



# Consumer Pulse Survey | Summer 2026

Consumer, Retail & Hospitality





01

# Executive summary

# Executive Summary

## 01

### Household economics

- **40 percent** reported **increased** household income while **20 percent** reported **decreased** income.
- Last year, **39 percent** reported **decreased** income—suggesting households are now facing less headwinds.

## 02

### Consumer category

- **Discretionary spending continued to decline** to offset increased spending on essential purchases from 2024 to 2026.
- Respondents are expecting to spend more on essential categories and less on discretionary categories in 2026.
- However, if we only look at last three months, share of spending increased for **in-home entertainment, apparel and travel/vacation.**

# Executive Summary (Continued)

## 03

### Inflation

- **63 percent of respondents expect a recession** to occur in the next year, with **59 percent** indicating they **have a financial plan in place**.
- Respondent sentiment on inflation remained almost the same as in March 2025, with slightly less expecting inflation to taper off soon this year (29 percent vs 33 percent).
- Consumers have also started to take measures to manage inflation like tracking their expenses more carefully or reducing spend on food/struggled to find money to cover groceries.
- Consumers report the **highest price increases in groceries and restaurants**.

## 04

### Channel preference

- In-store grocery: Mass market retailers and national/regional supermarkets are the preferred channels.
- In-store apparel: Mass market retailers and discount stores are the preferred channel; Consumer preference **up slightly for specialty apparel and thrift stores**.
- Female respondents prefer thrift stores more, while male respondents prefer mass market retailers more; respondents earning less than \$50k prefer mass market retailers the most.

# Executive Summary (Continued)

## 05

### Travel plans

- **60 percent plan to travel in summer 2026 vs 57 percent in 2025.**
- However, the **number of trips is expected to decline slightly.**
- **24 percent** of respondents **feel more likely to travel in 2026 due to a desire for a specific experience**, while **30 percent feel less likely** due to **rising travel expenses.**
- Many consumers see **experiential travel as a nice-to-have**, but nearly **one-quarter** consider it an **important factor.**
- More consumers now use trip-planning tools than two years ago, with LLMs like ChatGPT and Copilot nearly doubling in usage.
- Less respondents (21 percent) are planning international trips this year—compared to 28 percent in 2025.
- **Hotels remain the most popular choice for accommodation**, with a higher percentage of respondents also planning to stay with friends and family during the summer of 2026 compared to 2025.

## 06

### Eating habits

- Respondents tend to cook more breakfast and snacks at home, while around 30 percent eat out or order food delivery for lunch and dinner. The preference to cook at home is the least amongst Gen Z.
- Consumers who are **eating at home more often (45 percent)** than dining out are mainly doing it due to budget constraints.
- 36% report dining at home more often, while only 11% are doing so less.
- When respondents do dine out, more are prioritizing quick service restaurants rather than casual or fine dining.
- Over the past 3 months, at-home consumption of alcohol has decreased by 36 percent, with the reduction being more pronounced among Gen X, and Baby Boomers+.

# Executive Summary (Continued)

## 07

### Health and wellness

- A higher percentage of **females** prioritize **sleep improvement, mental health, better appearance and stress management** compared to males.
- **37 percent of consumers have reduced alcohol consumption while 34 percent** have not reduced alcohol consumption and do not plan to.
- **Supplements and vitamins (25 percent)** saw the **highest increase in purchases over the past 6 months** followed by **skincare at 16 percent** and **oral care at 15 percent**.

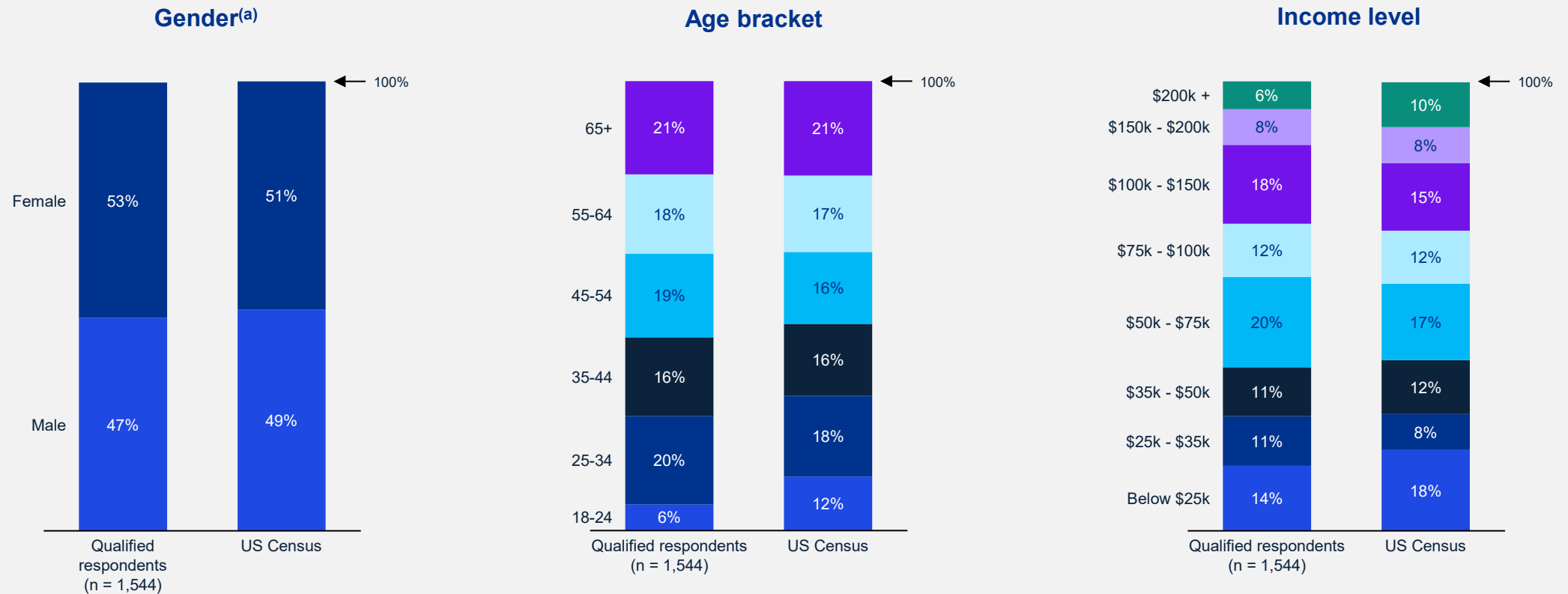
02

# Demographics



# Survey sample is largely within +/- 6 percent compared to US census for gender, age, and income.

## Respondent demographic profile (Summer 2026)



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 2026:," "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 Feb 27, 2026 – Mar 18, 2026

# Survey sample is within +/- 5 percent compared to US census for region; larger variance for race.

## Respondent demographic profile (Summer 2026)

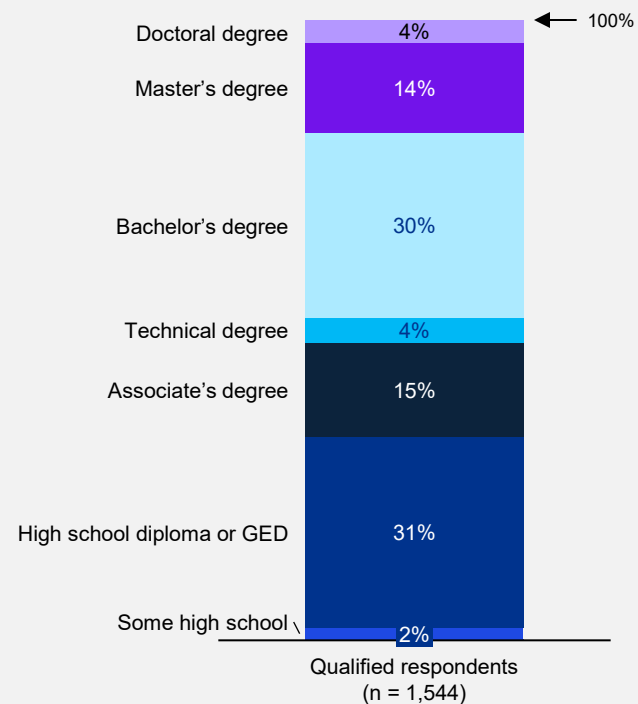


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Please select the option which best describes your race", "Please enter your current zip code."  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

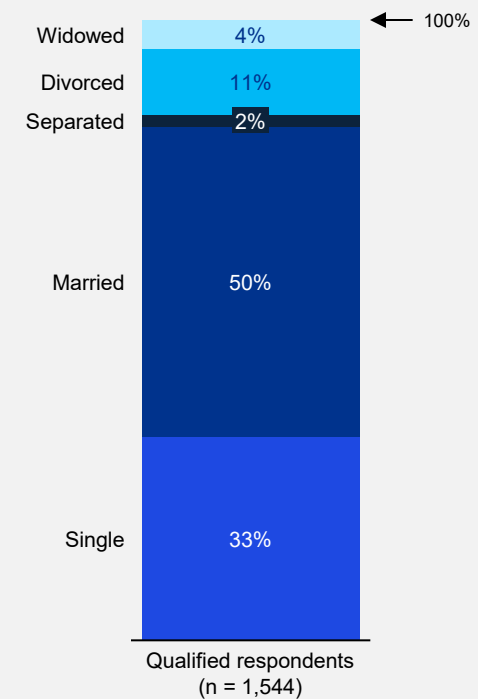
# Respondents represent a mix of educational qualification and marital status.

## Respondent demographic profile (Summer 2026)

### Education level

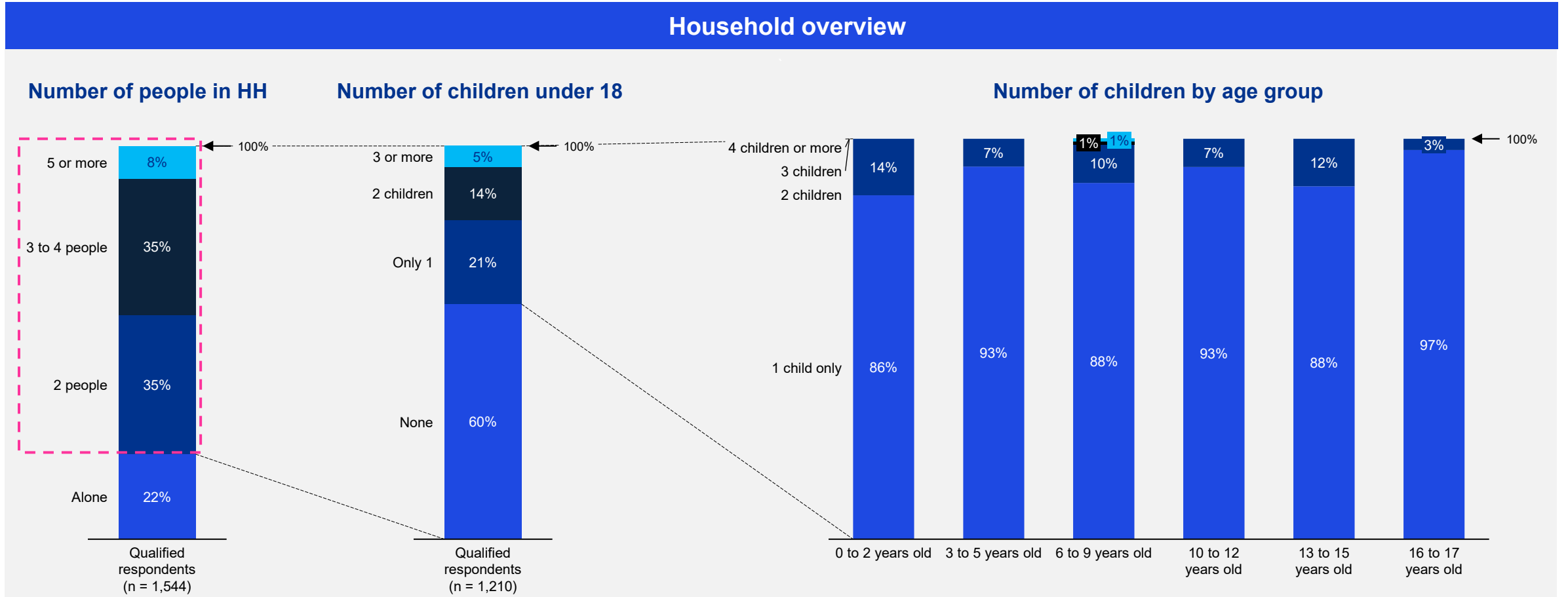


### Marital status



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Please select the option that best represents your education level.", "Please indicate your marital status."  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

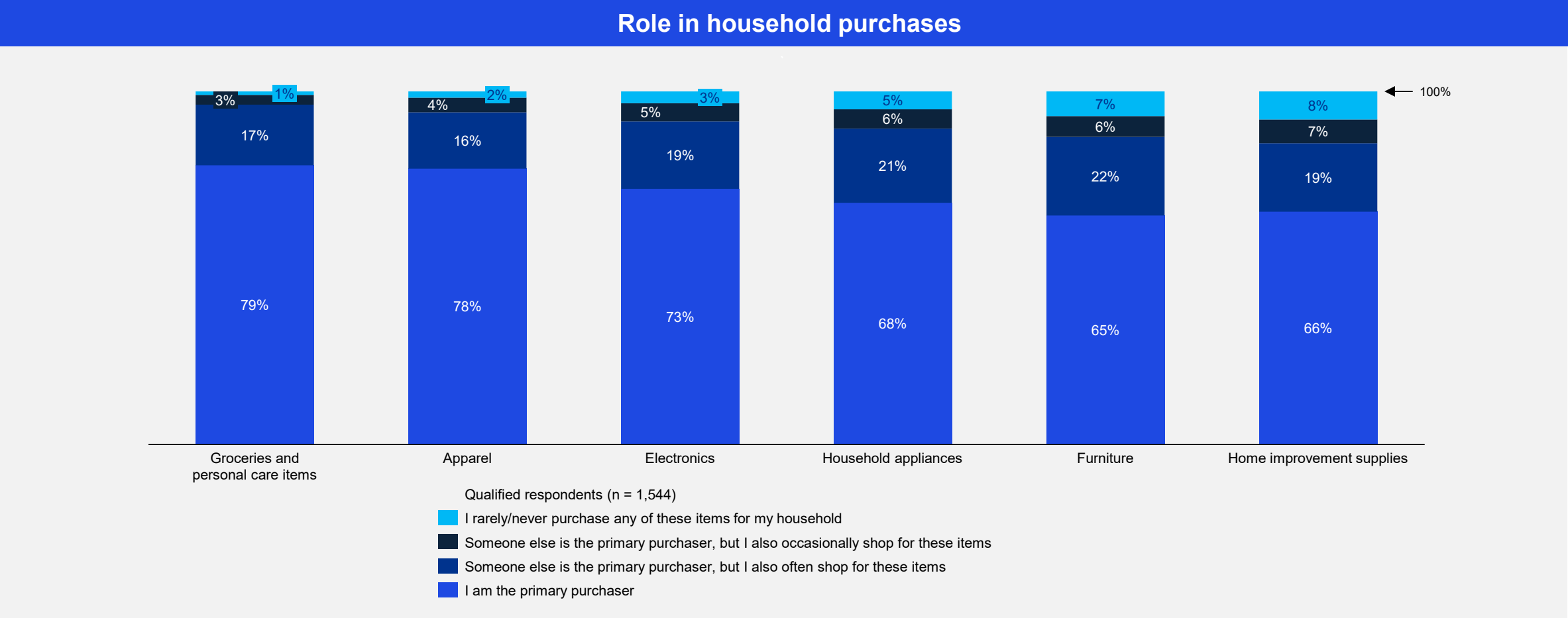
# 78 percent respondents are living with someone, with 40 percent of them having a kid below 18 years of age.



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How many people live in your household (including yourself)?"; "How many children under the age of 18 live in your household?"; and "How many children under the age of 18 live in your household?".

