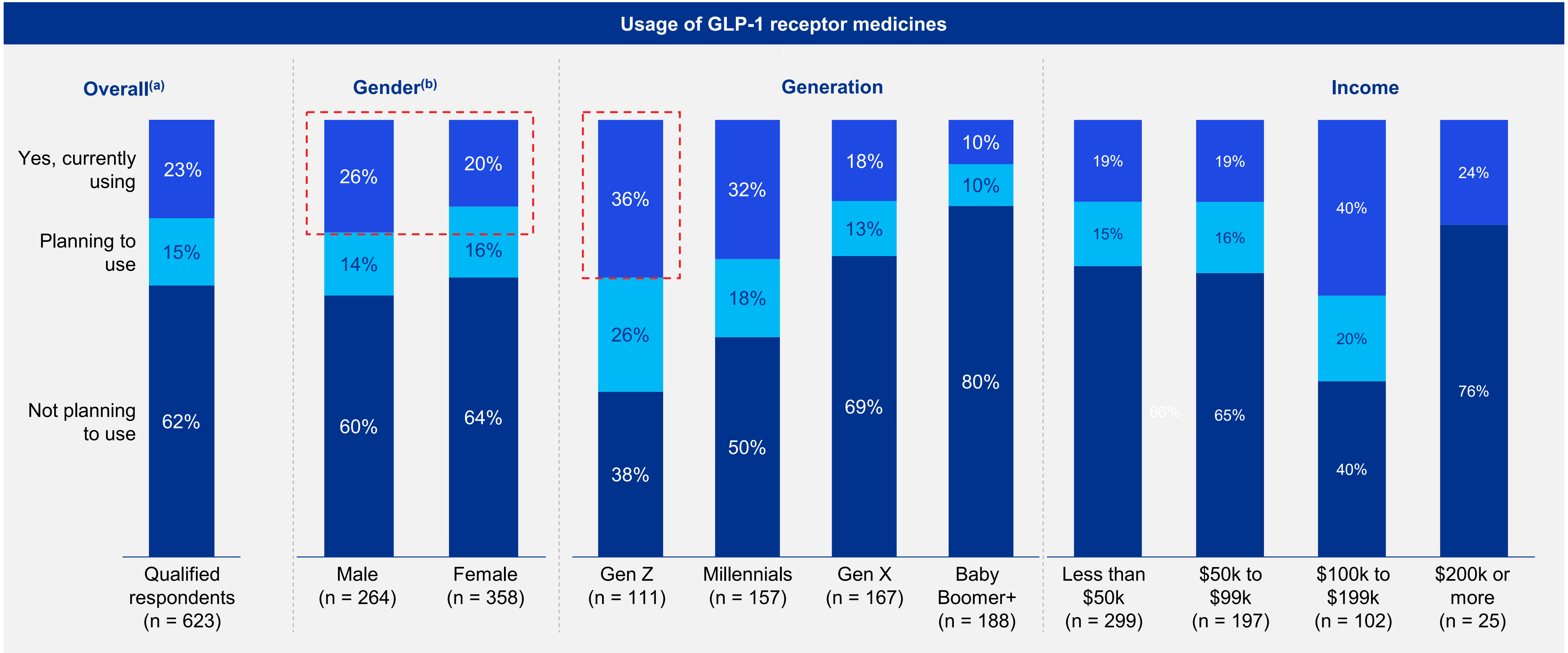
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Most respondents do not have health issues that often spur GLP-1 usage. 23 percent report diabetes, and 20 percent obesity.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Do you or anyone in your family have health related issues?”; Exceeds more than 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Among respondents with applicable health conditions, more men (26 percent) are currently using GLP-1s compared to women (20 precent).

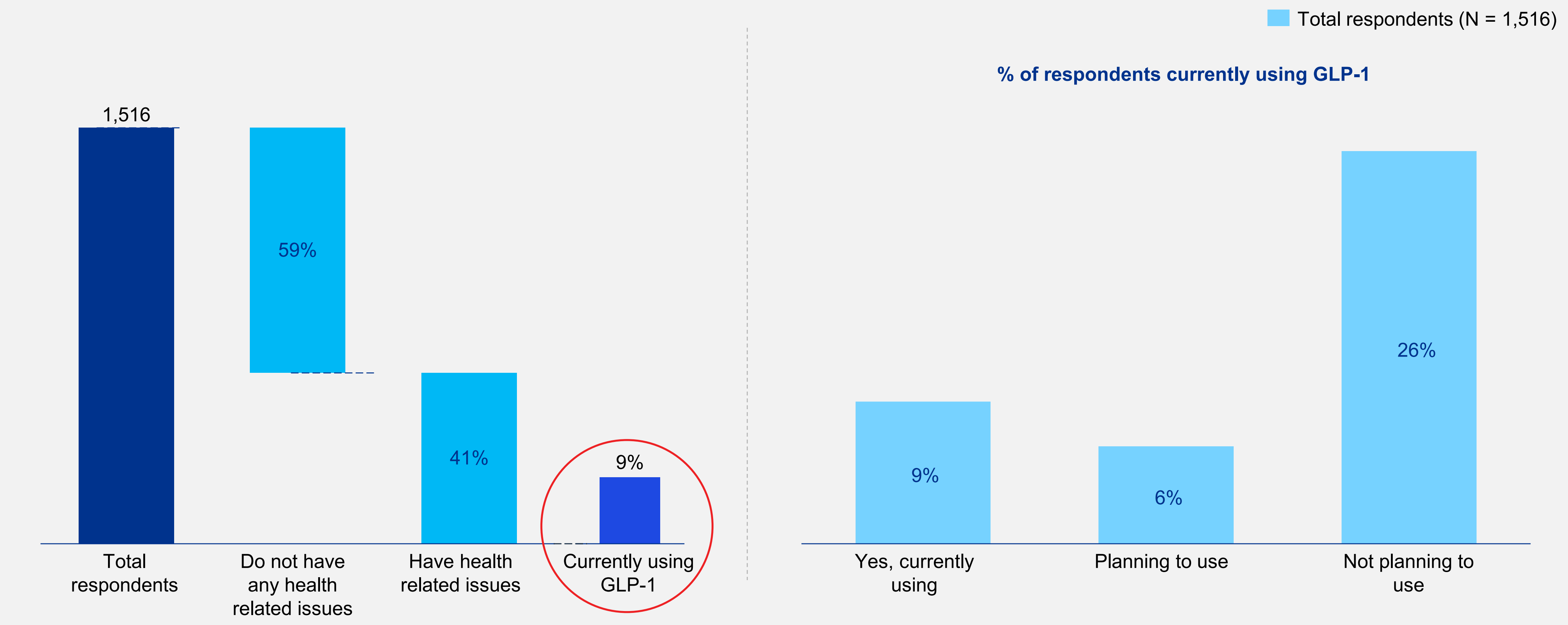


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Are you currently using or planning to use GLP-1 receptor medicines (e.g., Ozempic, Saxenda, Victoza) for any medical condition or weight management?”; (a) N is 623 because this question was asked only to those respondents who stated they or anyone in their family have health related issues, such as diabetes, obesity, cardiovascular problems in N7; (b) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