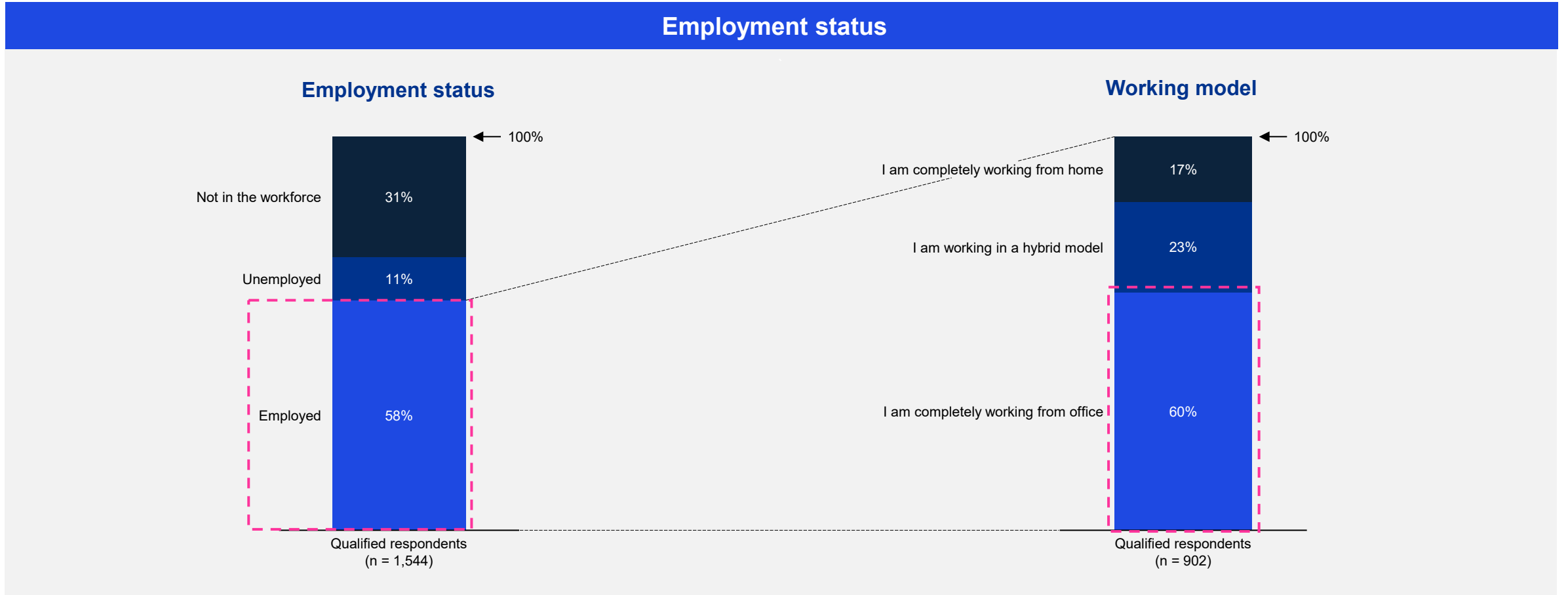
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Majority of the respondents are the primary purchaser of the household products.



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What best describes your role in purchasing the following product categories for your household?".  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# More than half of the respondents are employed with 61 percent of them working completely from office.



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Which of the following best describes your current employment status?"; "Which of the following working models do you currently follow?".  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

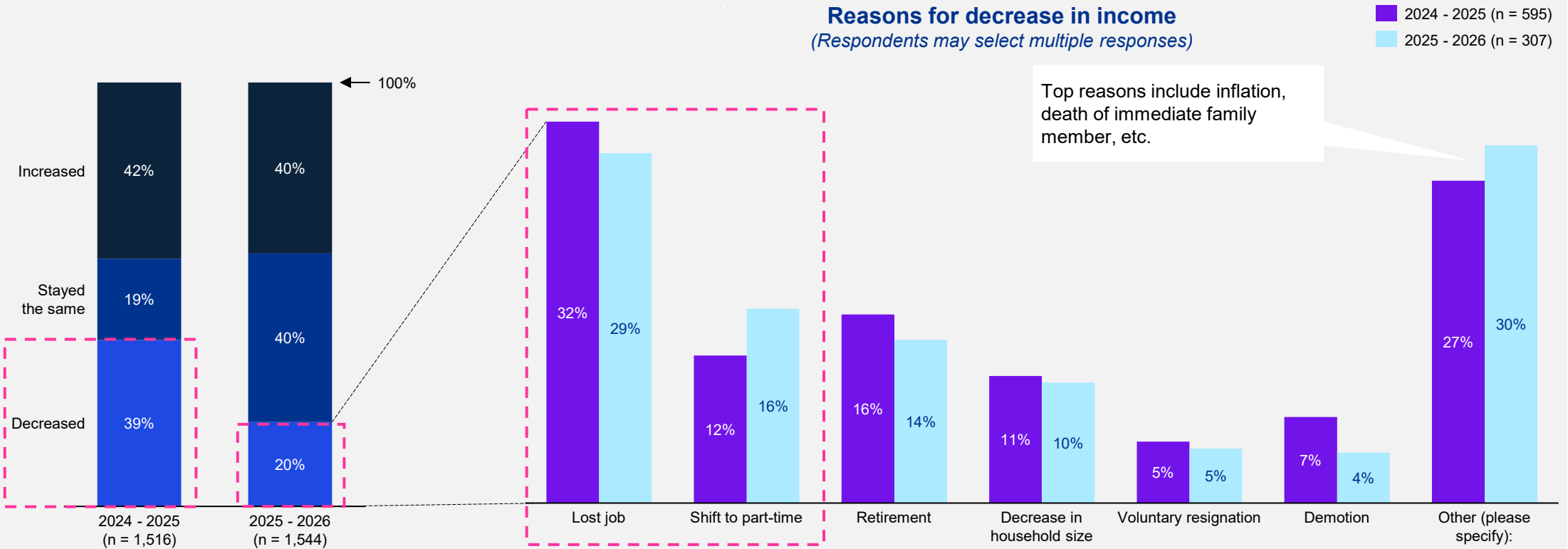


03

## Household Economics

# While fewer households report income declines than last year, job loss and a shift to part-time work remain the key reasons for 2025 and 2026.

## Household income change (2025 vs 2026)<sup>(a)</sup>

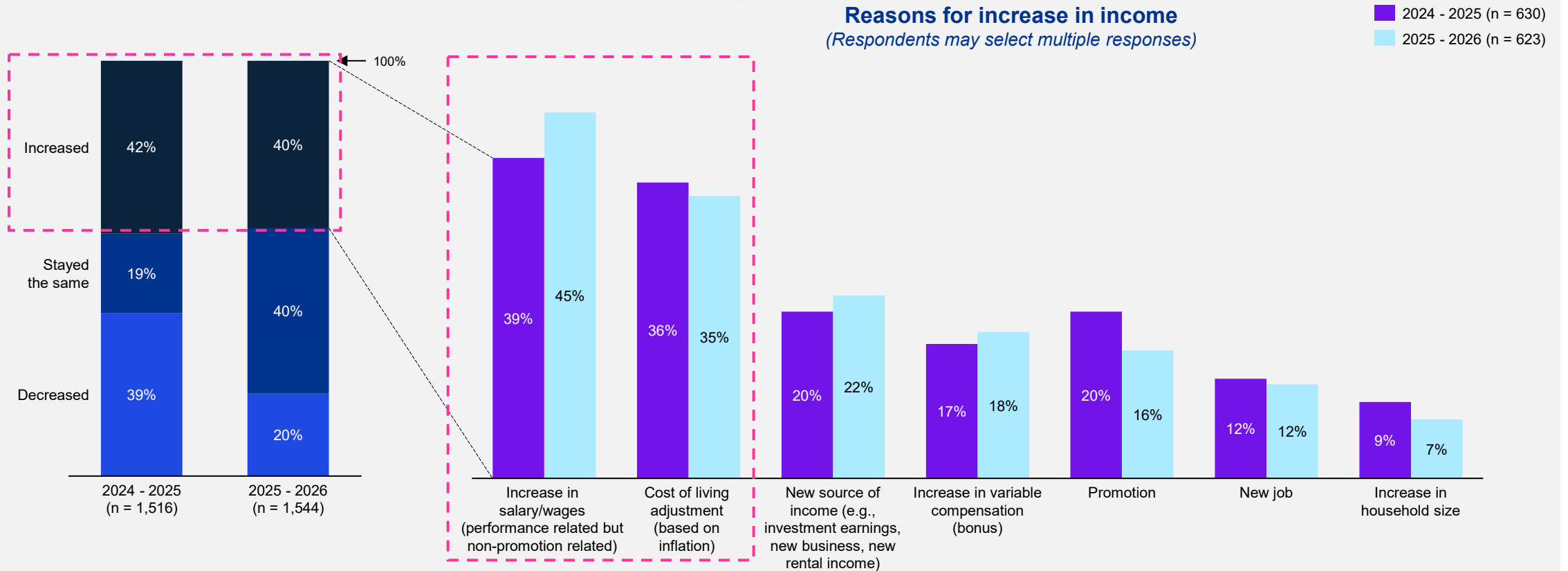


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Compared to 2025, has your household income increased, decreased, or remained the same in 2026?"; "What caused the recent decrease in your household income?"; "Did you or someone in your household experience any of the following?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# Among households reporting higher income, increase in salary/wages along with cost-of-living adjustments are the main drivers.

## Household income change (2025 vs 2026)<sup>(a)</sup>

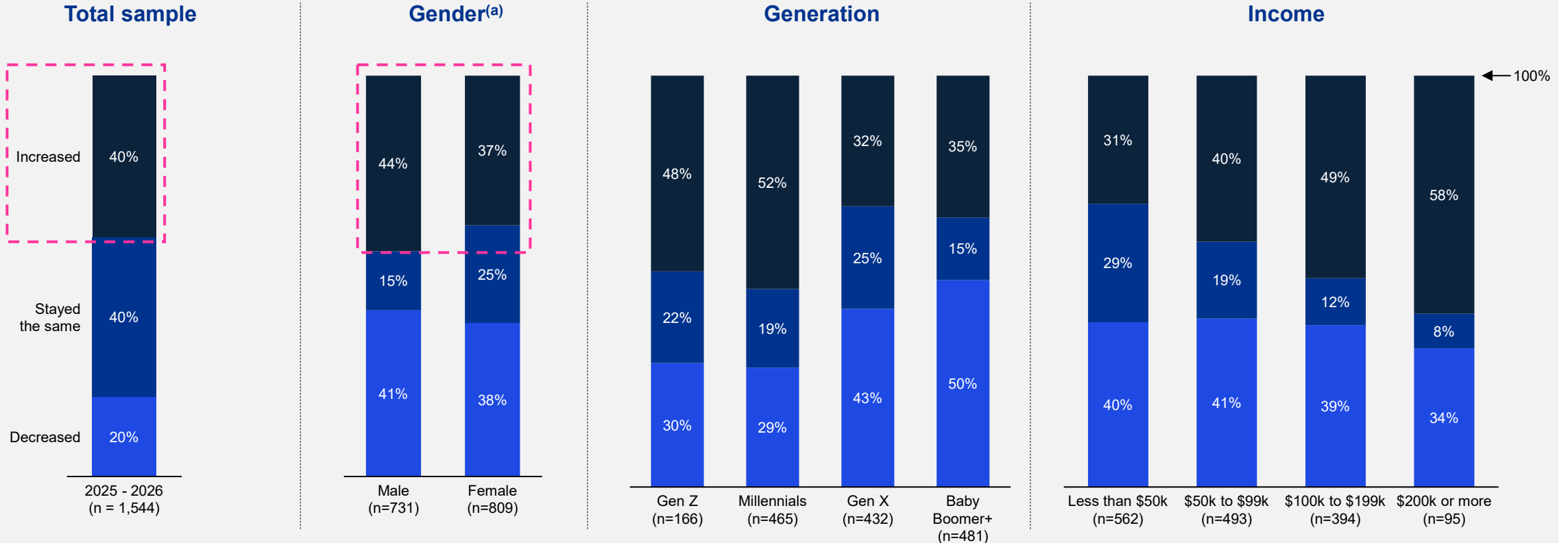


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Compared to 2025, has your household income increased, decreased, or remained the same in 2026?"; "What caused the recent increase in your household income?"; "Did you or someone in your household experience any of the following?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# About 40 percent consumers report either a salary increase or no change, with pay hikes more common among males (44 percent) than females (37 percent).

## Household income changes by demographic segment (2025 vs 2026)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Compared to 2025, has your household income increased, decreased, or remained the same in 2026?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

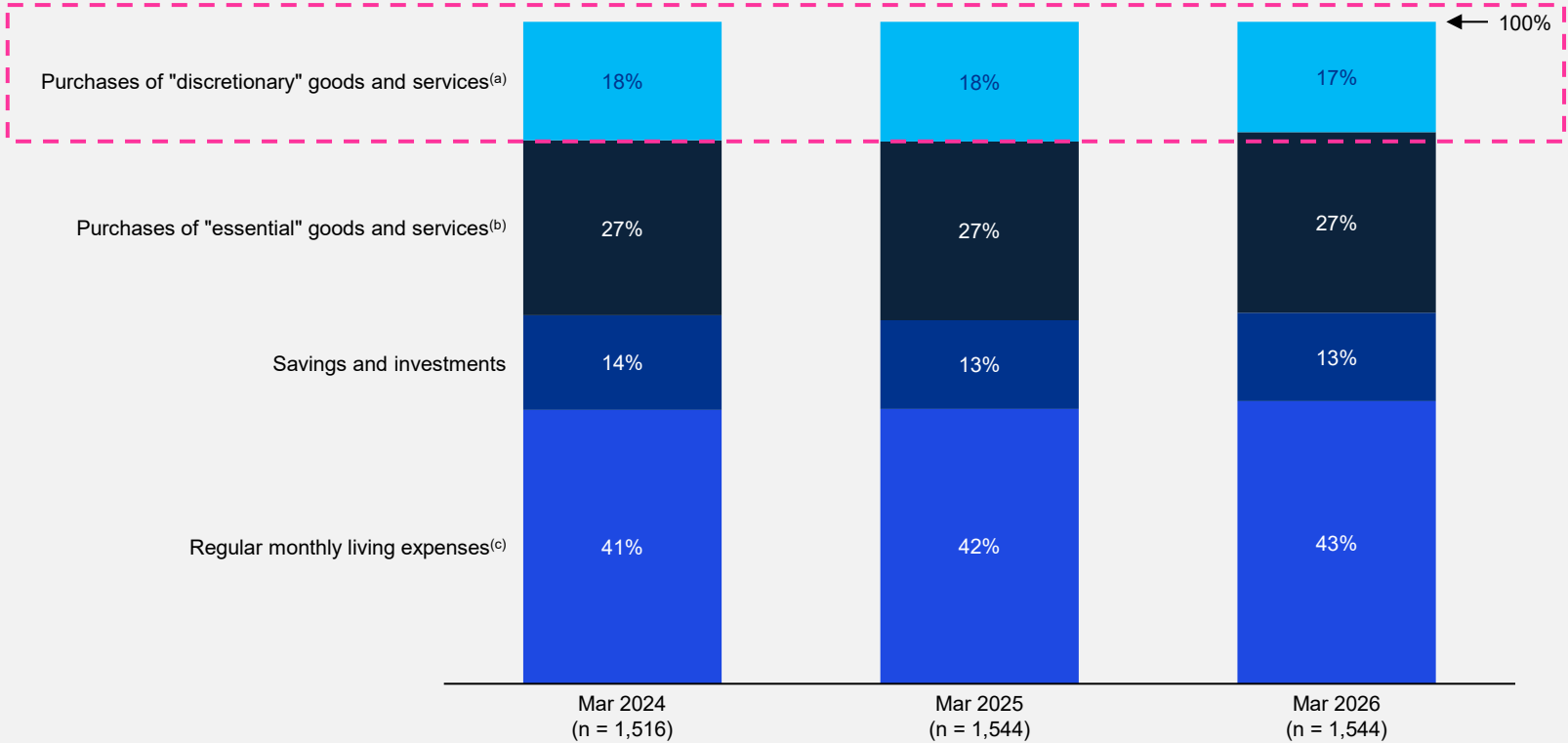
04

# Consumer category analysis



# Purchase of discretionary goods and services continues to decline to offset the spend on essential purchases.

Percentage of household income spend per category, Summer 2024 – Summer 2026

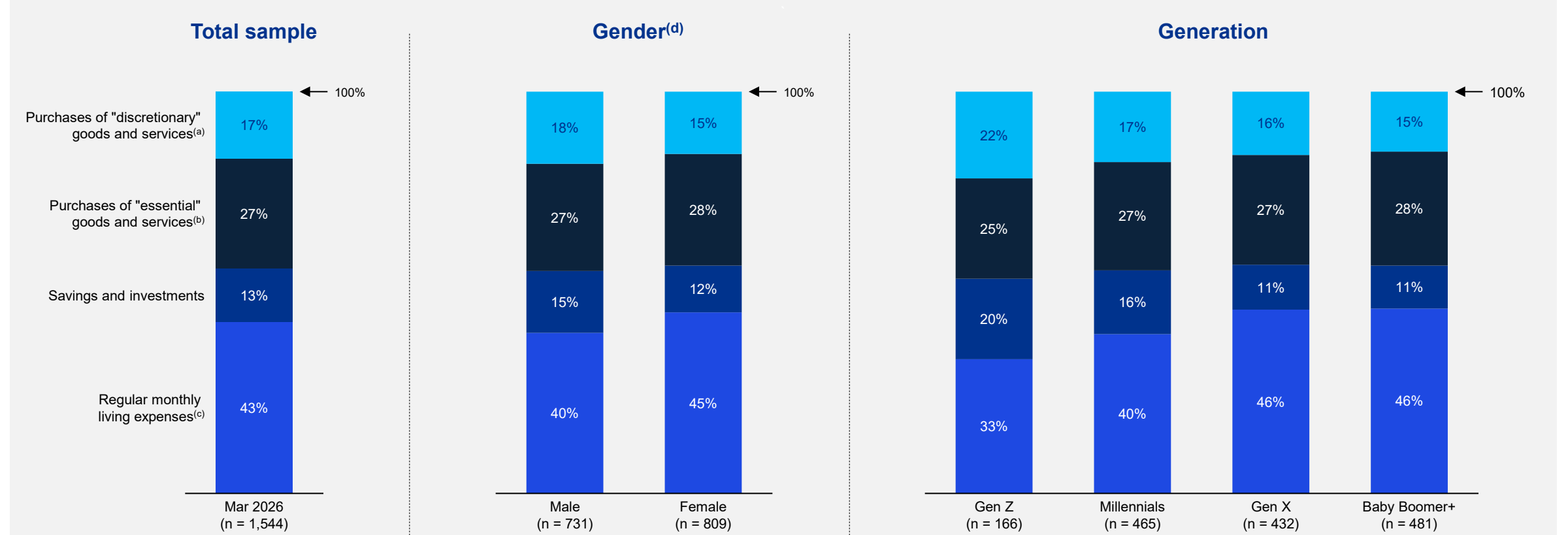


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Please estimate to the best of your ability what percent of your monthly household income was spent on each of the following categories in the summer of 2025 and what percent will be spent on each of the following categories in the summer of 2026. Please include both 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 Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# Regular monthly living expenses increases with age, with Gen Z putting 20 percent of their income to savings, and spending more on the purchase of “discretionary” goods and services than any other generation.

Percentage of household income spend per category, Summer 2026, by demographics

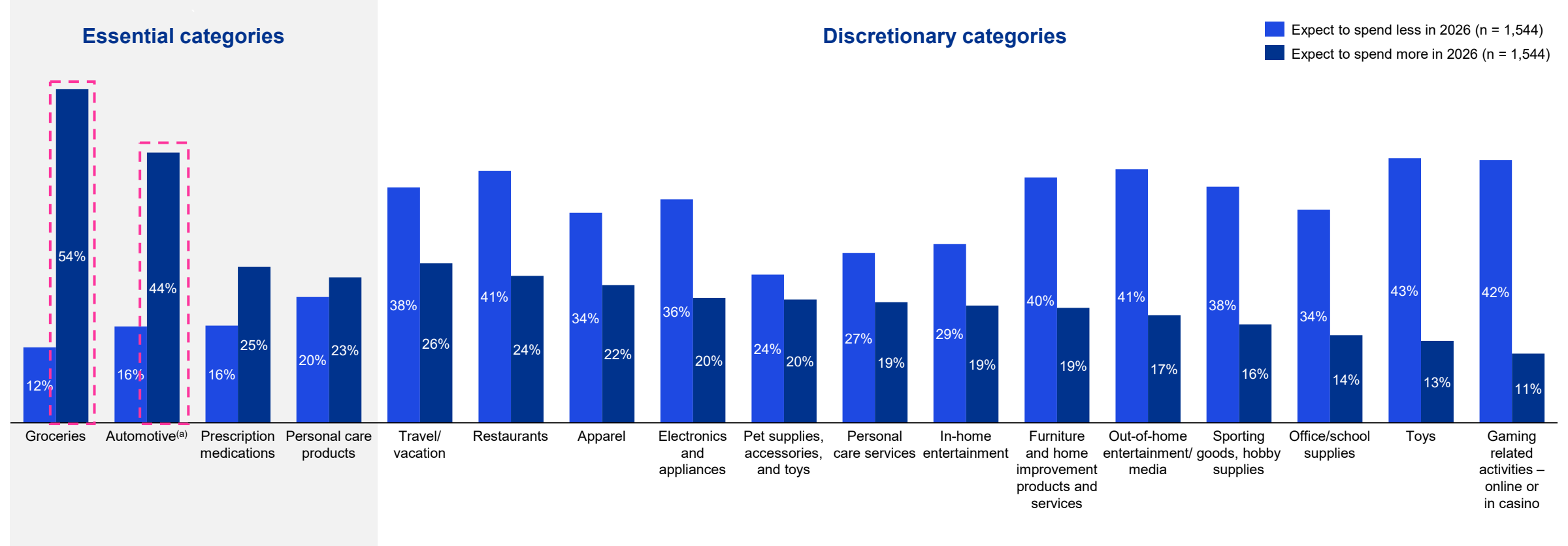


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Please estimate to the best of your ability what percent of your monthly household income was spent on each of the following categories in the summer of 2025 and what percent will be spent on each of the following categories in the summer of 2026. Please include both 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 Feb 27, 2026 – Mar 18, 2026

# Respondents are expecting to spend more on essential goods and services in 2026, specifically in groceries (54 percent) and automotive (44 percent)...

Consumer expectations on spend per category, Summer 2025 vs Summer 2026

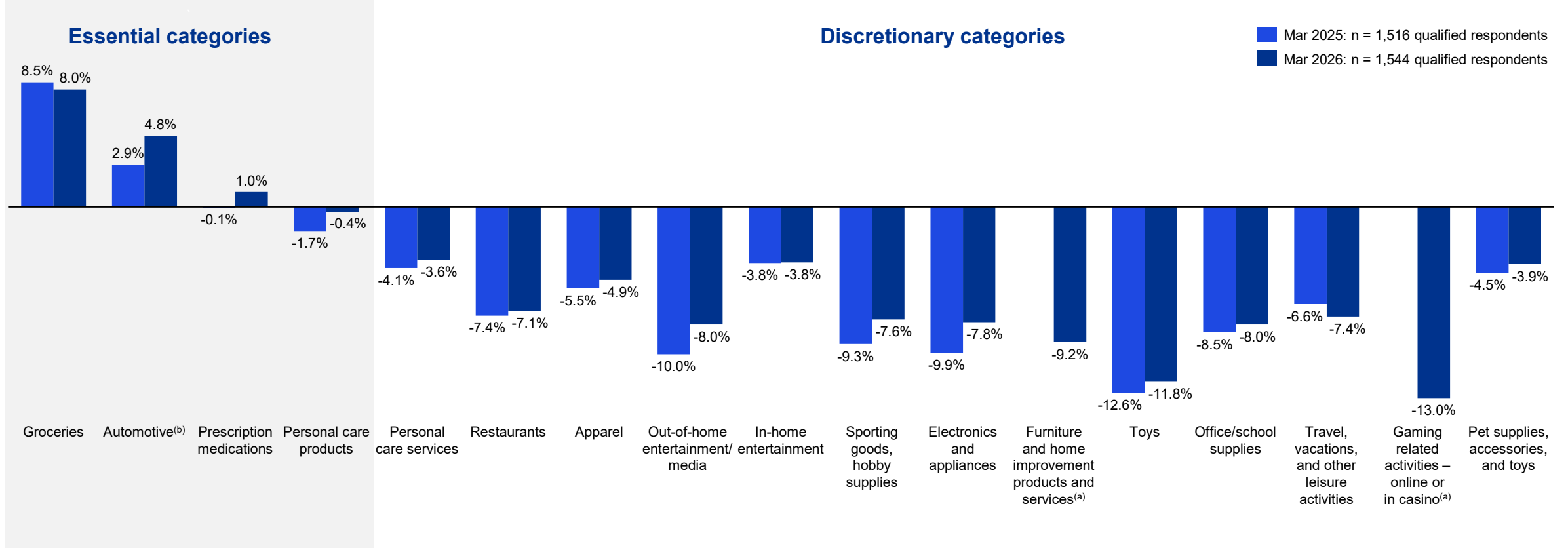


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Do you expect to spend more, less, or the same amount of money on each of the following products/services this summer (2026) compared to last summer (2025)?" (a) Automotive includes gas, tolls, auto insurance, and auto maintenance.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# .... however, the average change in consumer spending is anticipated to decline for personal care products and discretionary categories compared to the previous year.

Anticipated change in monthly spend by category, Summer 2025 vs Summer 2026



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 (2026) compared to last summer (2025)? 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 (2026) compared to last summer (2025)? Please indicate your expected percent decrease for each category below"; (a) These categories were introduced in the 2026 survey, hence the numbers for 2025 are not provided in the chart; (b) Automotive includes gas, tolls, auto insurance, and auto maintenance

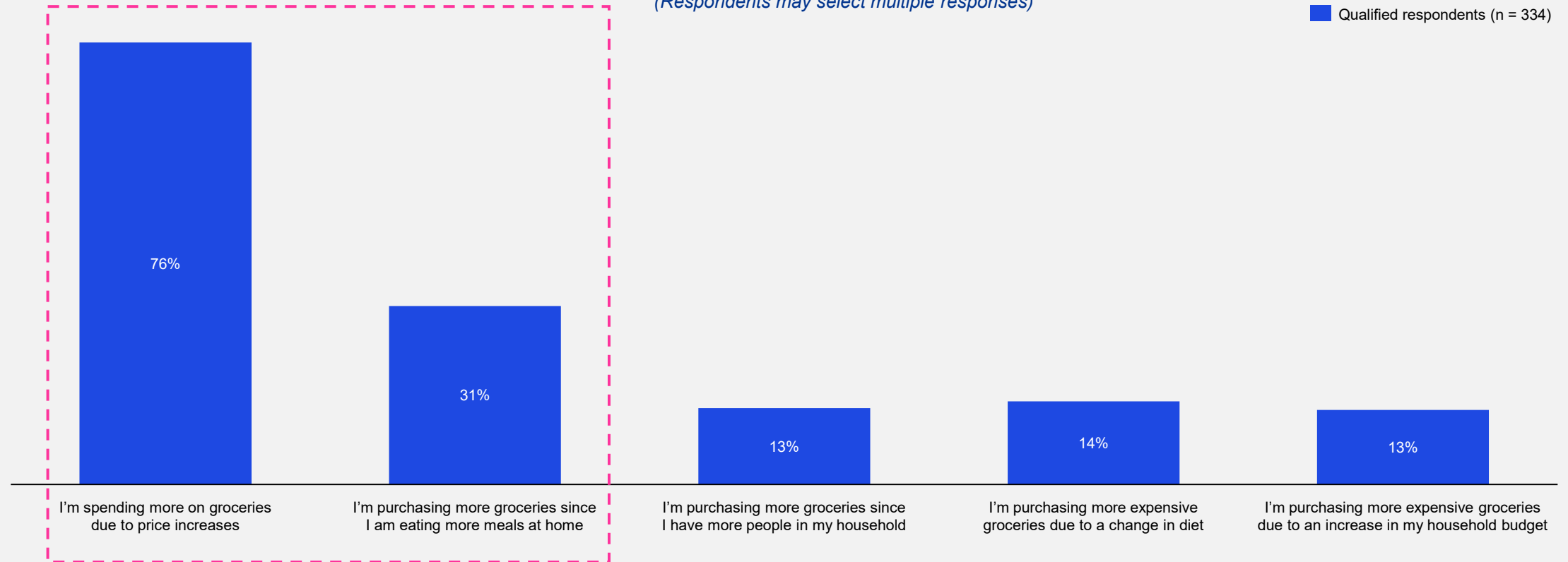
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey fielded Mar 12, 2025 – Mar 20, 2025

# Respondents who experience an increase in grocery spending believe it is driven by inflation (76 percent) and by an increase in the number of meals consumed at home (31 percent).

## Reasons for increase in grocery spend in 2026<sup>(a)</sup>

(Respondents may select multiple responses)

Qualified respondents (n = 334)



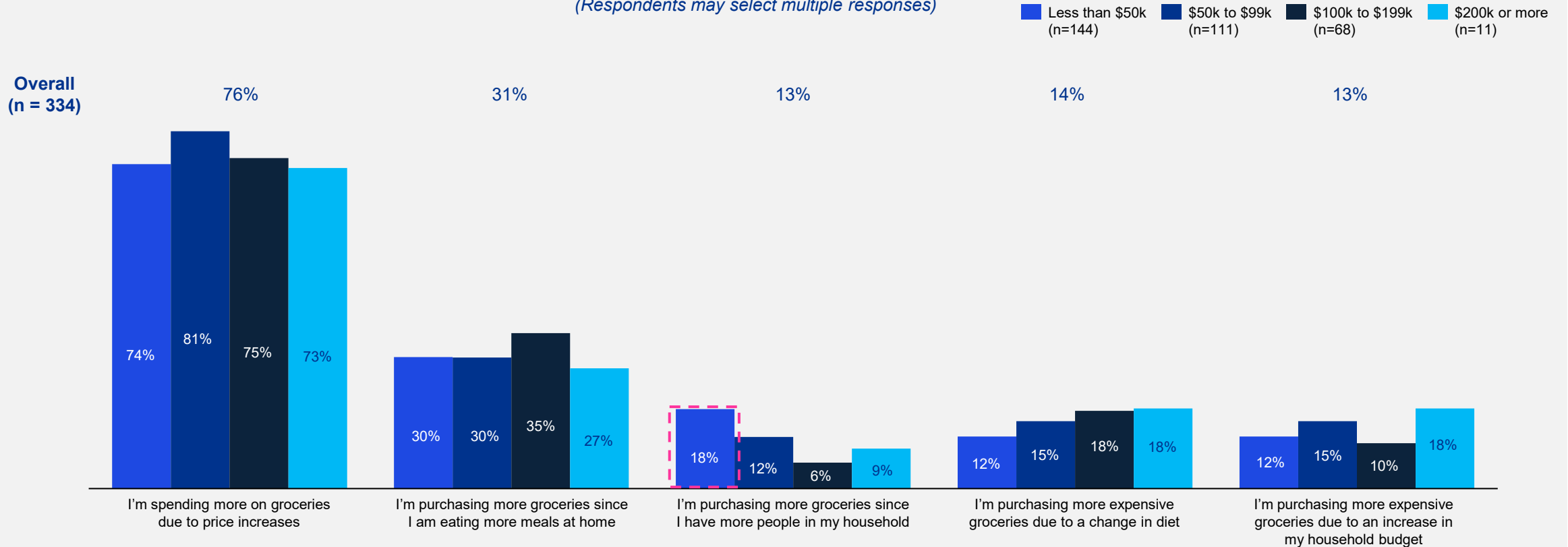
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Why do you believe that your grocery spend is going to go up this summer versus last summer?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# A higher share of consumers earning less than \$50k are purchasing more groceries due to more people in their household, than any other income group.

## Reasons for increase in grocery spend in 2026, by income<sup>(a)</sup>

(Respondents may select multiple responses)

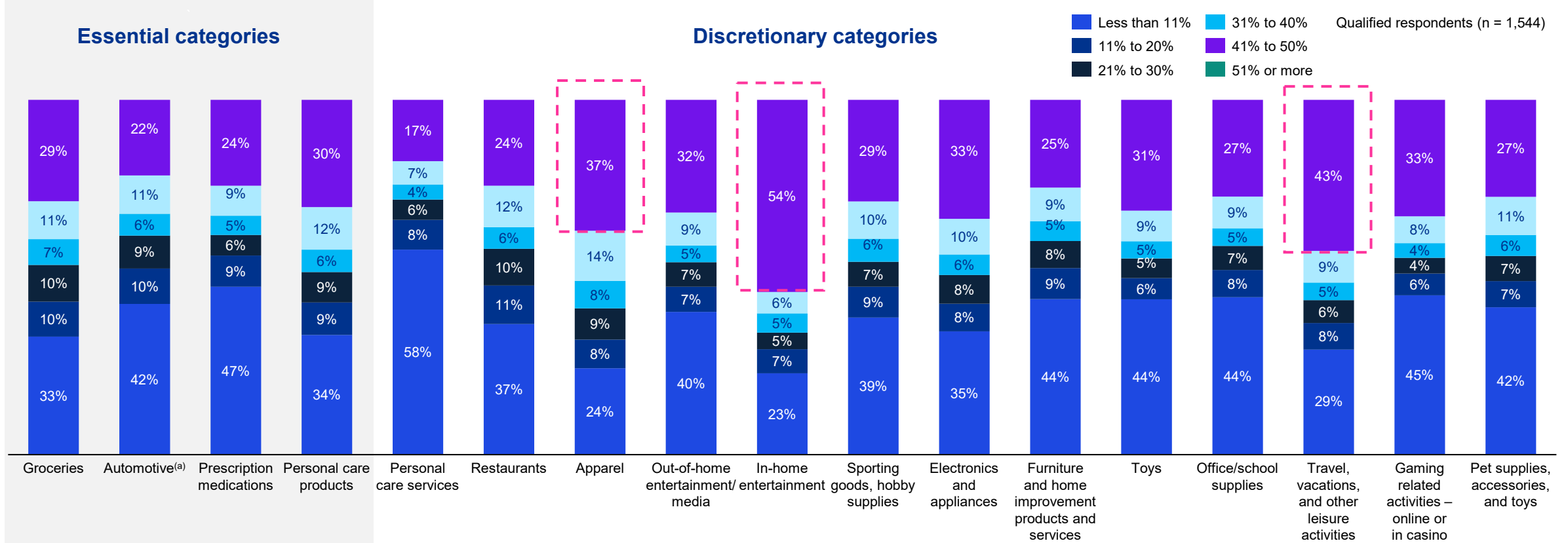


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Why do you believe that your grocery spend is going to go up this summer versus last summer?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Share of household spend continues to be less than 11 percent for most categories; spend is particularly high for in-home entertainment, apparel and travel/vacation in the last 3 months.