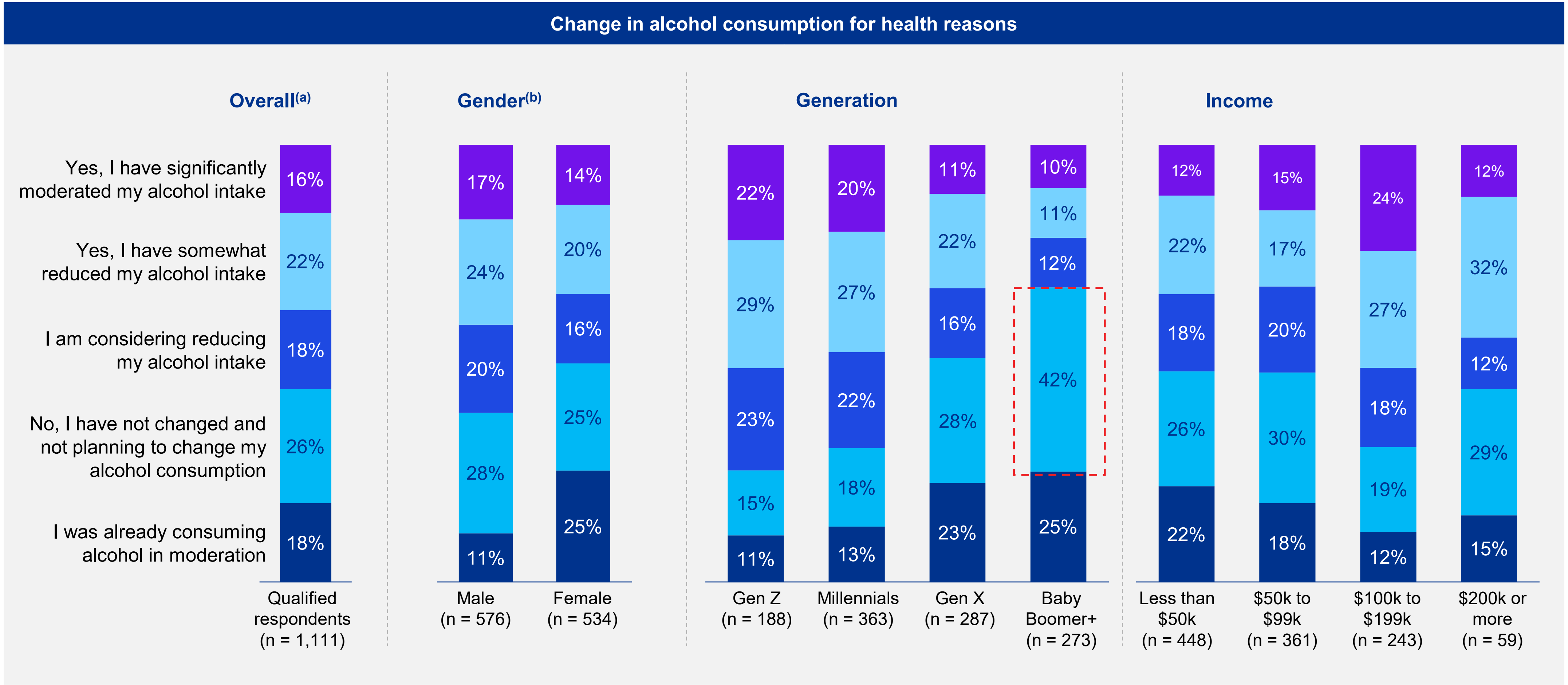
Out of all respondents, 9 percent are currently using GLP-1s, while 6 percent are planning to do so.

Share of GLP-1 users to the total respondents



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Are you currently using or planning to use GLP-1 receptor medicines (e.g., Ozempic, Saxenda, Victoza) for any medical condition or weight management?”;
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

38 percent of respondents have reduced alcohol consumption – with another 18 percent considering reduction. Baby boomers+ are least likely to reduce alcohol consumption.

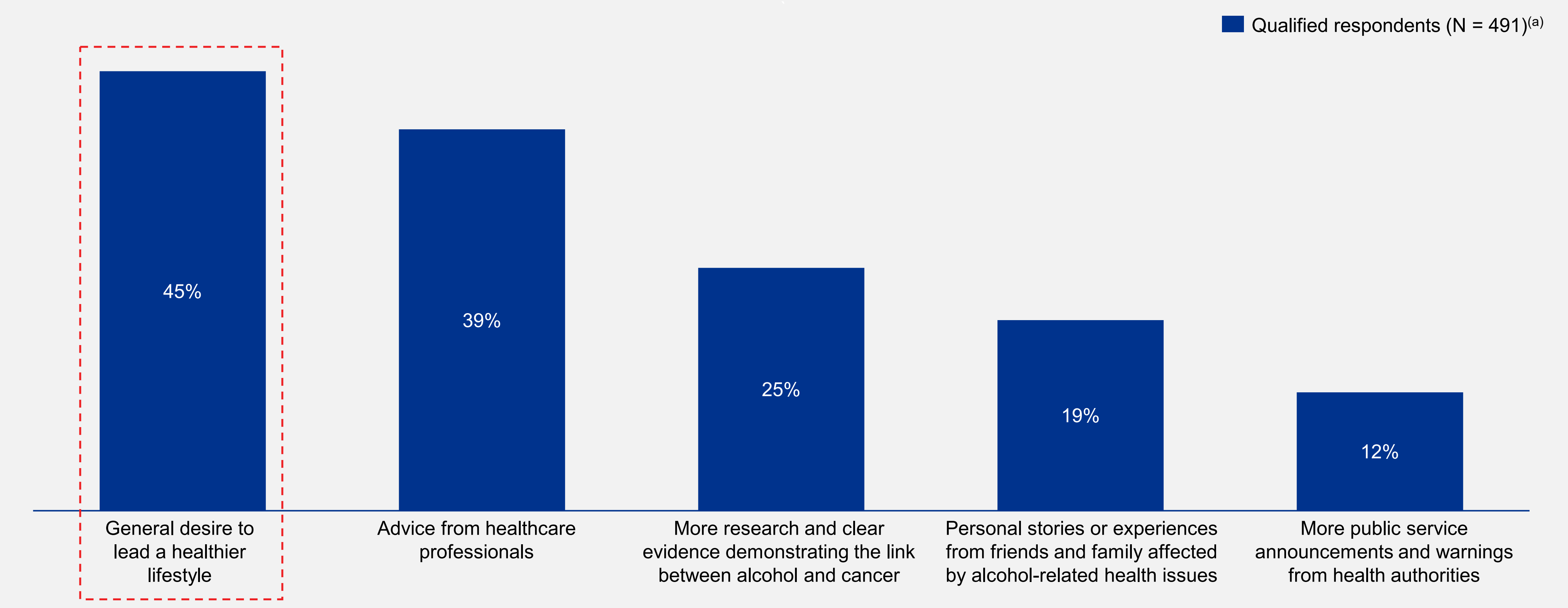


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Are you considering changing your alcohol consumption for health reasons?"; (a) N is 1,111 because this question was asked to only those respondents who stated that they drink alcohol frequently, regularly, occasionally or rarely in N12; (b) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

The desire to lead a healthier lifestyle is prompting people to reduce alcohol consumption.

Factors influencing reduced alcohol consumption



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "What would most likely influence you to reduce your alcohol consumption for health reasons?"; Exceeds 100% as respondents could select multiple options; (a) N is 491 because this question was asked to only those respondents who stated "No, I have not changed and not planning to change my alcohol consumption" and "I am considering reducing my alcohol intake" in N14.

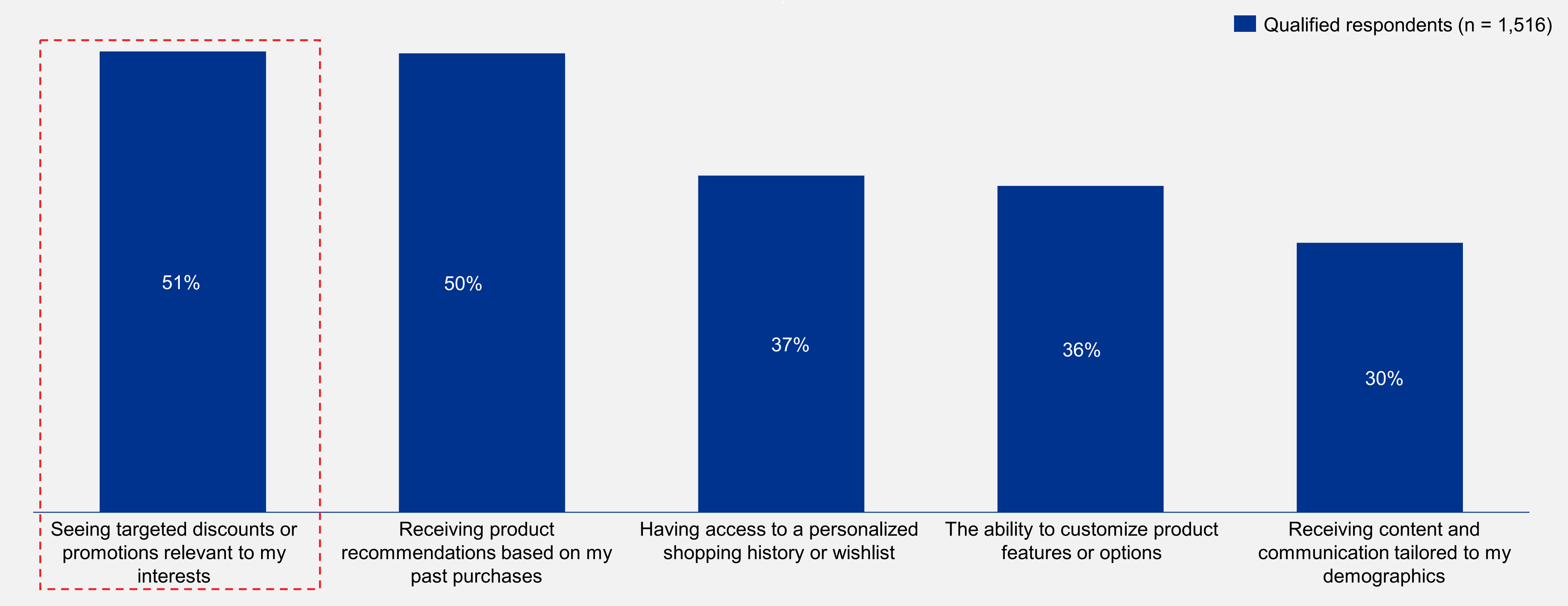
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

09

Impact of media

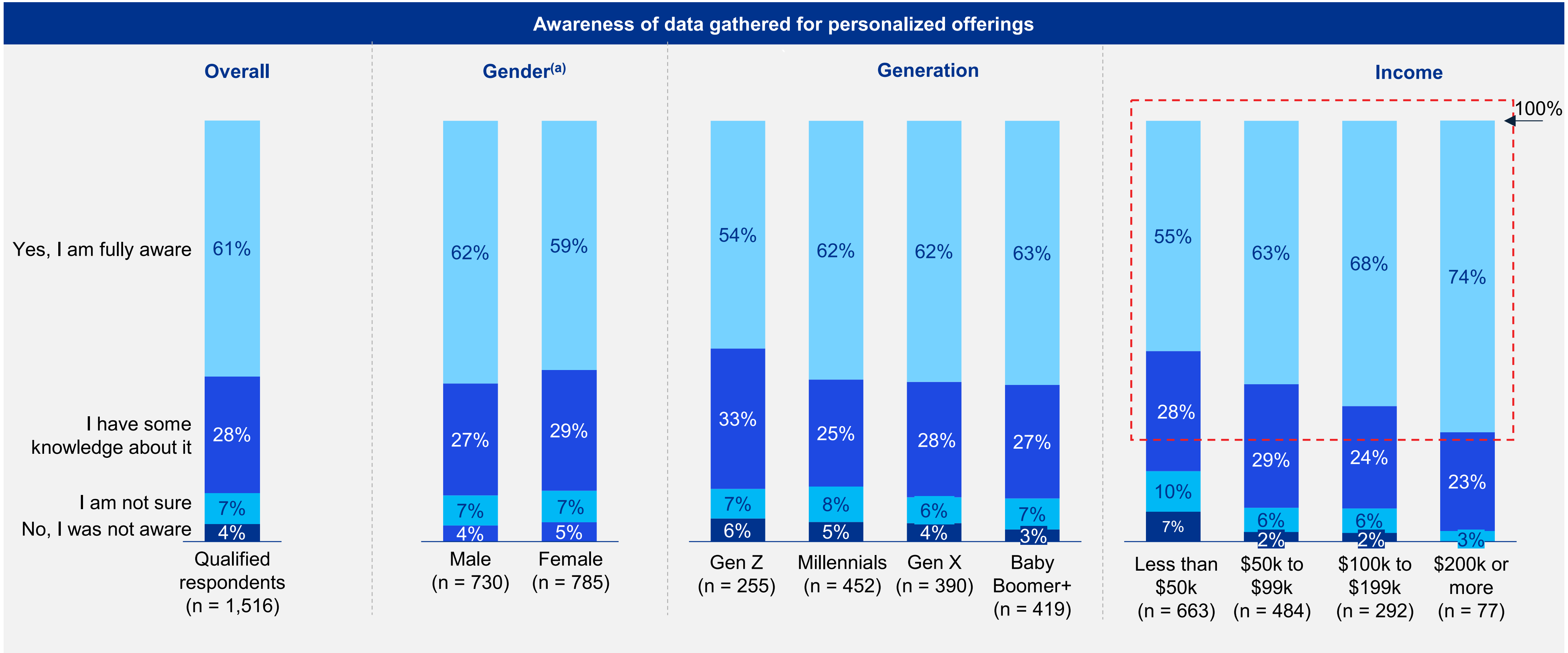
51 percent expect personalized online shopping to provide targeted discounts or promotions relevant to their interests.