## Share of spend by category over last 3 months

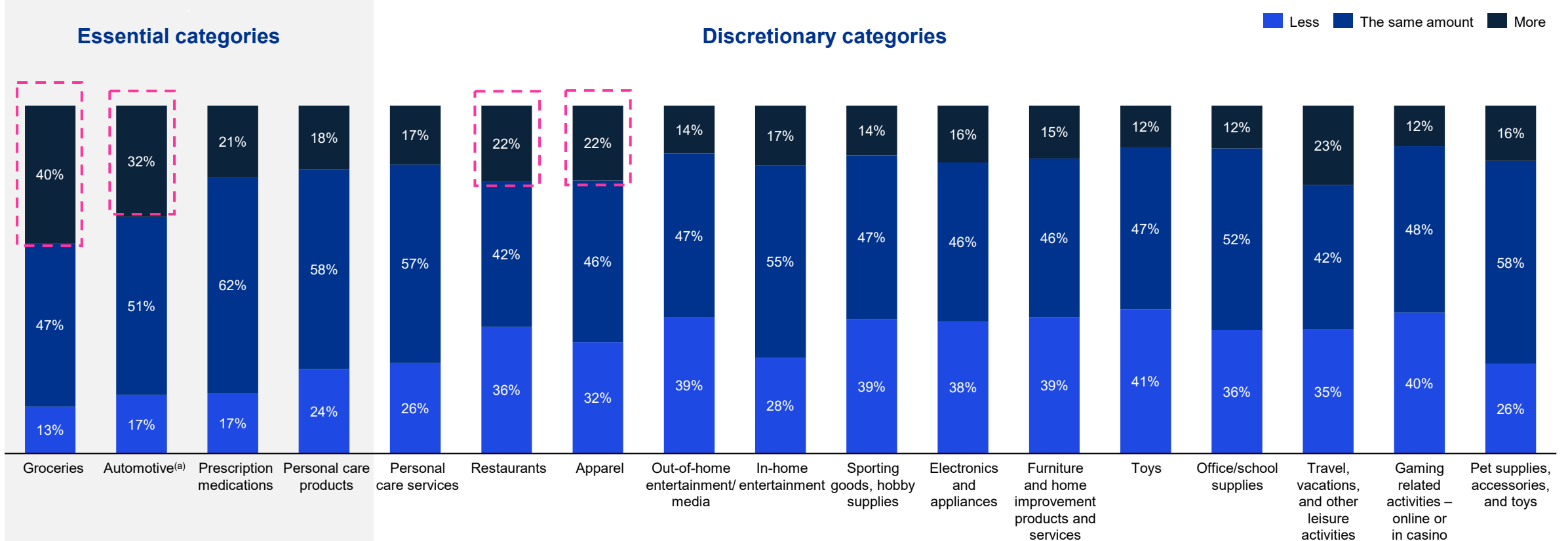


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Over the last 3 months, approximately what percent of your household spend on each of the following product categories occurred?"; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Respondents expect to buy roughly the same amount in most categories, while groceries, automotive, apparel, and restaurants are expected to see larger increases than other categories.

## Expected change in purchase of products in 2026 compared to 2025



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "In the summer of 2026 compared to the summer of 2025, do you expect to purchase more, the same, or less for each of the following product categories?"; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

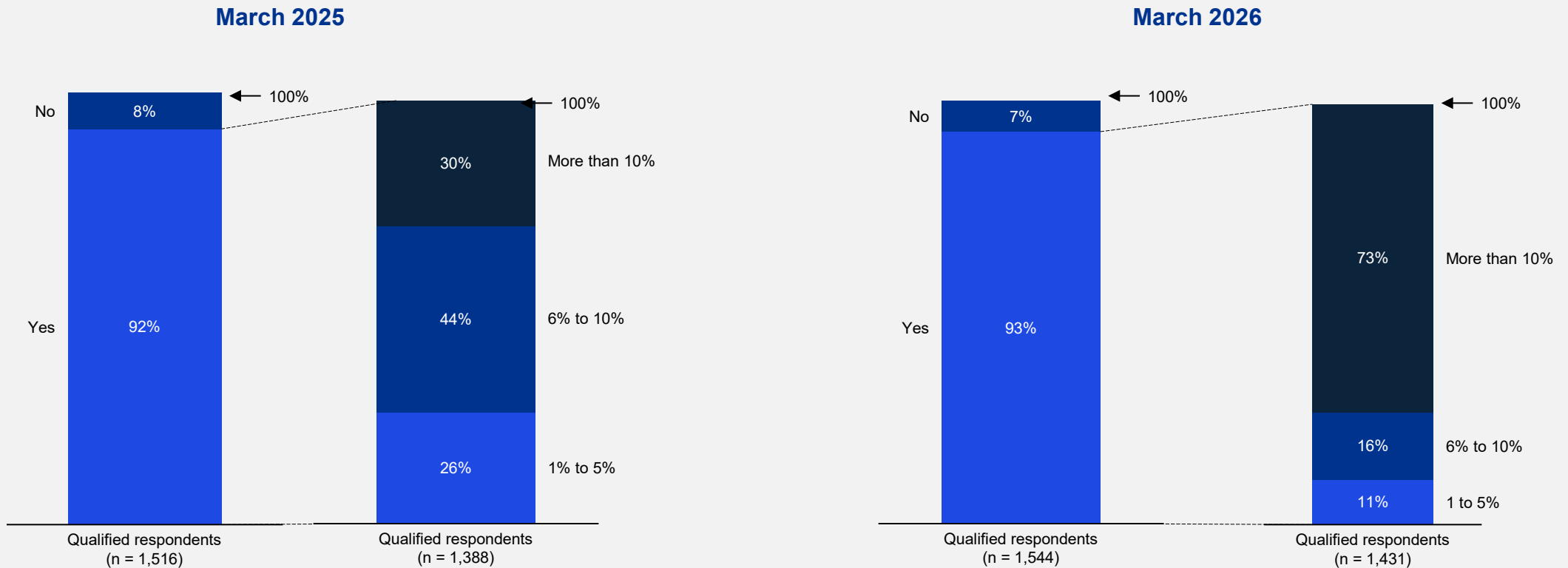


05

Inflation

# 93 percent of consumers report an increased cost of living, of which 73 percent report an increase of more than 10 percent.

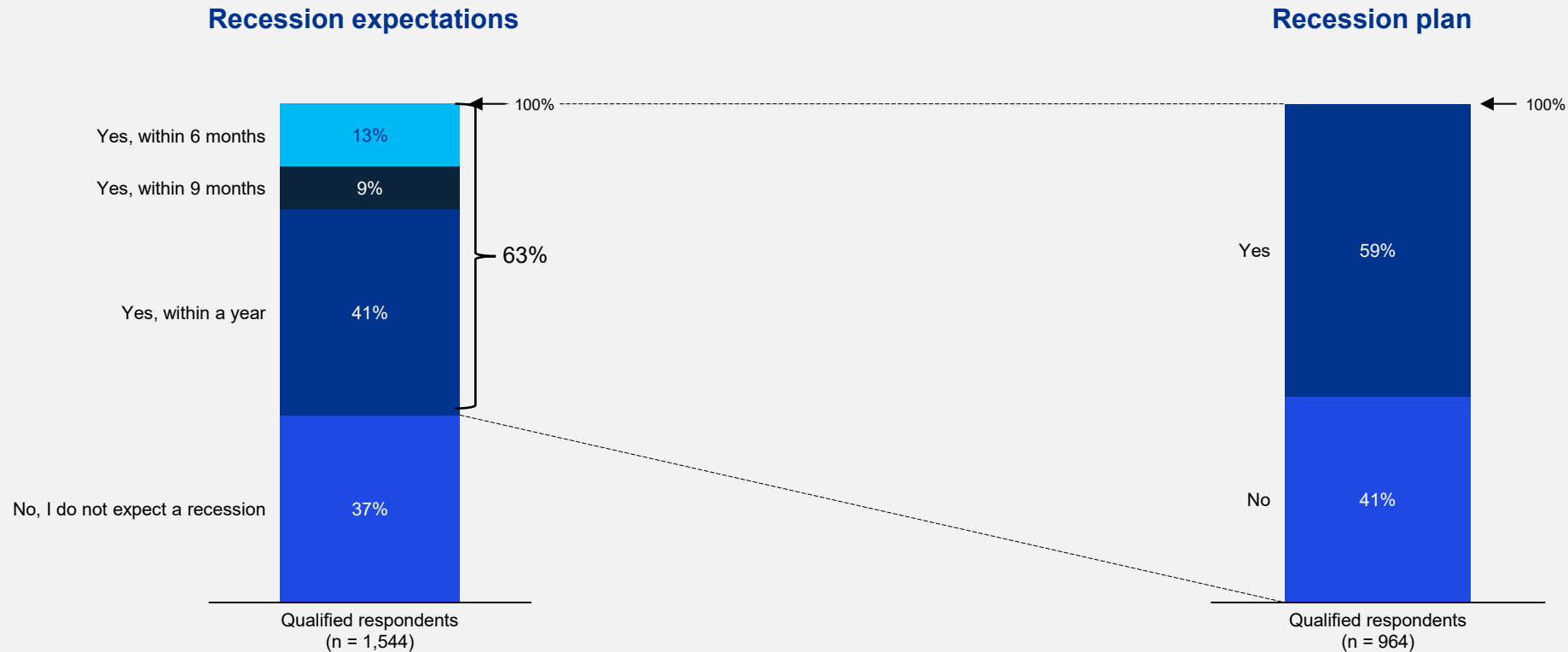
## Consumer perceptions regarding increasing cost of living Summer 2026 vs Summer 2025



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# 63 percent of consumers expect a recession to occur over the next year, versus 71 percent in prior year.

## Next 12 months consumer recession expectations



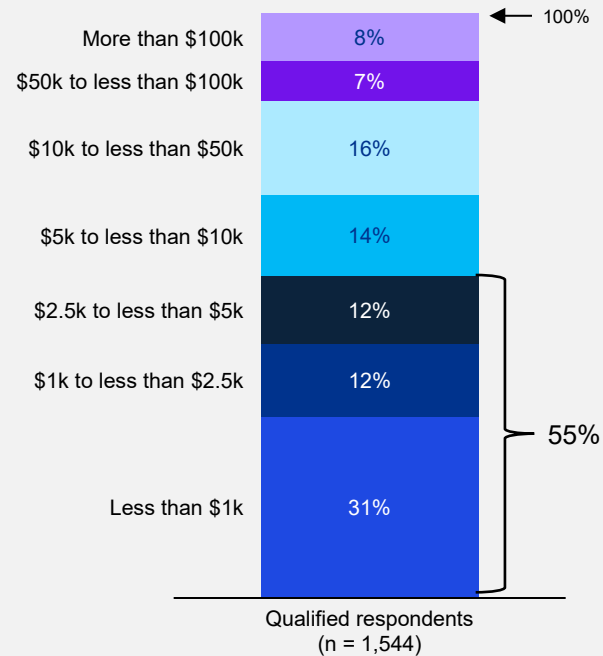
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Do you expect a recession to occur in the near future? If so, when?"; "Do you have a plan in place to prepare for financial challenges associated with an economic recession?"

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

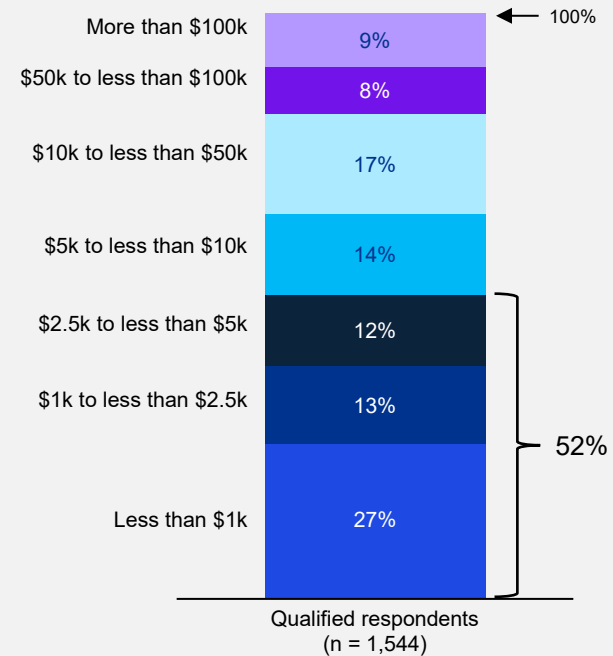
# The share of consumers with less than \$5k in savings is declining from 55 percent in December 2025 to an estimated 52 percent by December 2026.

## Consumer savings account balance by year

Savings account amount on December 31, 2025



Estimated savings account amount by December 31, 2026



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "To the best of your recollection, how much money did you have in your savings account on December 31, 2025? Please exclude investments and retirement accounts"; "How much money do you think you'll have in your savings account by December 31, 2026? Please exclude investments and retirement accounts."

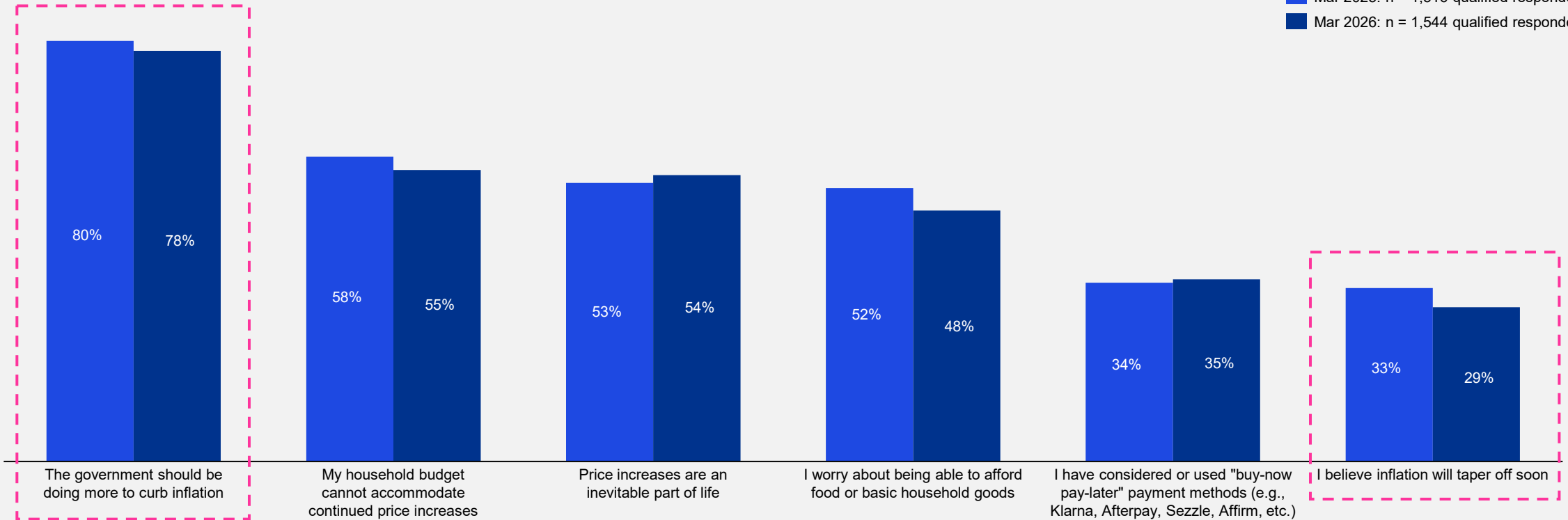
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# 78 percent of the consumers say that the government should be doing more to curb inflation; Alongside a declining belief that inflation will taper off soon (33 percent vs 29 percent).

## Consumer's sentiment on inflation Summer 2025 vs Summer 2026<sup>(a)</sup>

(Respondents may select multiple responses)

■ Mar 2025: n = 1,516 qualified respondents  
 ■ Mar 2026: n = 1,544 qualified respondents



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked "To what extent do you agree with the following statements? (1= strongly disagree and 7= strongly agree) (a) Respondents who selected "1-4 strongly disagree to neutral" have been excluded.

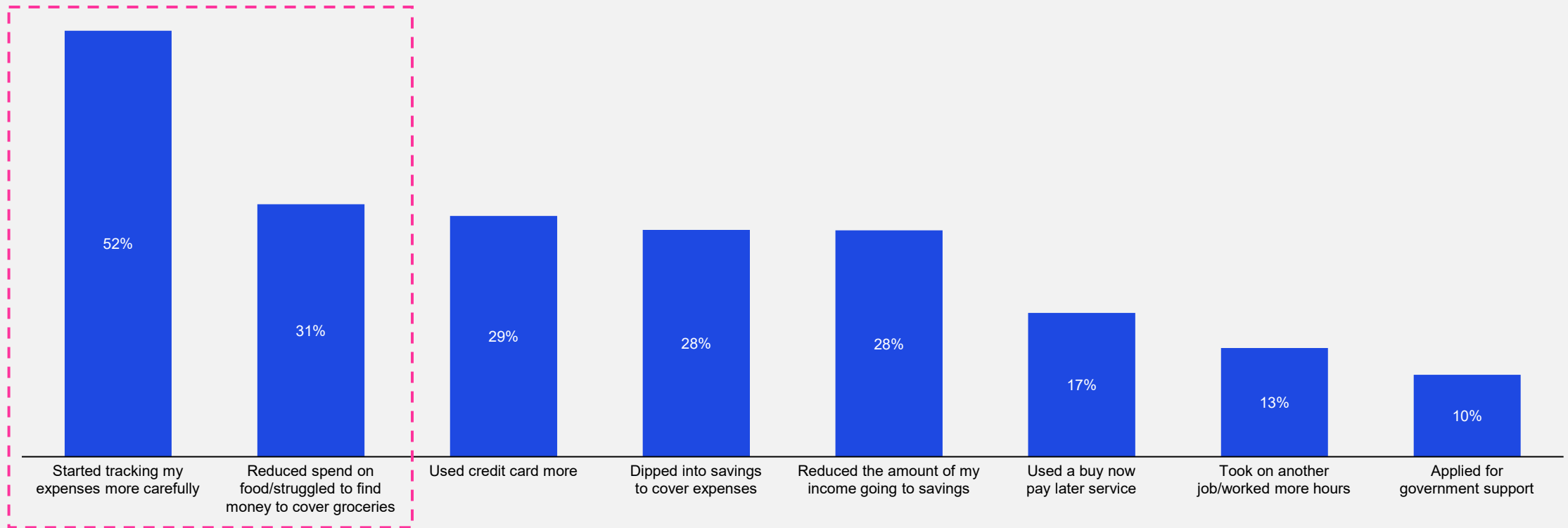
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# 52 percent consumers have started tracking their expenses more carefully, while 31 percent respondents have also reduced spend on food/struggled to find money to cover groceries.

## Measures taken to manage inflation related challenges

(Respondents may select multiple responses)

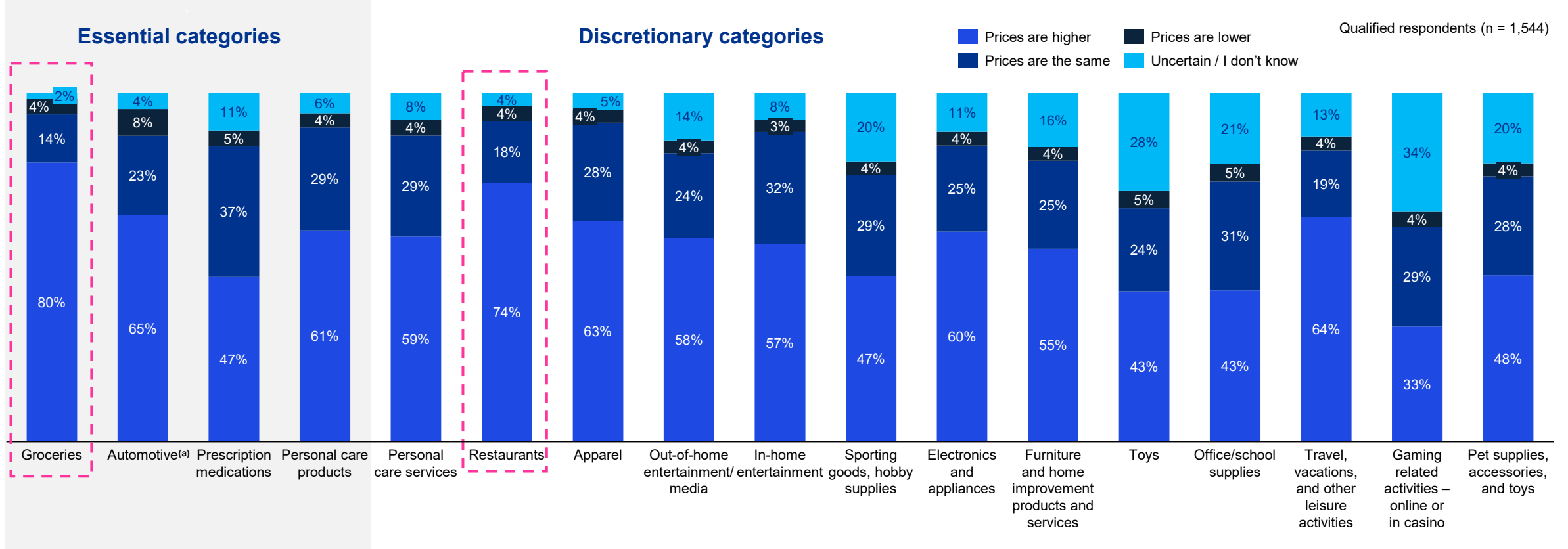
Qualified respondents (n = 1,544)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Which, if any, of the following measures have you started taking recently?"  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Consumers believe that there are price increases across all products compared to last year, especially in groceries (80 percent) and restaurants (74 percent).

Price variation over the last year by product category (Summer 2026 vs Summer 2025)

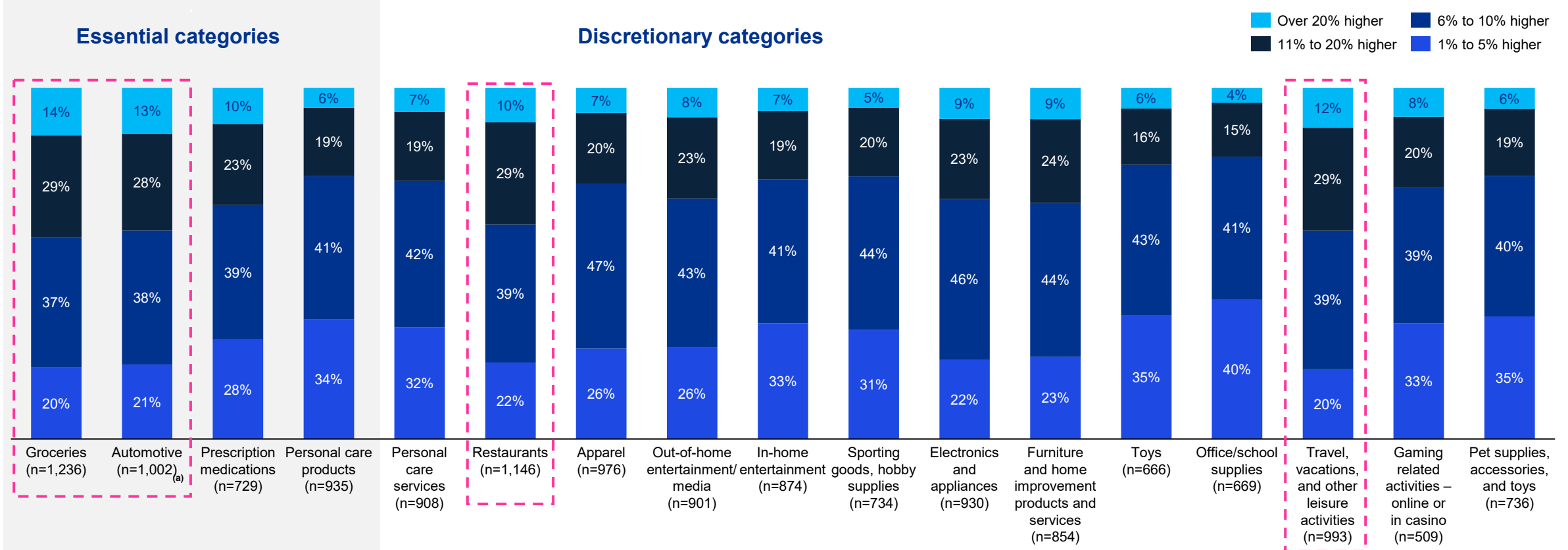


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "For each of the following product categories, please indicate whether you believe prices are lower, about the same, or higher than they were a year ago"; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# While essential categories such as groceries and automotive see the highest price increases, discretionary categories such as restaurants and travel also report notable cost pressures.

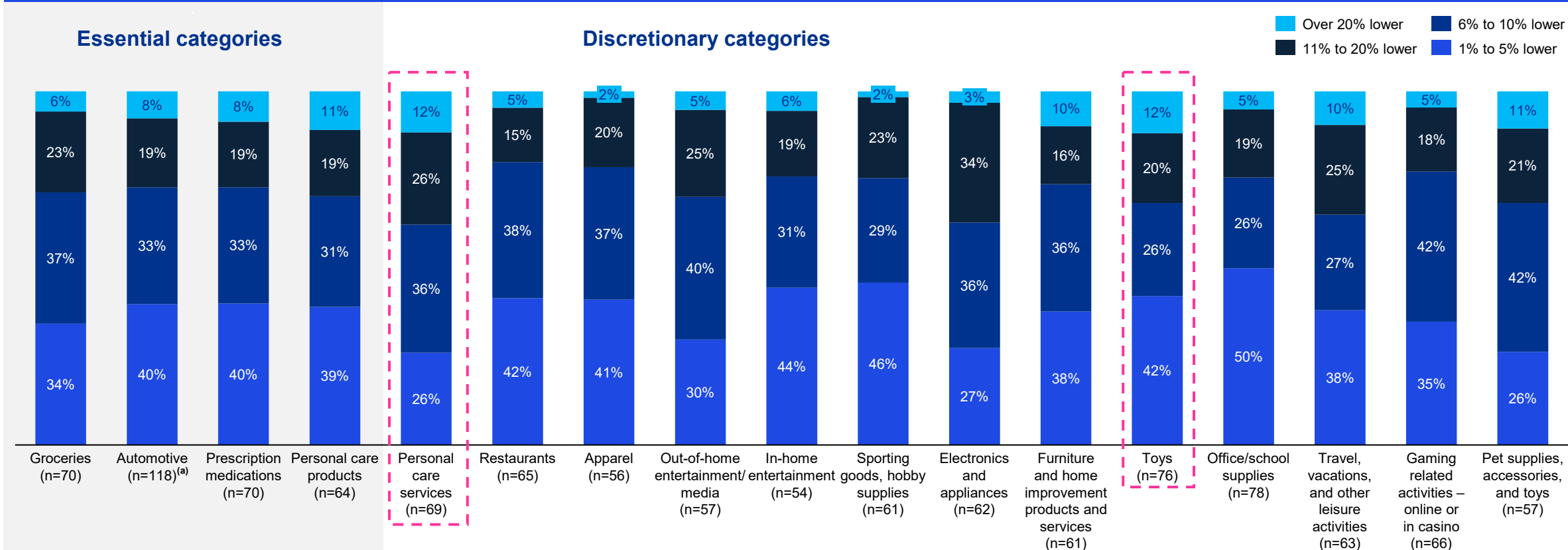
Consumer estimates of price increases over the last year by product category (Summer 2026 vs Summer 2025)<sup>(a)</sup>



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "You indicated that you believe prices are higher for each of the following product categories now than they were a year ago. Please indicate how much higher you believe prices are for each of the following product categories; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance; (a) This is a logic driven question  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Of the consumers who believe prices are lower than a year ago, personal care services and toys are viewed as having the largest price decreases.

Consumer estimates of price decreases over the last year by product category (Summer 2026 vs Summer 2025)<sup>(b)</sup>



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "You indicated that you believe prices are lower for each of the following product categories than they were a year ago. Please indicate how much lower you believe prices are for each of the following product categories."; (a) Automotive includes gas, tolls, auto insurance, and auto maintenance; (b) This is a logic driven question  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

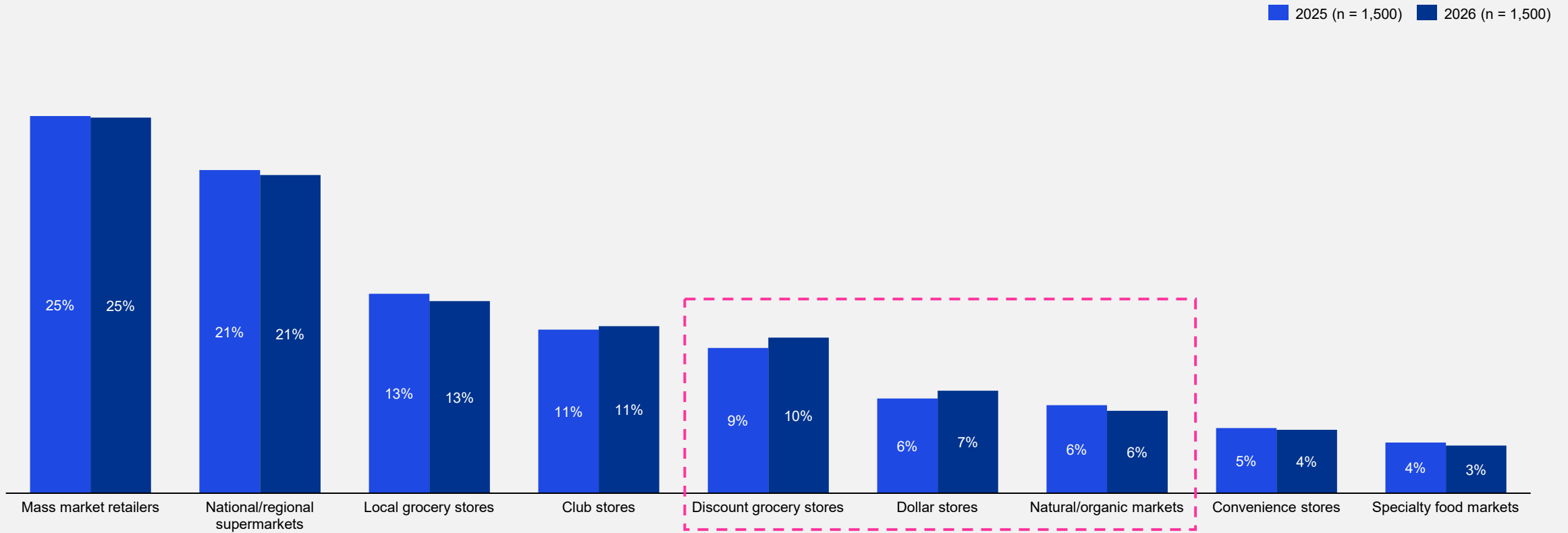
06

# Channel Preference



# Share of spending at discount grocery stores and dollar stores has increased in 2026 compared to 2025, while natural/organic markets saw a slight dip.

In-store grocery store channel share of grocery spend, Summer 2025 vs Summer 2026

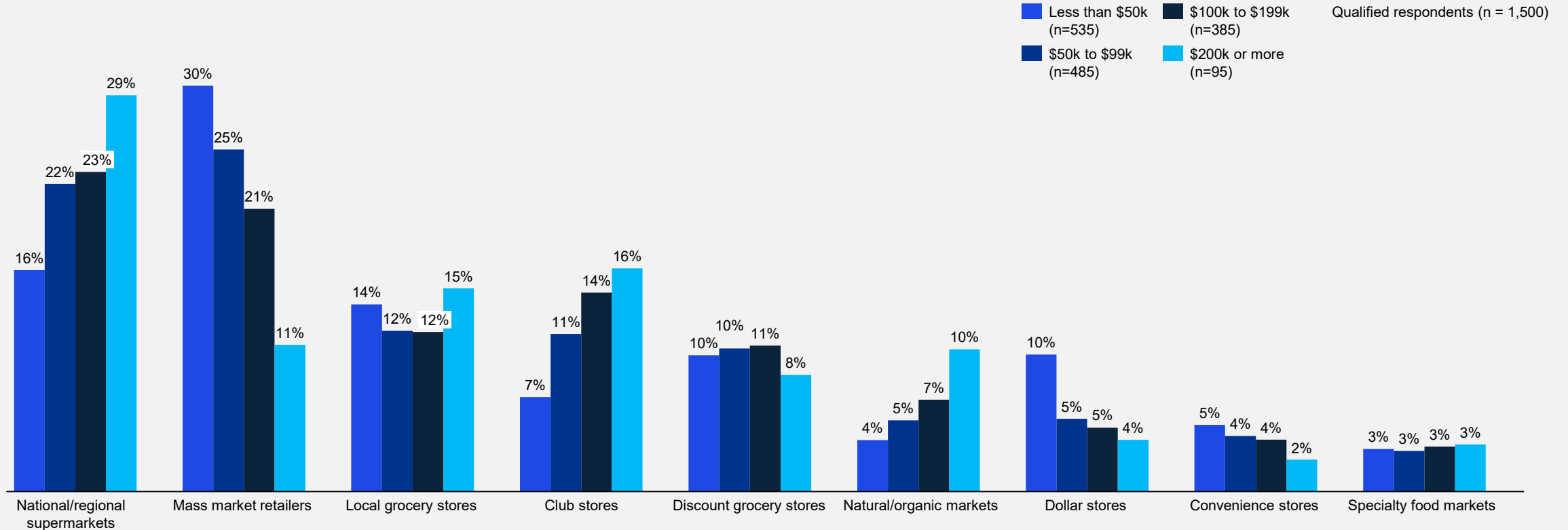


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked "What percent of your monthly in-store grocery spend did you typically spend at each of the following grocery store types in 2025?"; "What percent of your monthly in-store grocery spend do you expect to spend at each of the following grocery store types in 2026?"; (a) This is a logic question driven from "The percentage share mentioned here is not the share of respondents but this is the mean percentage share per Grocery store channel."