Personalization in online shopping



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "When you think of personalization in online shopping, what does it mean to you?"; Exceeds 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

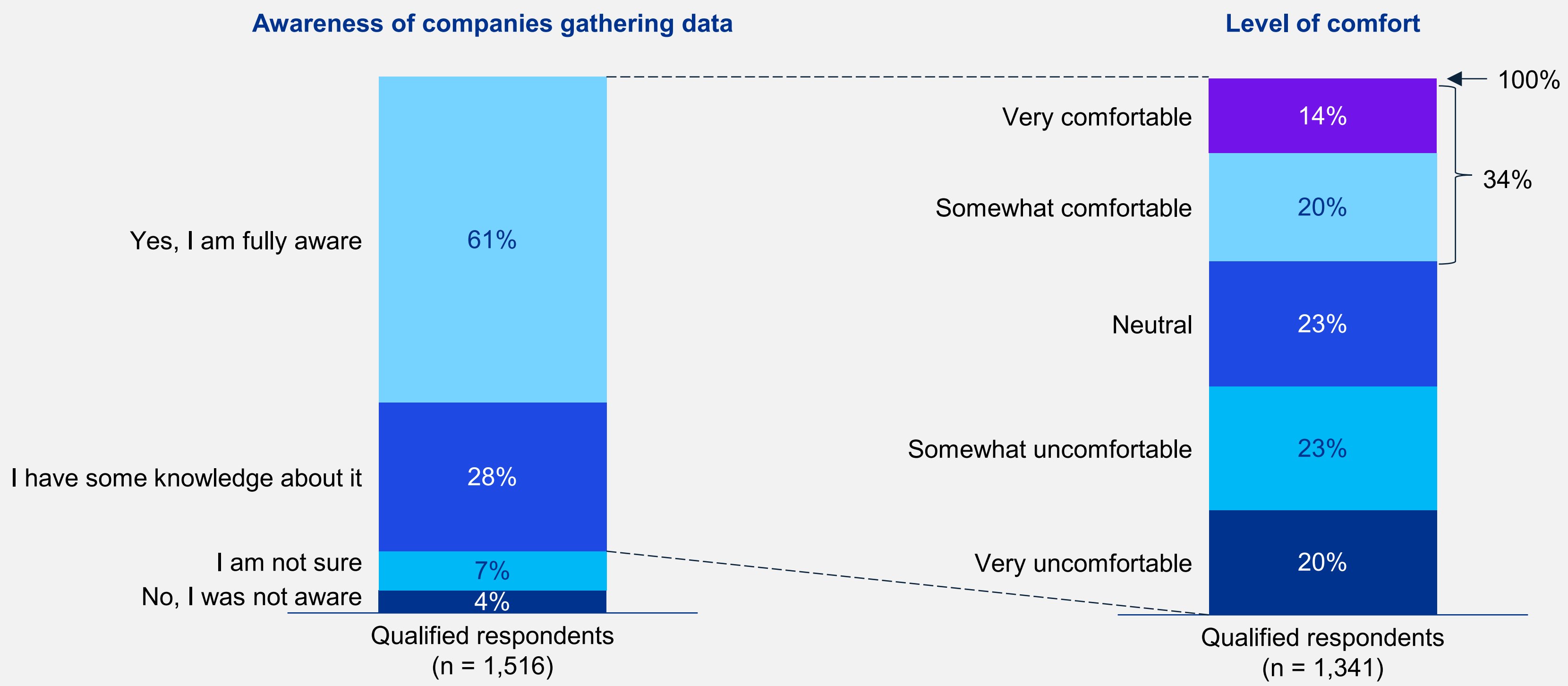
89 percent are fully or somewhat aware that companies gather personal data – with greater awareness among higher income respondents.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Are you aware that companies gather data about your online activity to target you with personalized offerings?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Only 34 percent are comfortable with companies using generative AI to analyze personal data.

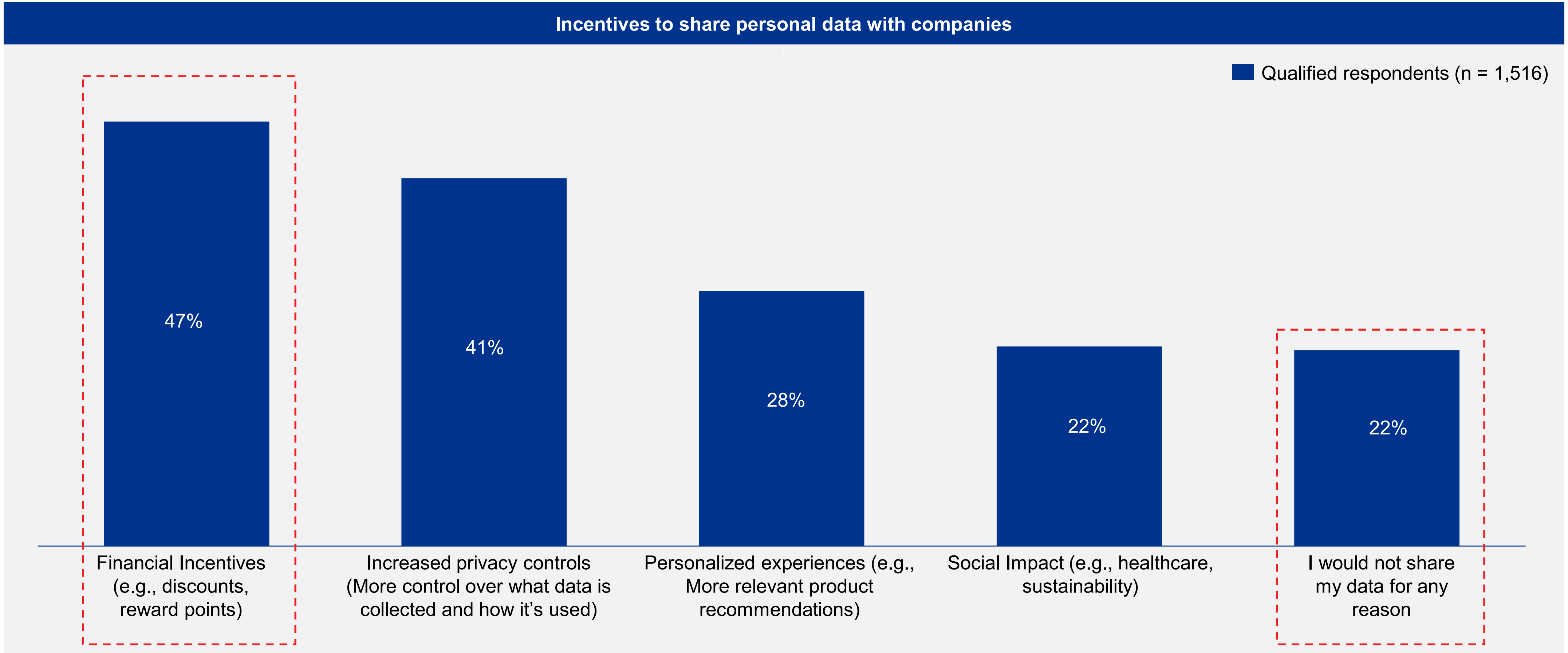
Comfort with Generative AI



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Are you aware that companies gather data about your online activity to target you with personalized offerings?”; “How comfortable are you with the idea of companies using Generative AI to analyze your personal data?”.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

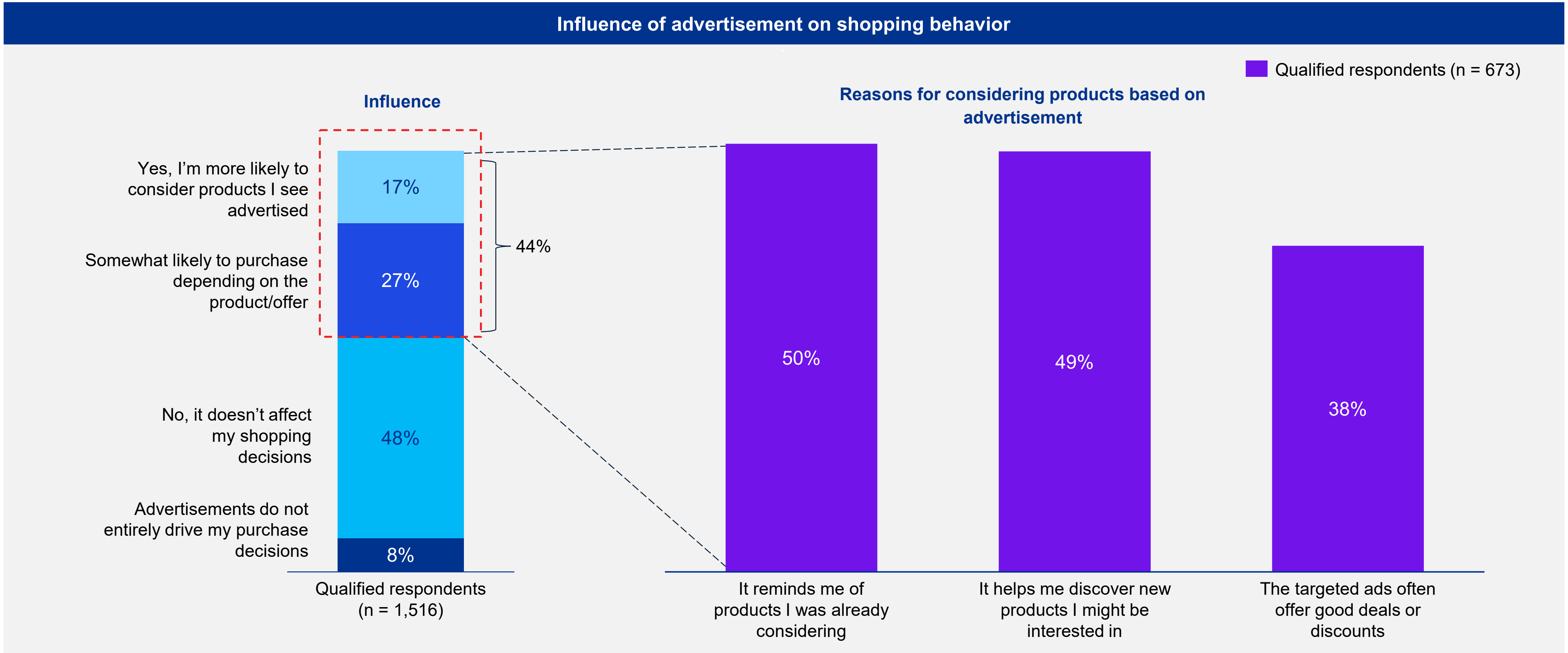
Nearly half of the respondents are willing to trade personal data for financial incentives, while 22 percent respondents are not willing to share their personal data.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "In exchange for sharing your personal data with companies, which of the following would be valuable to you?; Exceeds 100% as respondents could select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

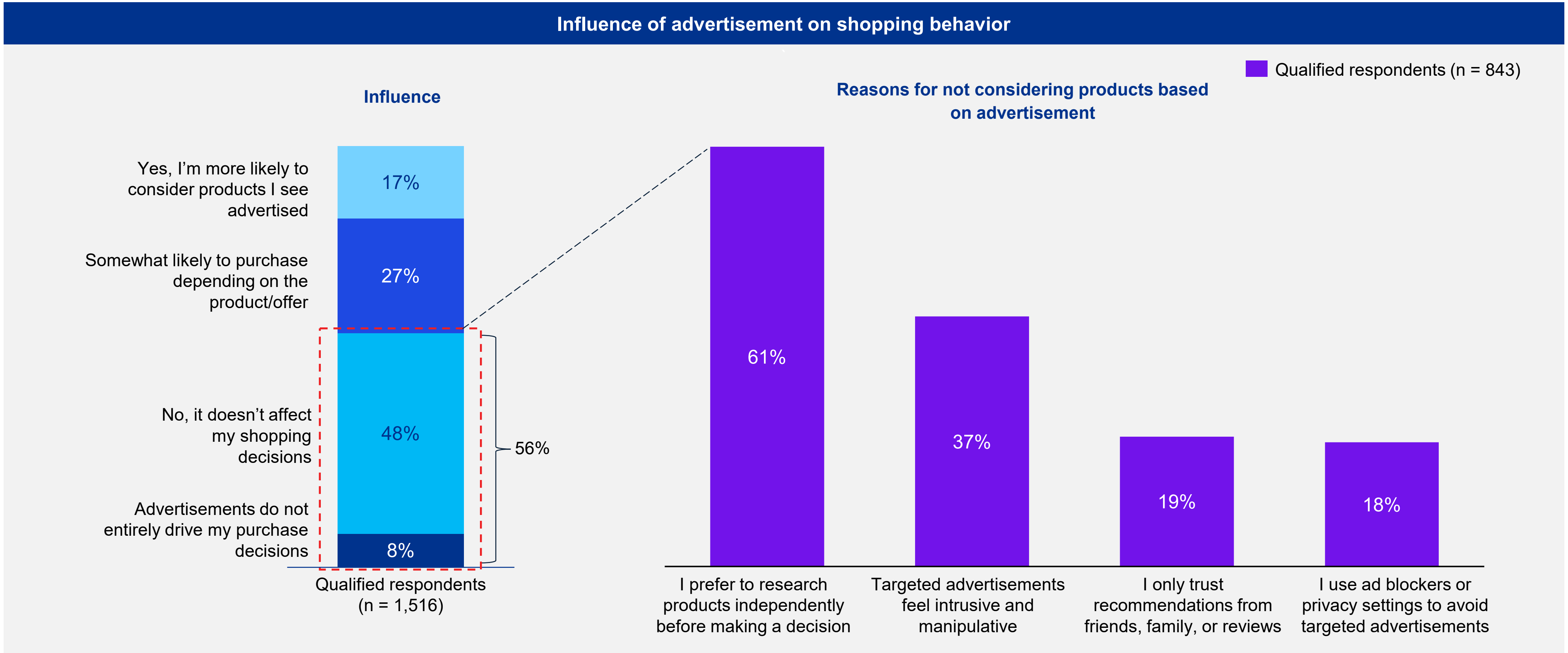
44 percent of respondents are more likely to purchase products based on an advertisement; 50 percent say ads remind them of products they were already considering.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Does seeing advertisements based on your browsing history influence your shopping behavior?"; "Why do you consider products advertised based on your browsing history?"; Percentages of reason for considering products based on advertisement might exceed 100% as respondents could select multiple options.