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

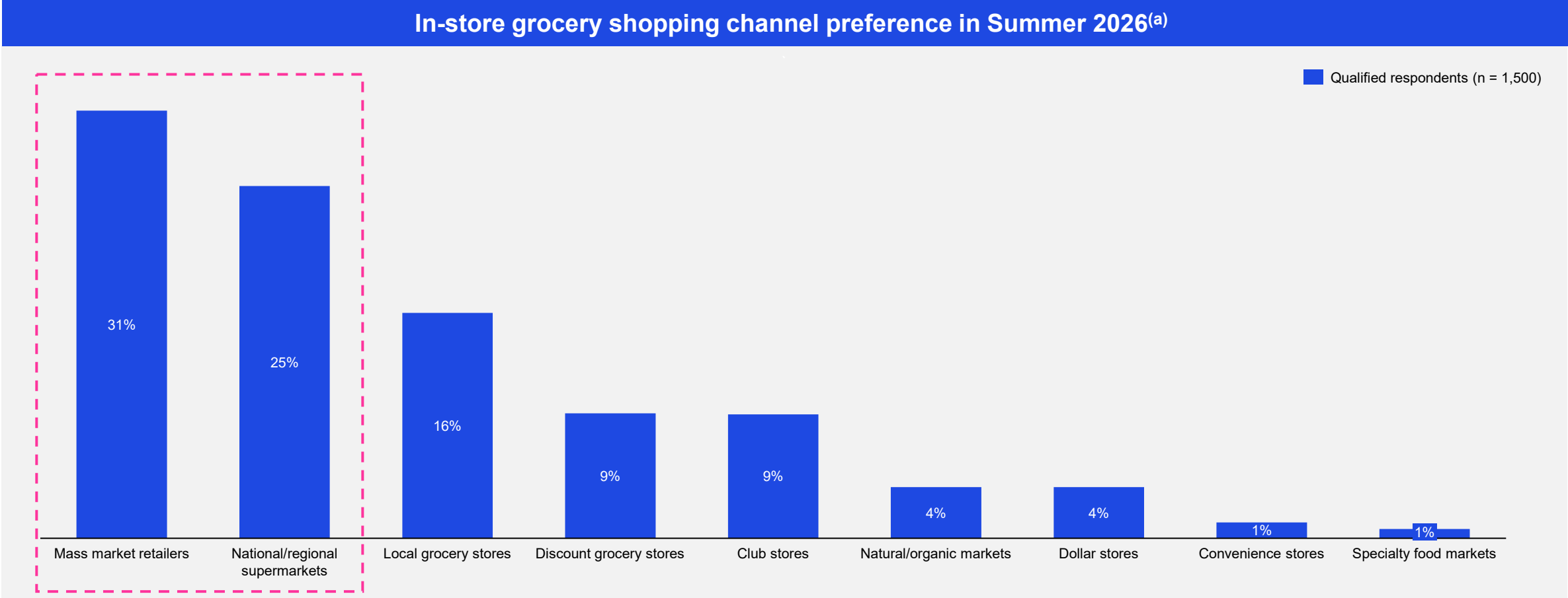
# Consumers earning \$100k or more expect to spend the most at national/regional supermarkets, while those earning under \$100k prefer mass market retailers more.

In-store grocery store channel share of grocery spend, 2026 by income



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What percent of your monthly in-store grocery spend do you expect to spend at each of the following grocery store types in 2026?".  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# More than half of the consumers prefer to shop groceries from mass market retailers and supermarkets most frequently.

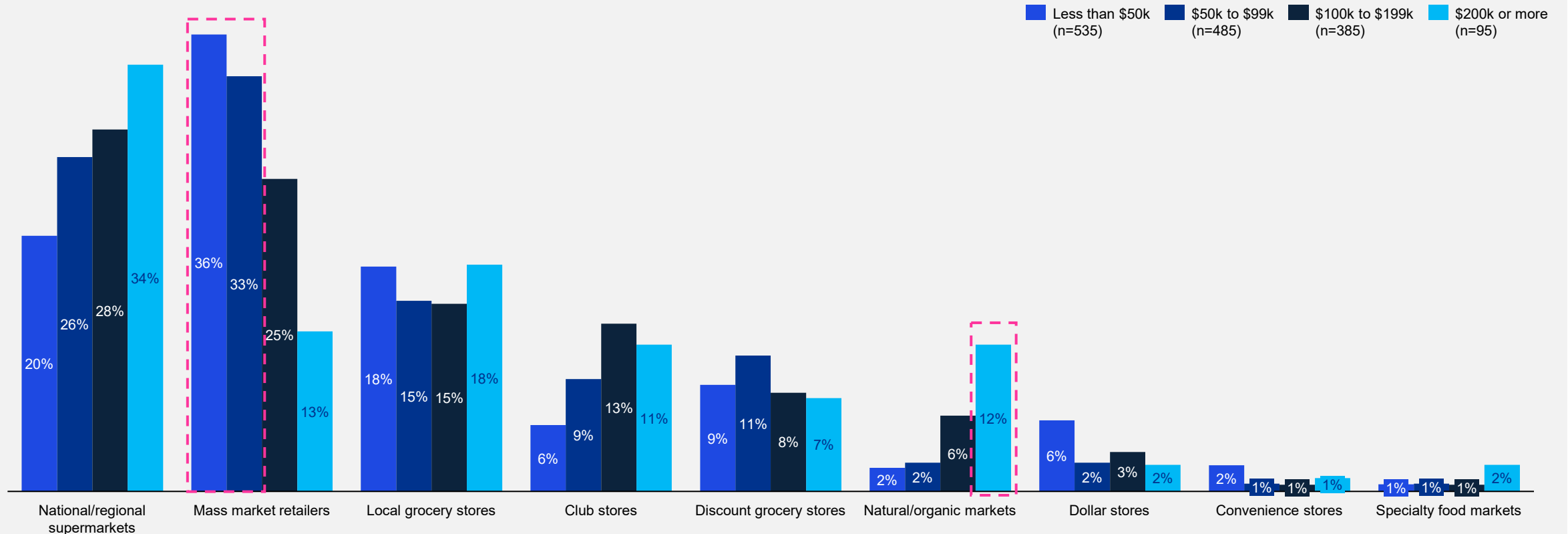


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you typically shop for groceries (in-store)?" (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# The preference to shop at mass market retailers is high amongst consumers earning less than \$100k; Whereas focus on natural/organic market is rising among wealthy consumers.

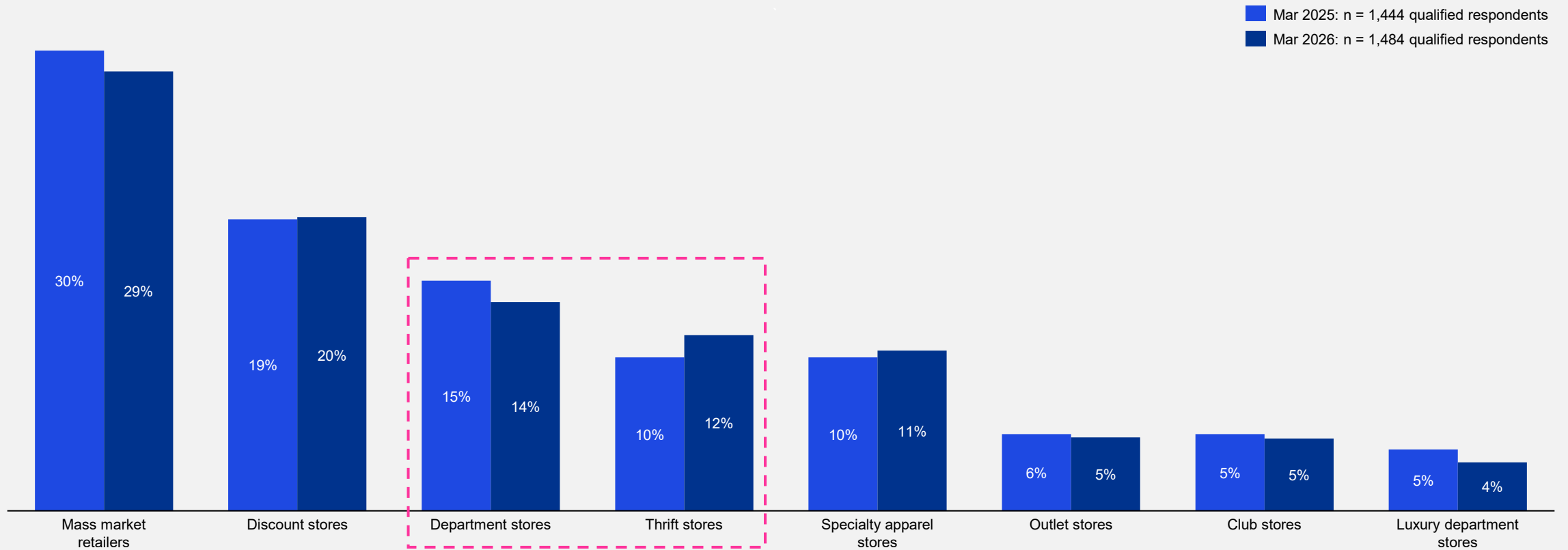
In-store grocery shopping channel preference in Summer 2026, by income<sup>(a)</sup>



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you typically shop for groceries (in-store)?" (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Apparel shoppers show higher preference for thrift stores—and less for department stores, compared to last year.

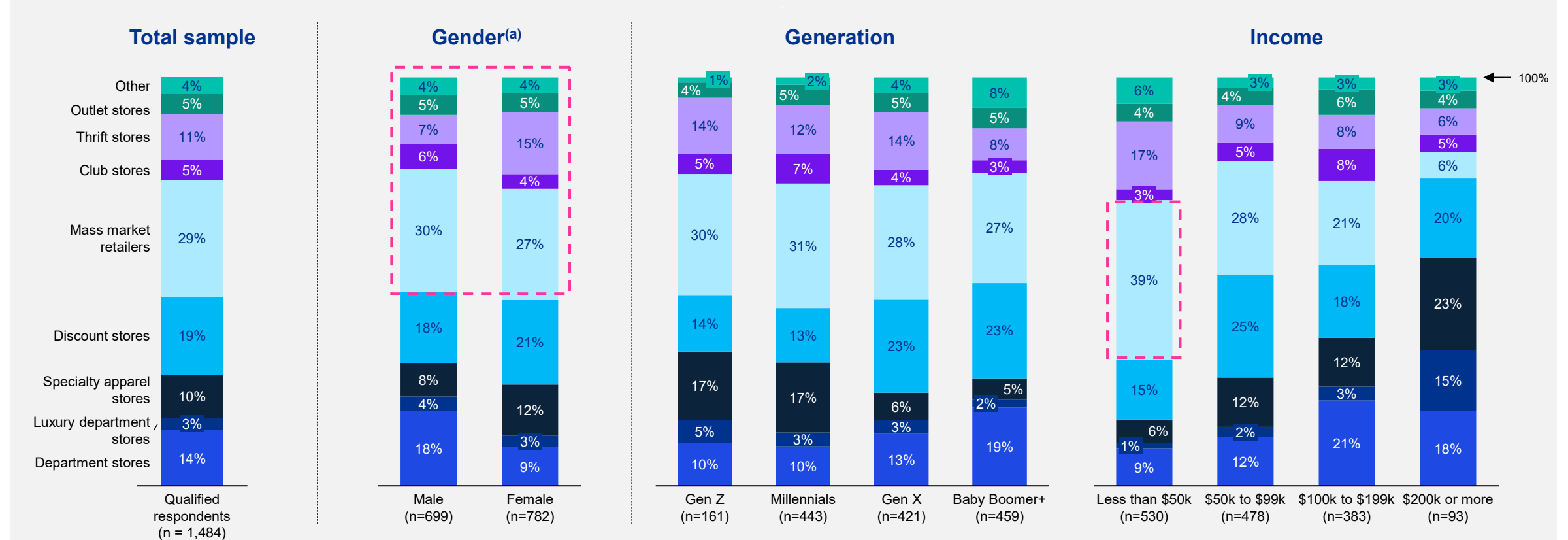
In-store apparel shopping channel share, Summer 2025 vs Summer 2026<sup>(a)</sup>



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you typically shop for apparel (in-store)?" (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# More females prefer thrift stores, while a larger share of males prefer mass market retailers; Respondents earning less than \$50k prefer mass market retailers the most.

In-store apparel shopping channel share, Summer 2026, by demographics

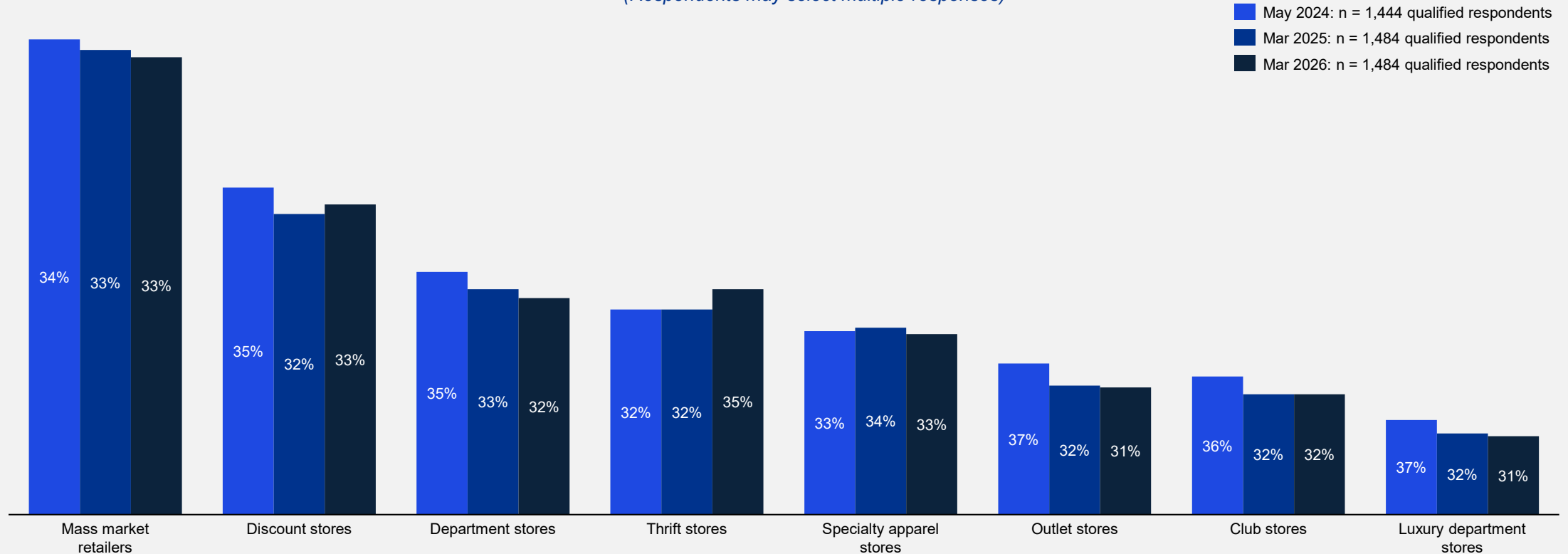


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you typically shop for apparel (in-store)?" (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size; (a) This is a logic question driven from "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 Feb 27, 2026 – Mar 18, 2026

# Thrift stores spending has increased slightly from summer 2024 to summer 2026, whereas department, outlet and luxury stores saw a decrease.

Annual in-store apparel spending by year (Summer 2024 – Summer 2026)<sup>(a)</sup>

(Respondents may select multiple responses)



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 2025? What percent of your annual in-store apparel spend do you expect to occur at each of the following apparel retailer types in 2026?"; (a) This is a logic question driven from "What percent of your annual in-store apparel spend did you typically spend at each of the following apparel retailer types in 2025?"