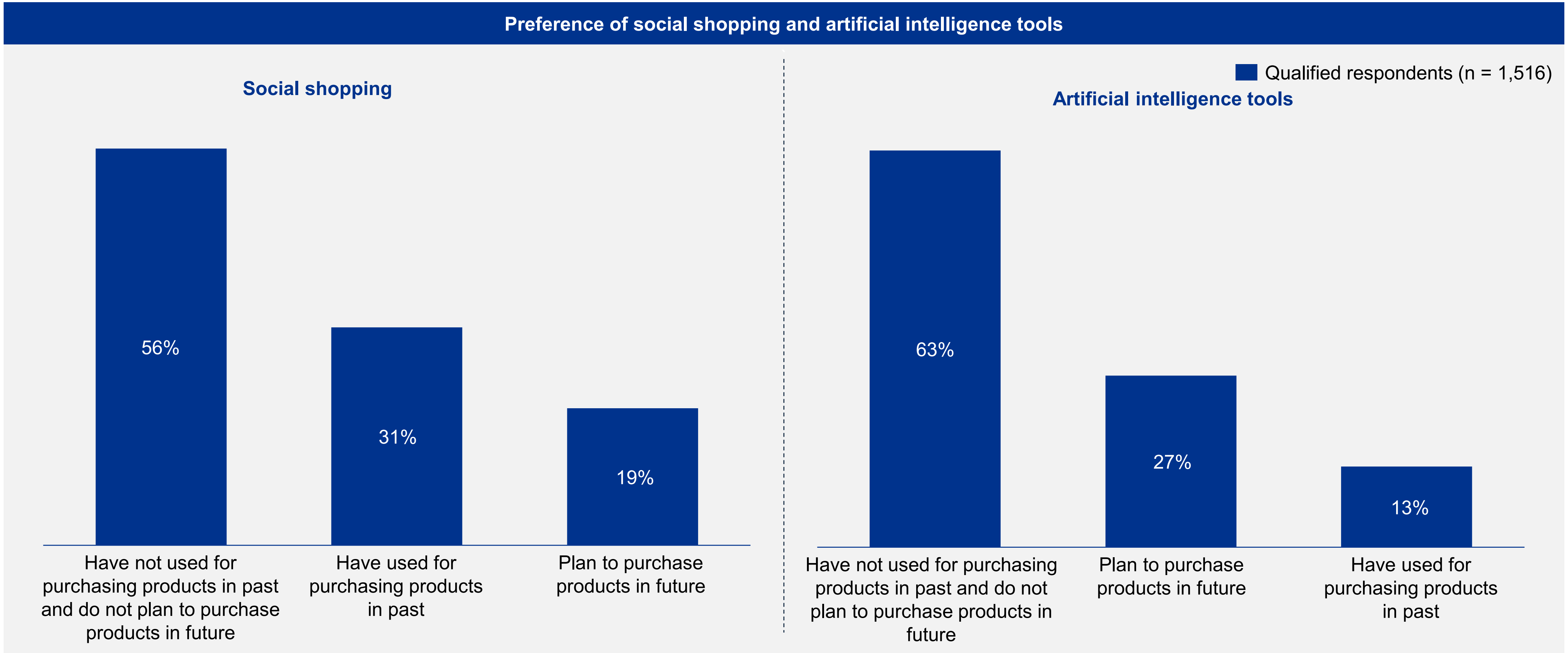
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

56 percent of respondents are not influenced by advertisements; Most of them prefer to research products independently before deciding.



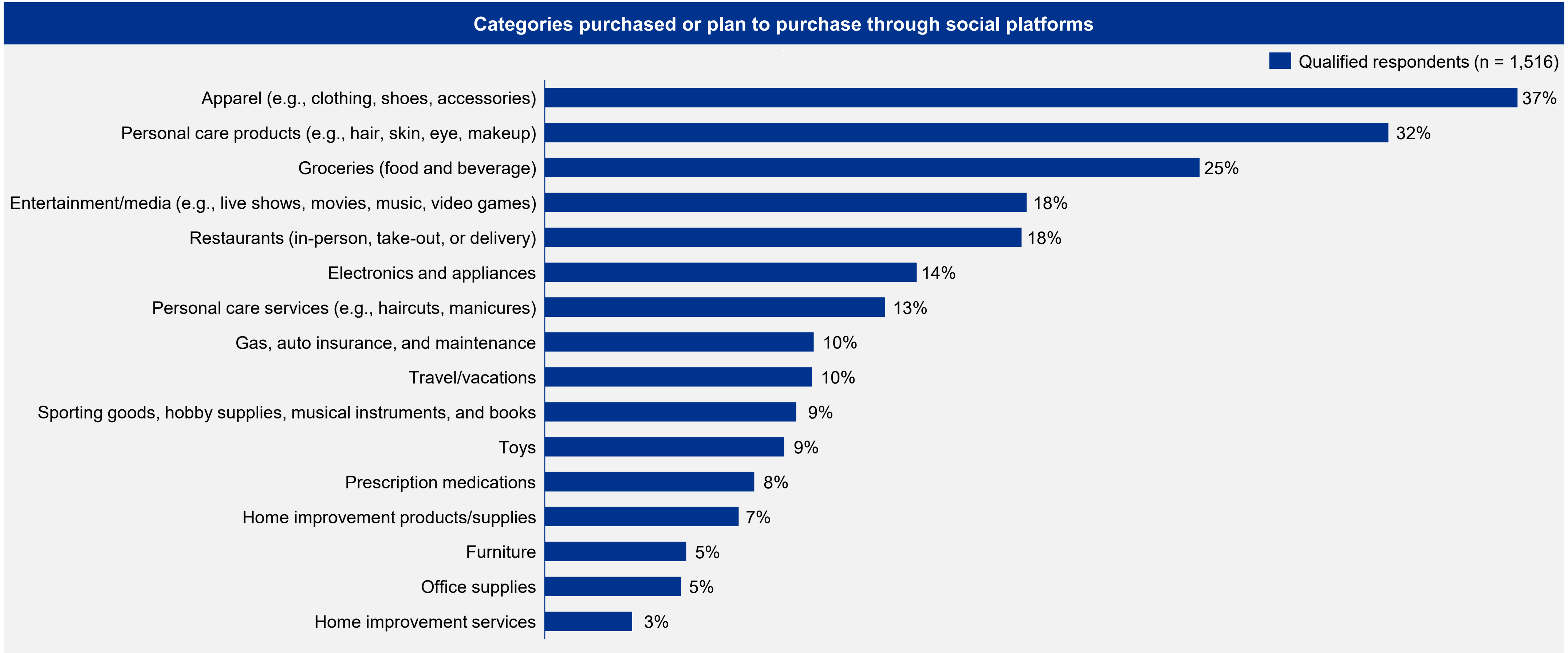
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "Does seeing advertisements based on your browsing history influence your shopping behavior?"; "Why do targeted advertisements not affect your shopping decisions?"; Percentages of reason for not considering products based on advertisement might exceed 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

56 percent of respondents have not used social shopping and artificial intelligence for purchasing products in the past and do not plan to.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Please indicate your shopping behavior with respect to social shopping”; Exceeds 100% as respondents could select multiple options.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

When people do use social shopping, the top categories purchased include apparel, personal care products, and groceries.