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

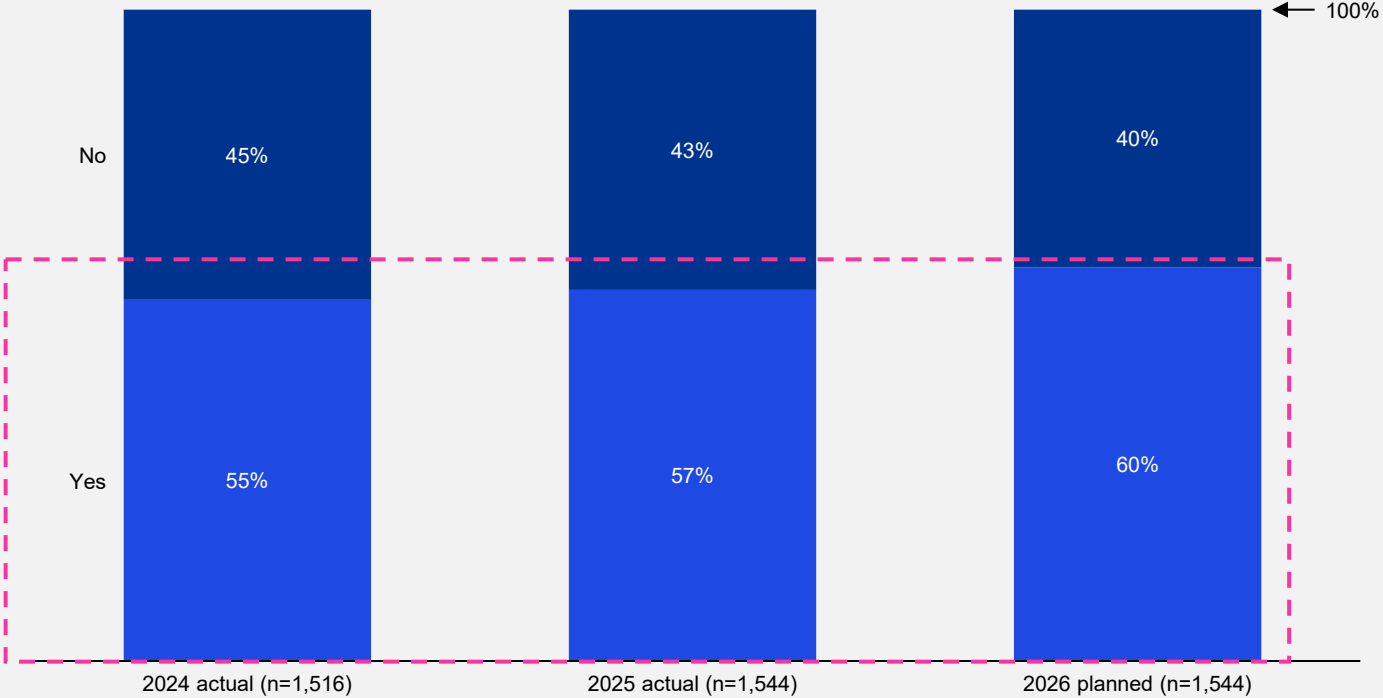


07

Travel

# Preference for travel among consumers appear to be slightly increasing consecutively from last 2 years.

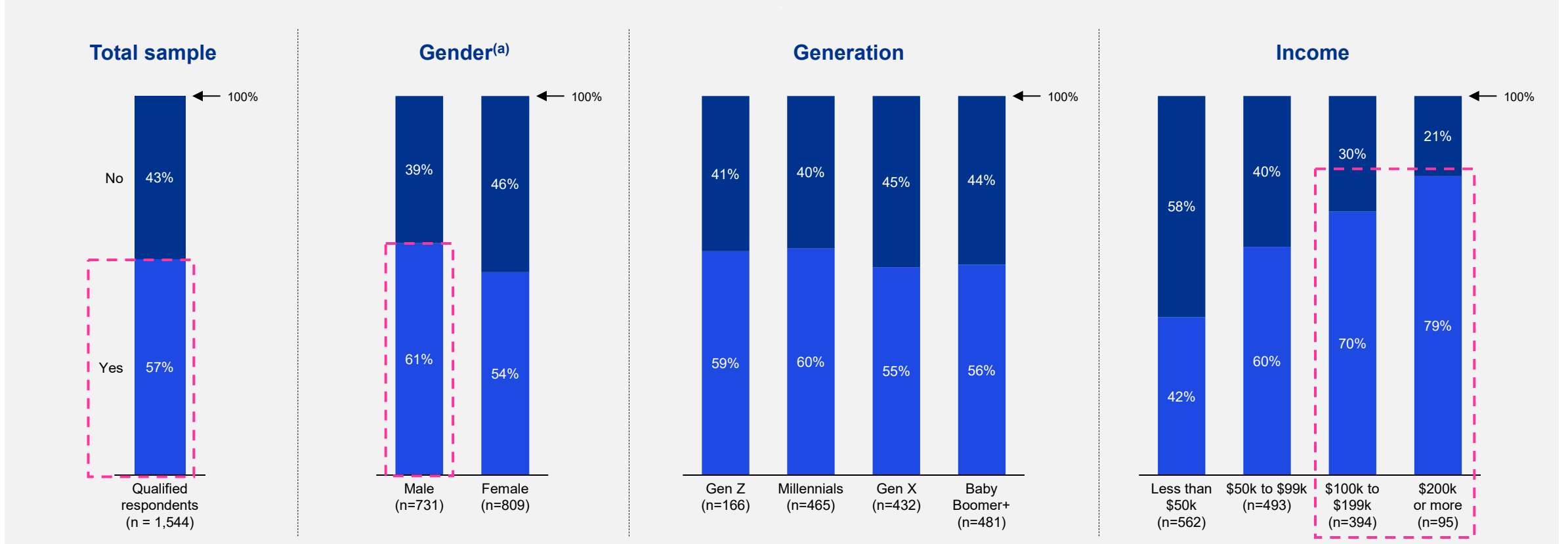
### Consumer travel plans, Summer 2024 to 2026



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Did you travel during the summer of 2025?"; "Do you plan to travel in the summer of 2026?"  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# Around 60 percent of consumers travelled in summer 2025, with travel incidence highest among males and higher income households.

Percentage of consumers who travelled in Summer of 2025, by demographic segment



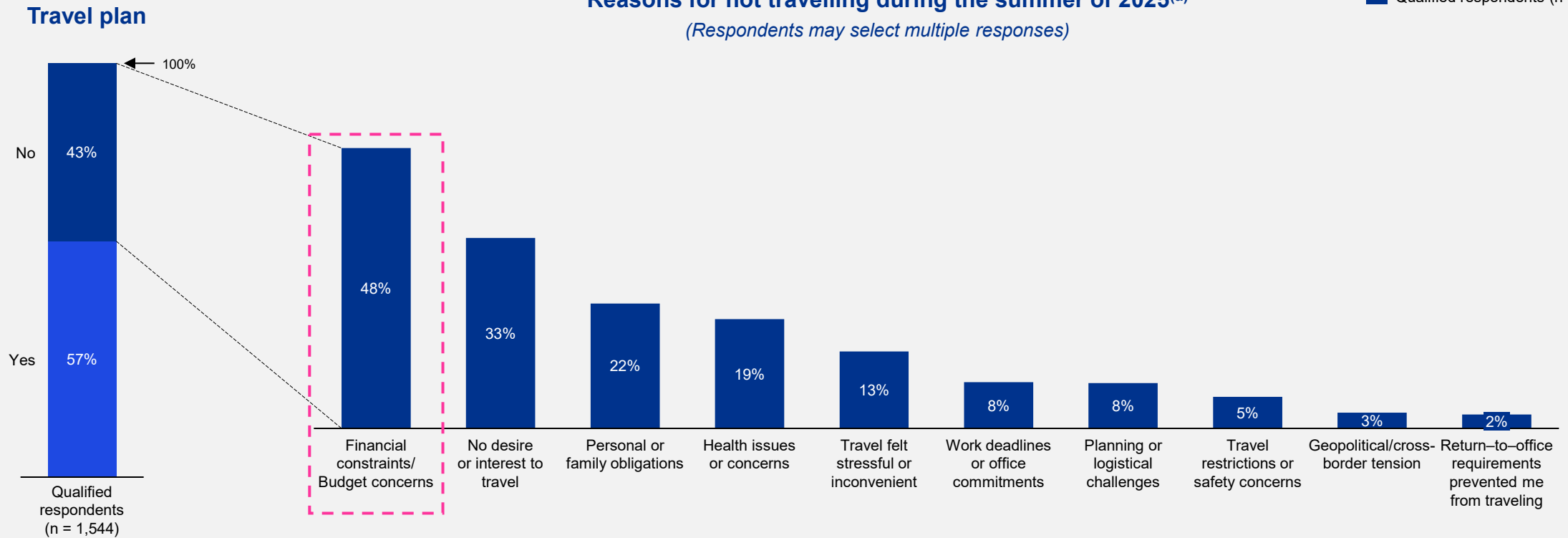
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Did you travel for vacation during the summer of 2025?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Financial constraints and budget concerns were the main reasons consumers did not travel in summer 2025.

## Consumer travel plans, Summer 2025

Reasons for not travelling during the summer of 2025<sup>(a)</sup>  
 (Respondents may select multiple responses)

■ Qualified respondents (n = 664)

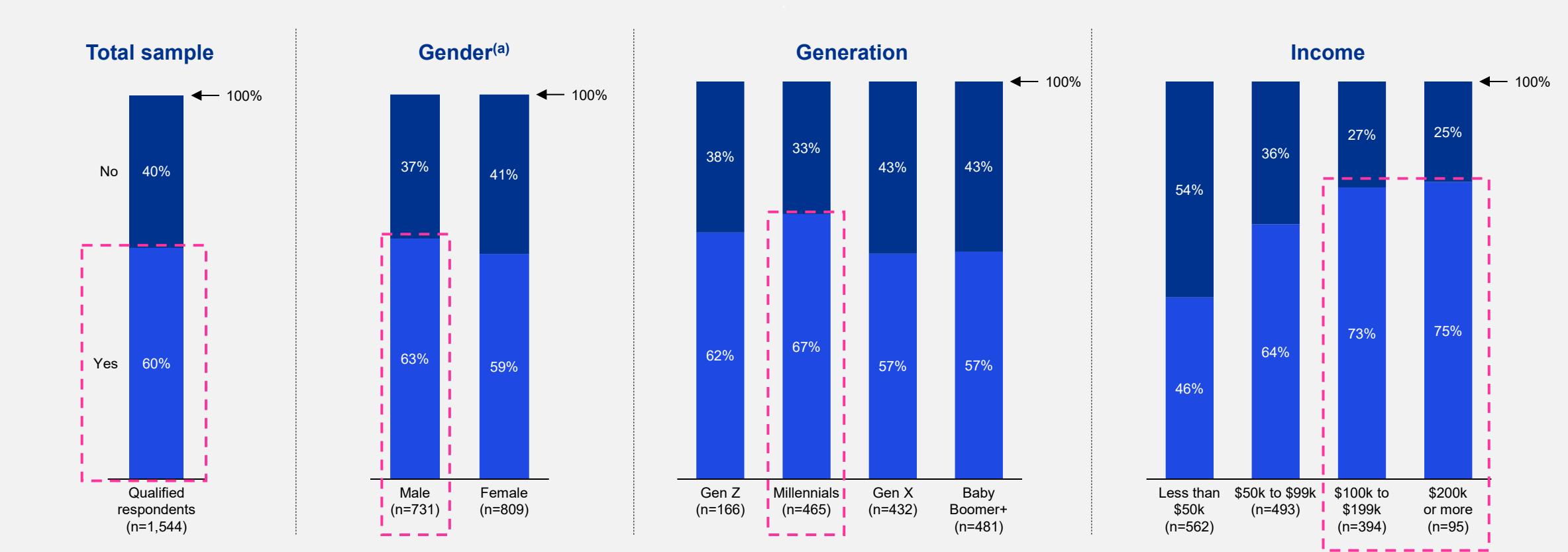


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Did you travel during the summer of 2025?"; "What were the reasons that may have prevented you from traveling during the summer of 2025?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# A majority of consumers (60 percent) plan to travel in summer 2026, with higher intent among men (63 percent), Millennials (67 percent), and higher-income households (above 70 percent).

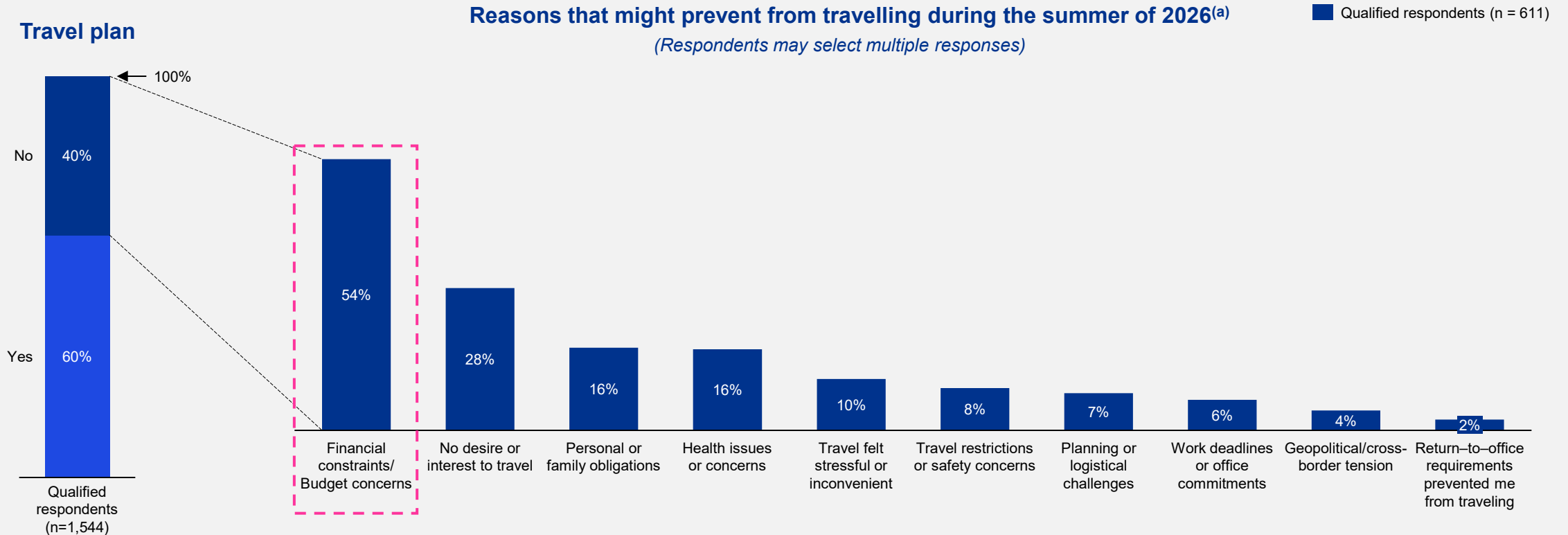
## Percentage of consumers planning to travel in Summer of 2026, by demographic segment



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Do you plan on travelling for vacation during the summer of 2026?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Similar to 2025, consumers who do not plan to travel in summer 2026 cite financial constraints/ budget concerns as the primary reason.

## Consumer travel plans, Summer 2026

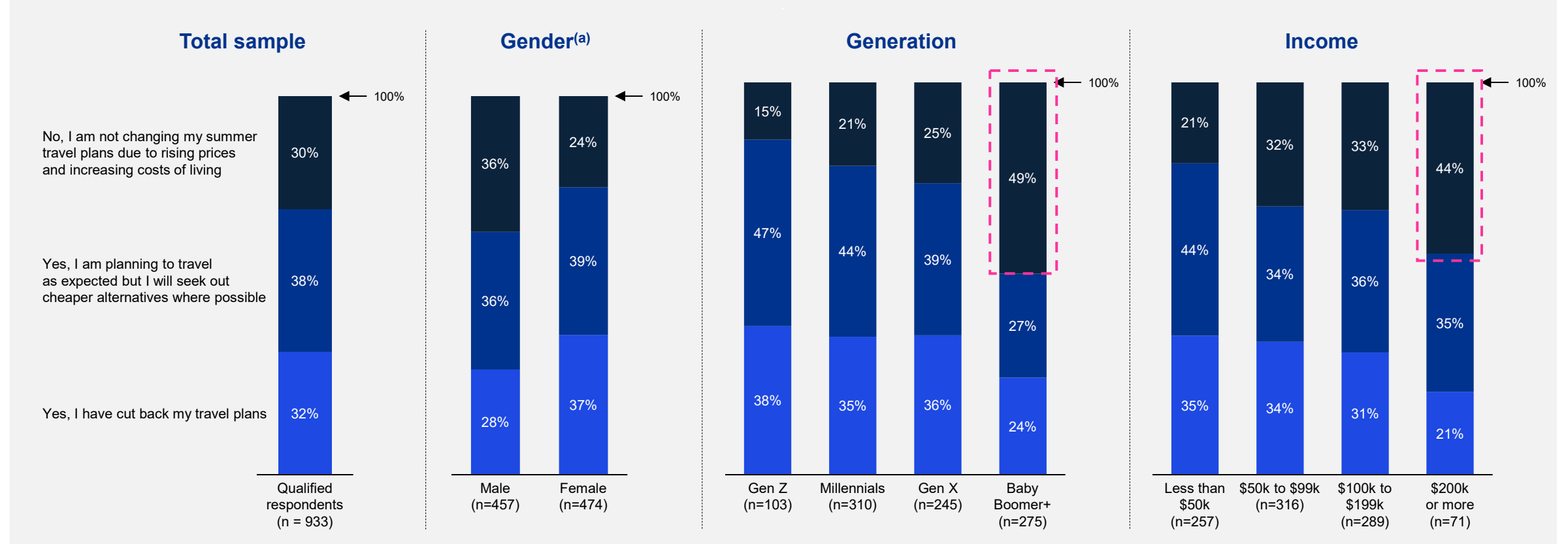


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Do you plan on traveling for vacation during the summer of 2026?"; "What are the main reasons you do not plan to travel during the summer of 2026?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Most travelers have adjusted plans in response to rising prices, favoring cheaper alternatives, while baby boomer+ and higher-income households are more likely to travel as planned.