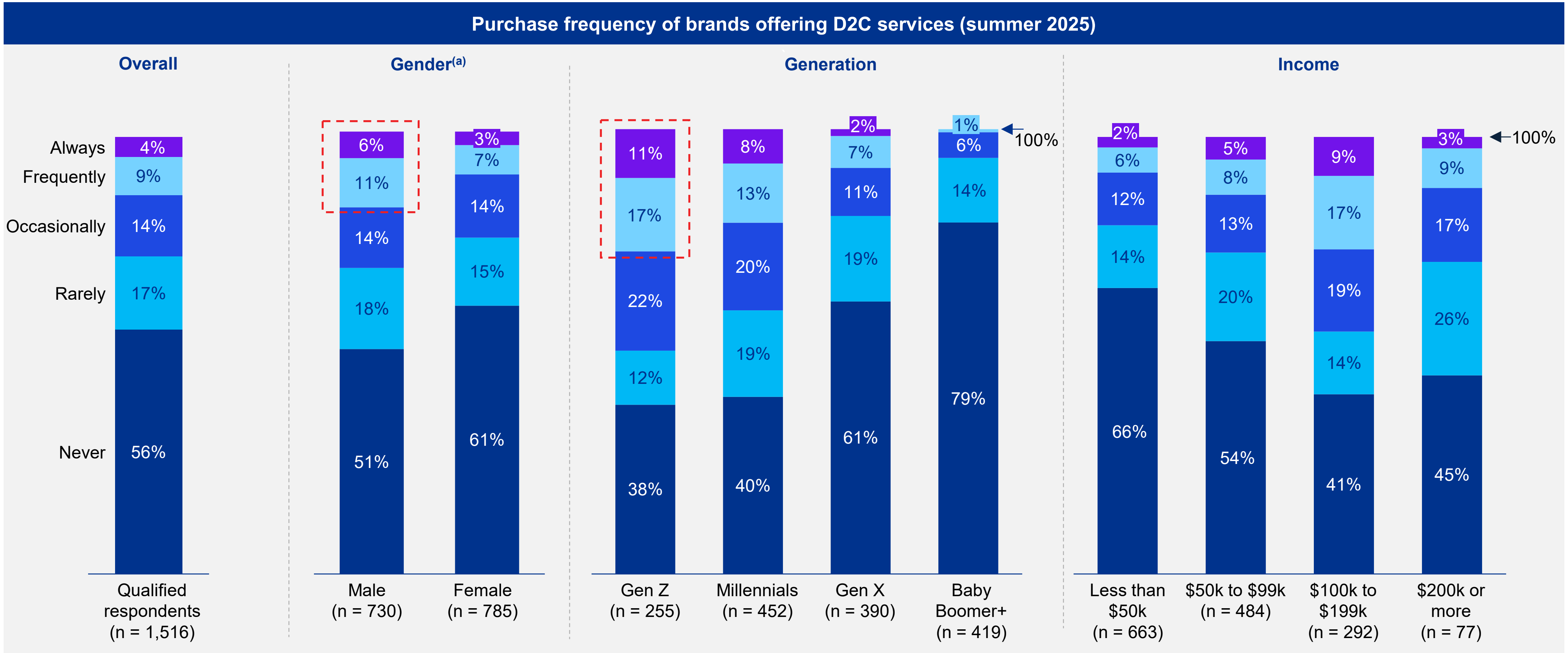
Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Which are the top 3 categories that you have purchased or plan to purchase through social platforms such as Instagram, Facebook, TikTok, etc.?”; Exceeds 100% as respondents could select multiple options.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

10

DTC services

Purchasing products from D2C brands is more common among men (17 percent) and Gen Z (28 percent) respondents.

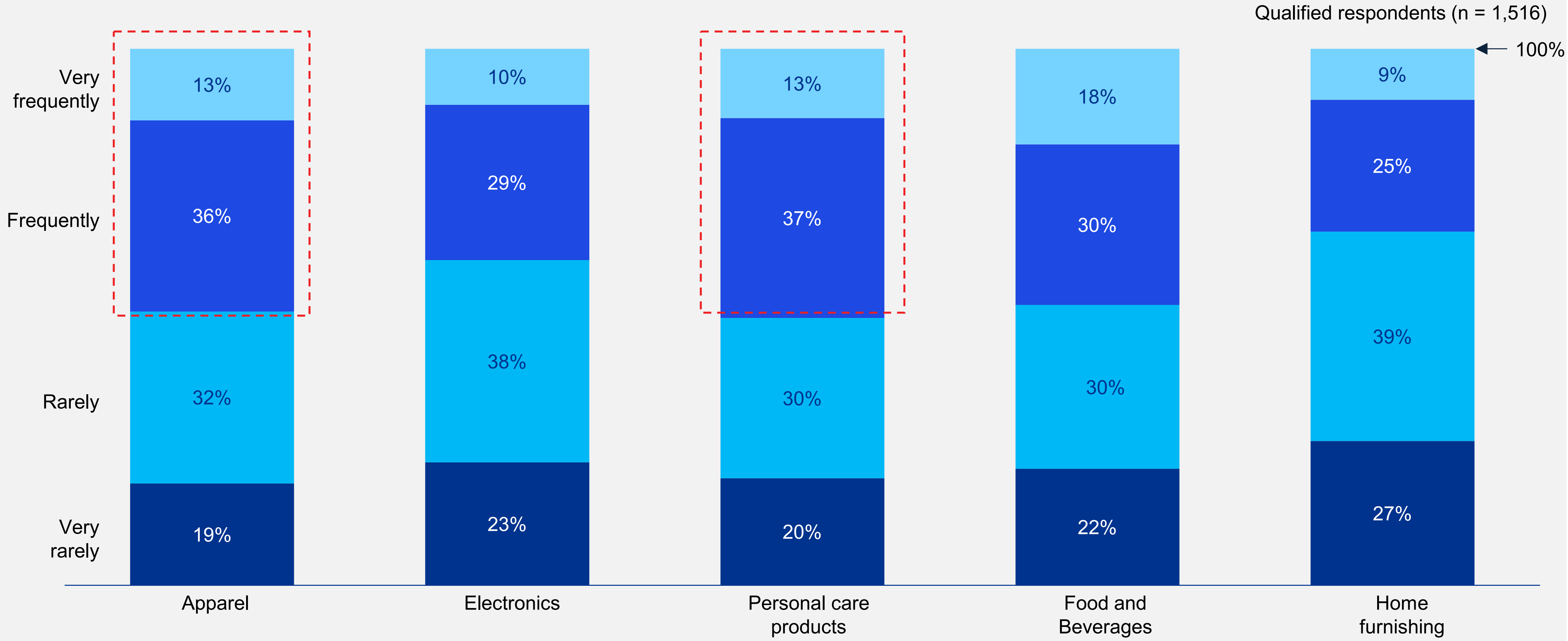


Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “How often do you purchase from brands offering D2C services (such as Casper, Warby Parker, etc.)?”; (a) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

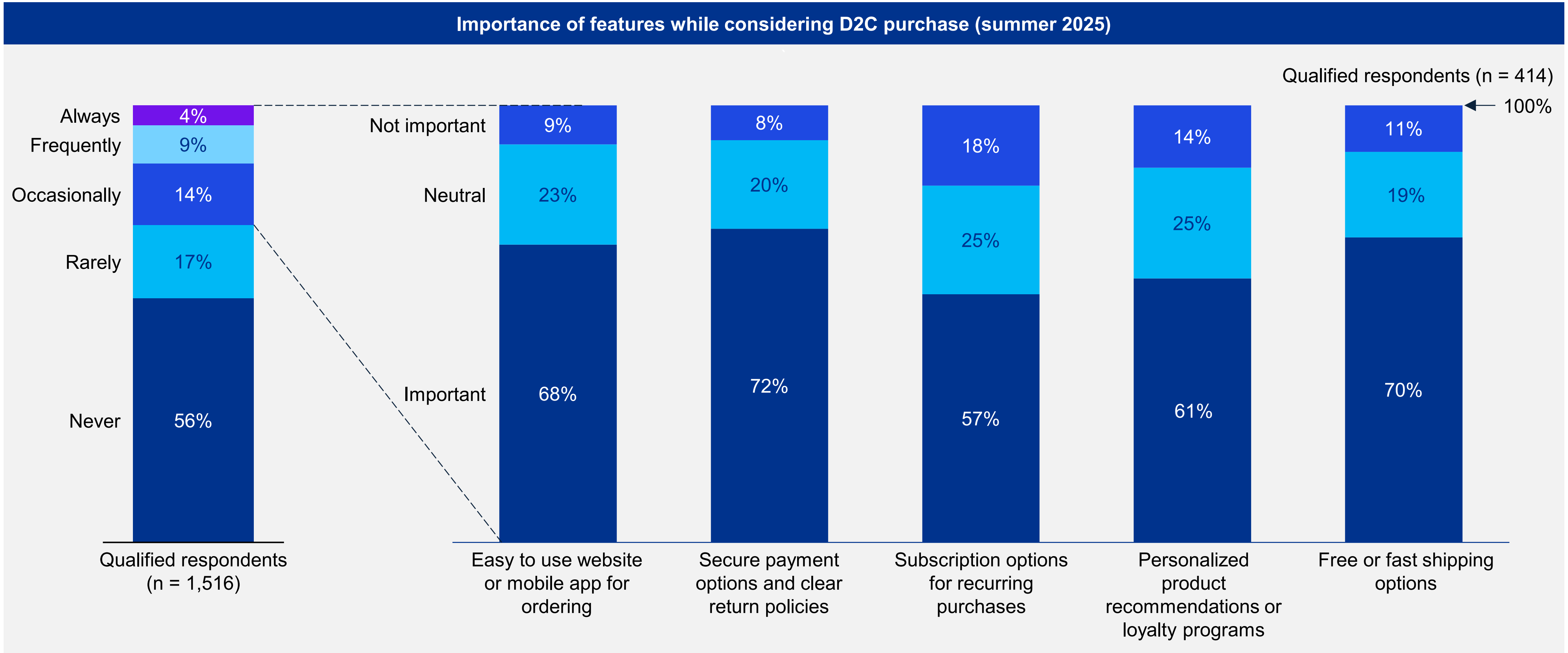
Personal care products (50 percent) are the most purchased D2C product followed by apparel (49 percent).

Frequency of purchase from a brand's own website (summer 2025)



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "What is the frequency of purchase of the following categories directly from a brand's own website?"
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

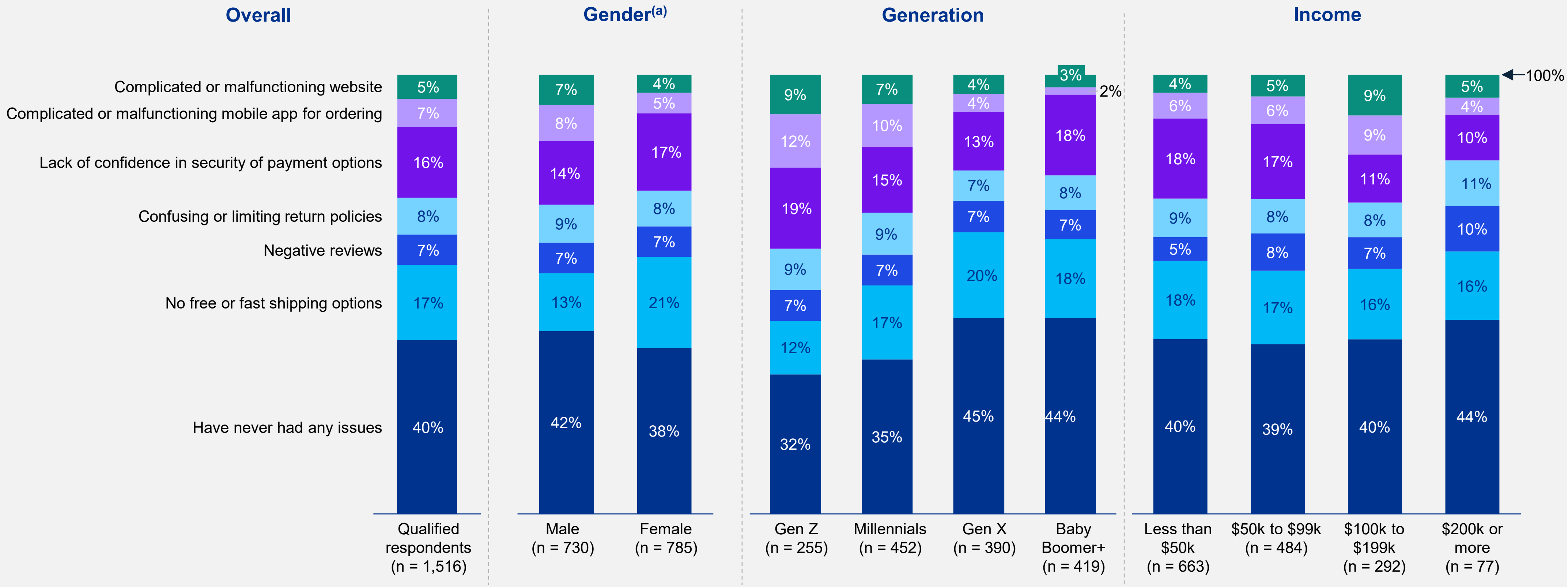
The top features driving D2C purchases include secure payment options, clear return policies, and fast or free shipping.



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, "How important are the following features when considering a D2C purchase?"
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

Top barriers to D2C purchases include shipping related concerns or lack of confidence in payment security.

Issues restricting customers to make D2C purchase (summer 2025)



Note(s): KPMG conducted surveys of a representative sample of 1,516 consumers across the United States and, in all instances, asked, “Which of the following, if any, have prevented you from making a D2C purchase? “How important are the following features when considering a D2C purchase?”; (a) Respondents who selected “Prefer to self describe” have been excluded due to low sample size.
Source(s): KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

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