## Impact of rising prices and increasing costs of living on Summer 2026 travel plans

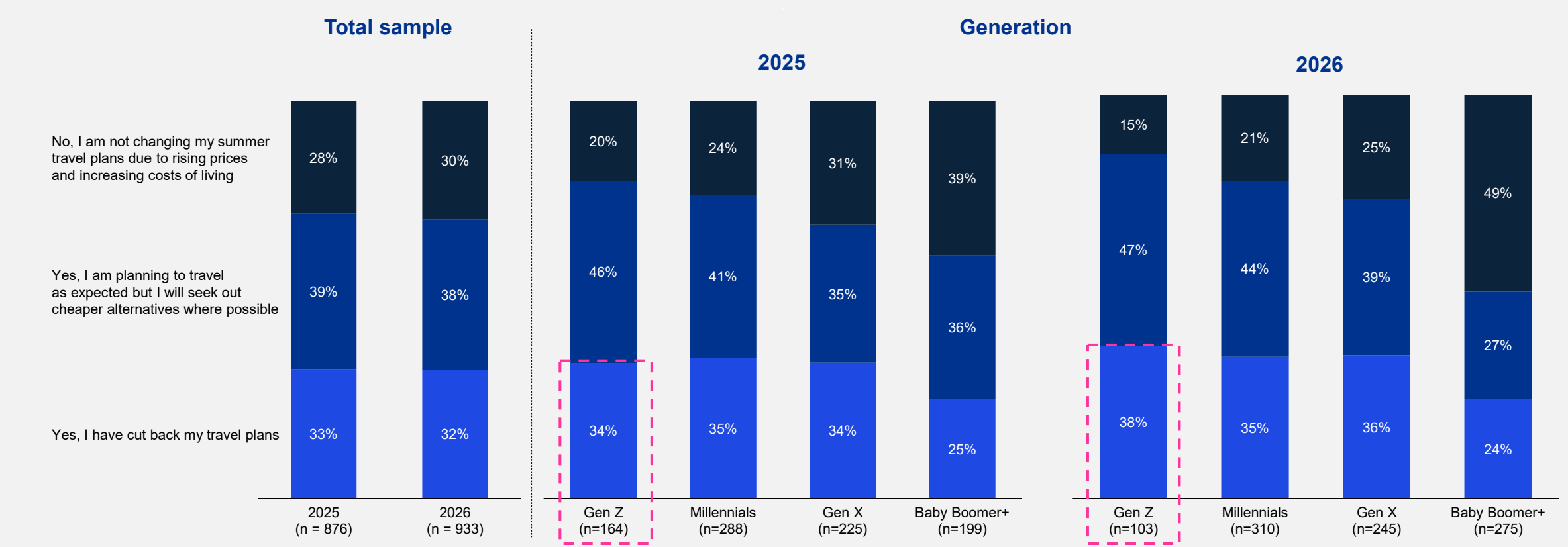


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Have rising prices and increasing costs of living impacted your summer 2026 travel plans?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Despite rising travel expenses consumer travel sentiment remains largely unchanged, with 38 percent Gen Zs stating that they have cut back their travel plans (up from 34 percent last year)

Impact of rising prices and increasing costs of living on travel plans (Summer 2026 vs Summer 2025), by generation

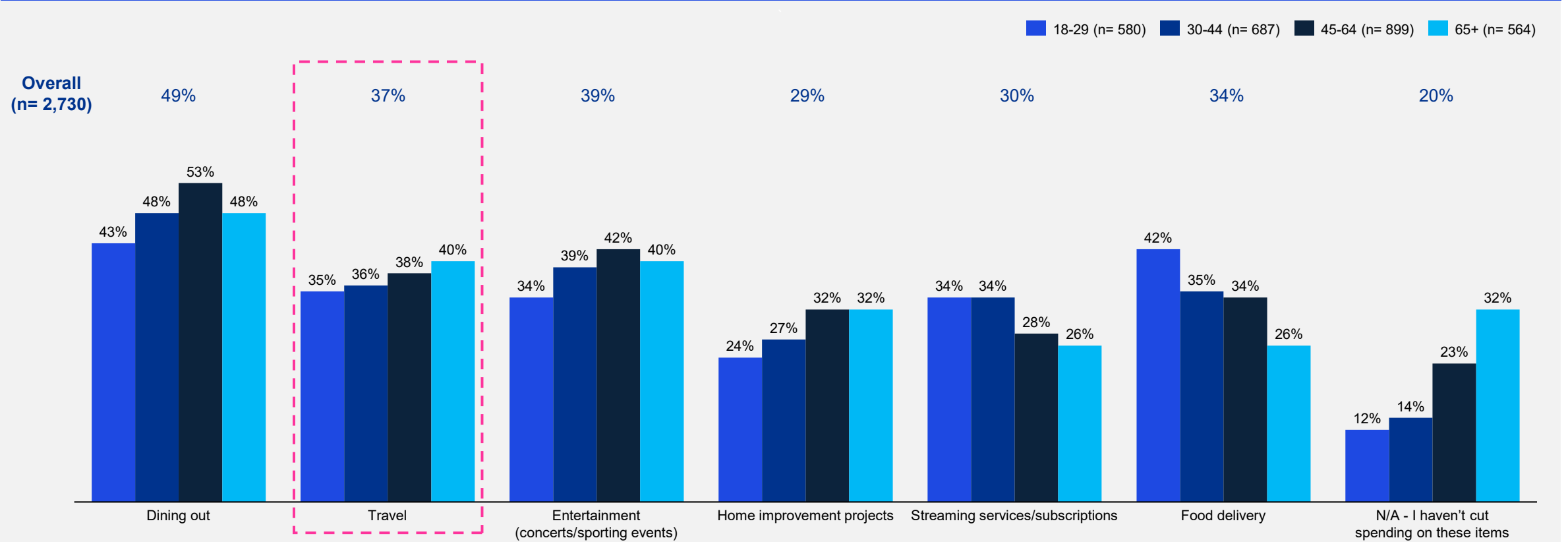


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Have rising prices and increasing costs of living impacted your summer 2026 travel plans?"; "Have rising prices and increasing costs of living impacted your summer 2025 travel plans?"

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# 37 percent consumers (CivicScience) confirm price sensitivity as they have reduced travel spending

## Reduction in spending per category, by age bracket

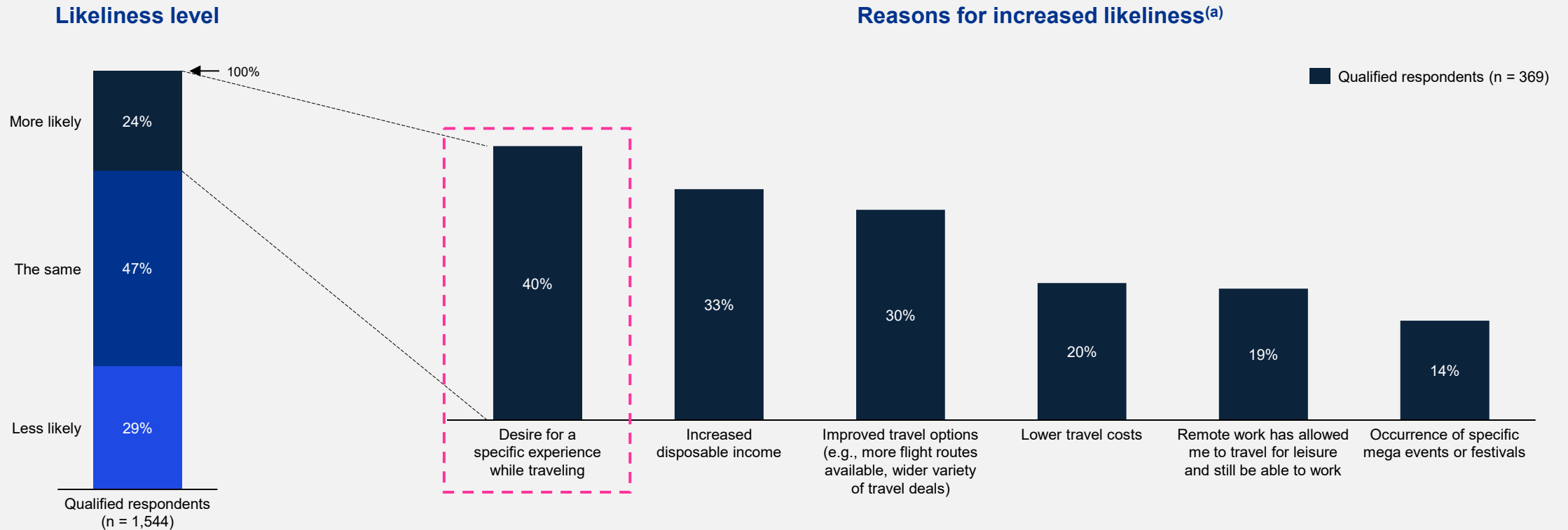


Note(s): "Which, if any, of the following categories have you reduced spending/anticipate cutting spending due to general rising prices?"  
 Source(s): CivicScience Survey; Data is available from Mar 01, 2026 – Mar 23, 2026

# Consumers who are more likely to travel this year (2026) are mostly doing it to experience a specific event.

## Likelihood to travel, Summer 2026 vs 2025

(Respondents may select multiple responses)



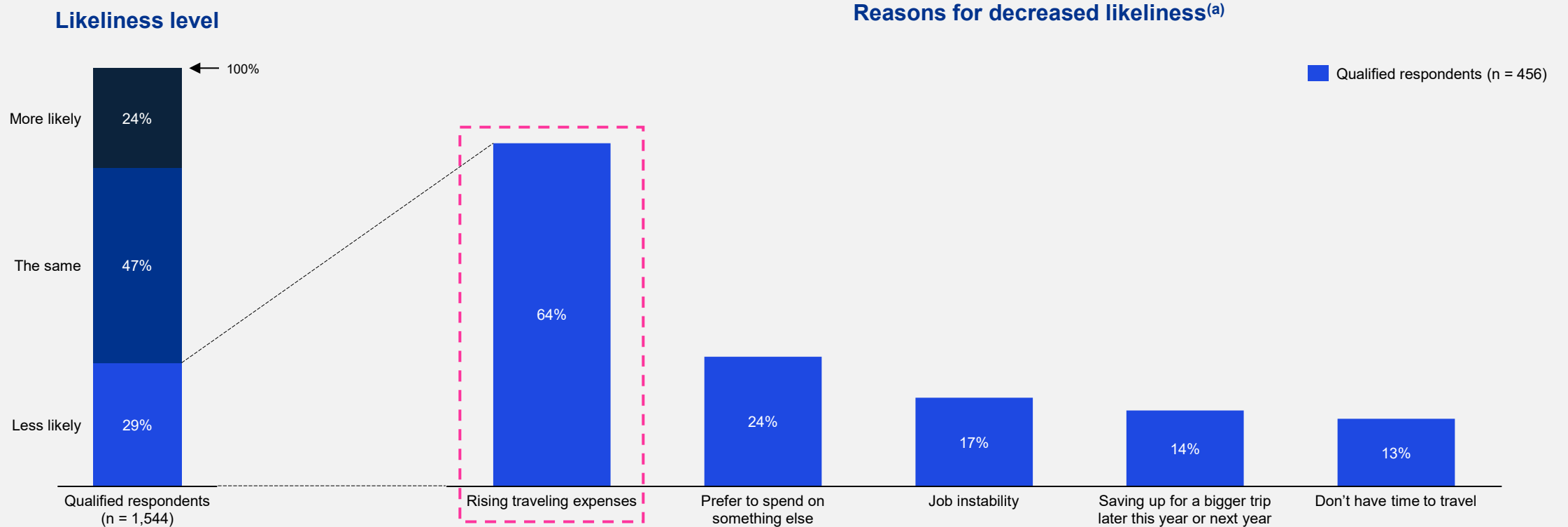
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Do you feel more or less likely to travel in 2026 versus 2025?"; "Why are you more likely to travel in 2026 versus 2025?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Consumers who feel less likely to travel in summer 2026 mainly cite rising travel expenses as the reason.

## Likelihood to travel, Summer 2026 vs 2025

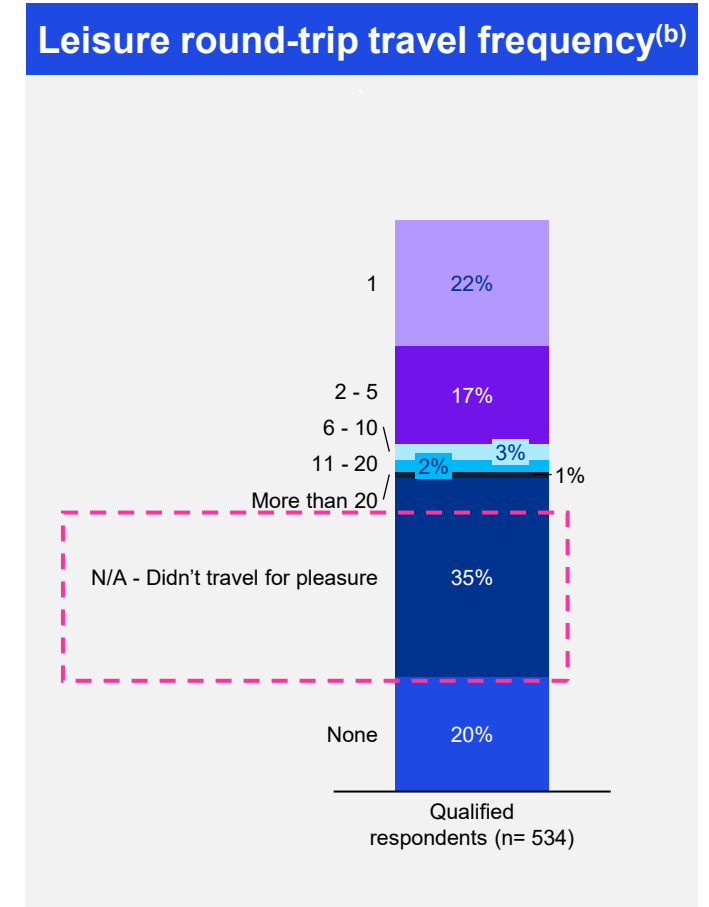
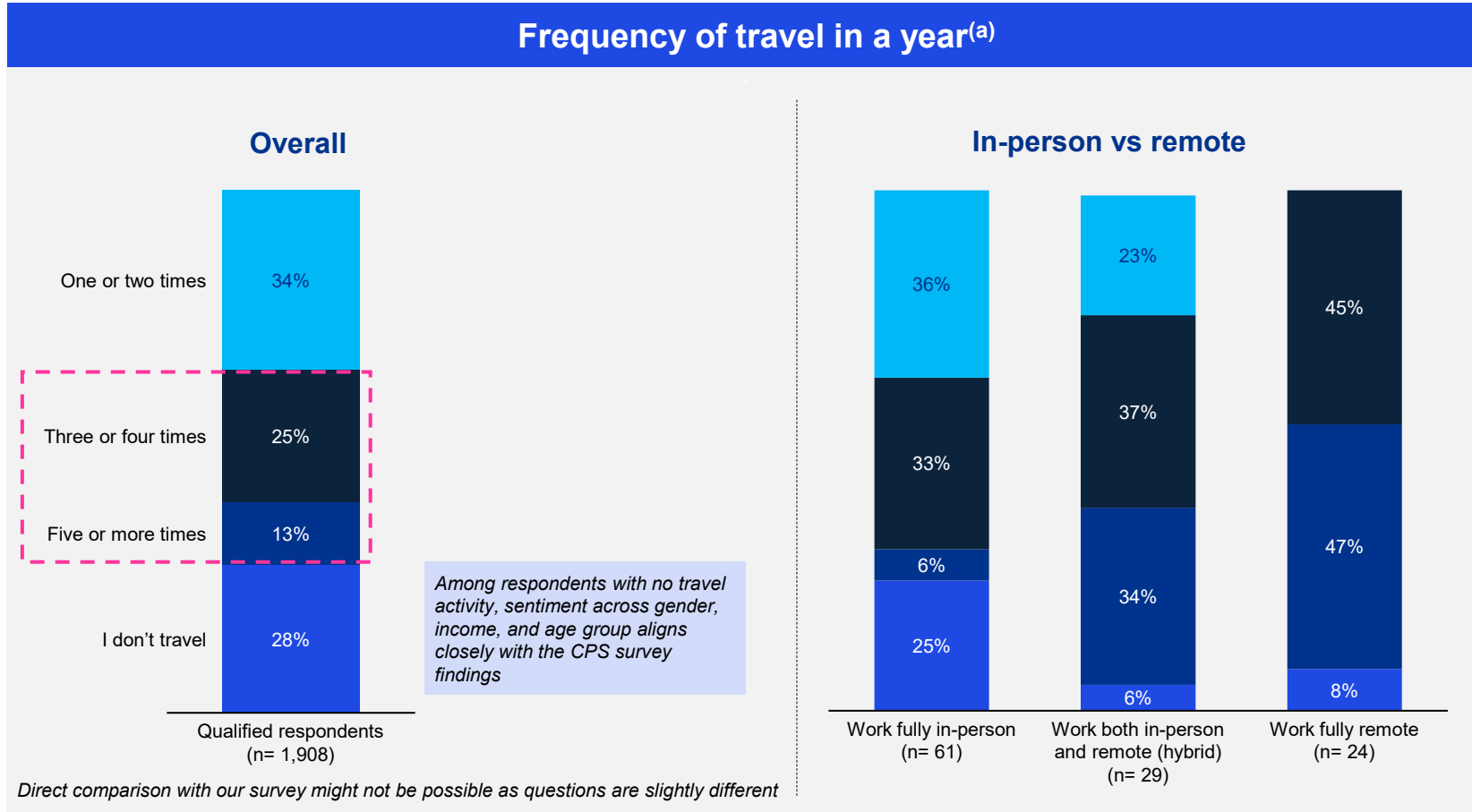
(Respondents may select multiple responses)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Do you feel more or less likely to travel in 2026 versus 2025?"; "Why are you less likely to travel in 2026 versus 2025?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Typically, 38 percent respondents travel 3 or more times in a year, with travel frequency higher among remote workers...

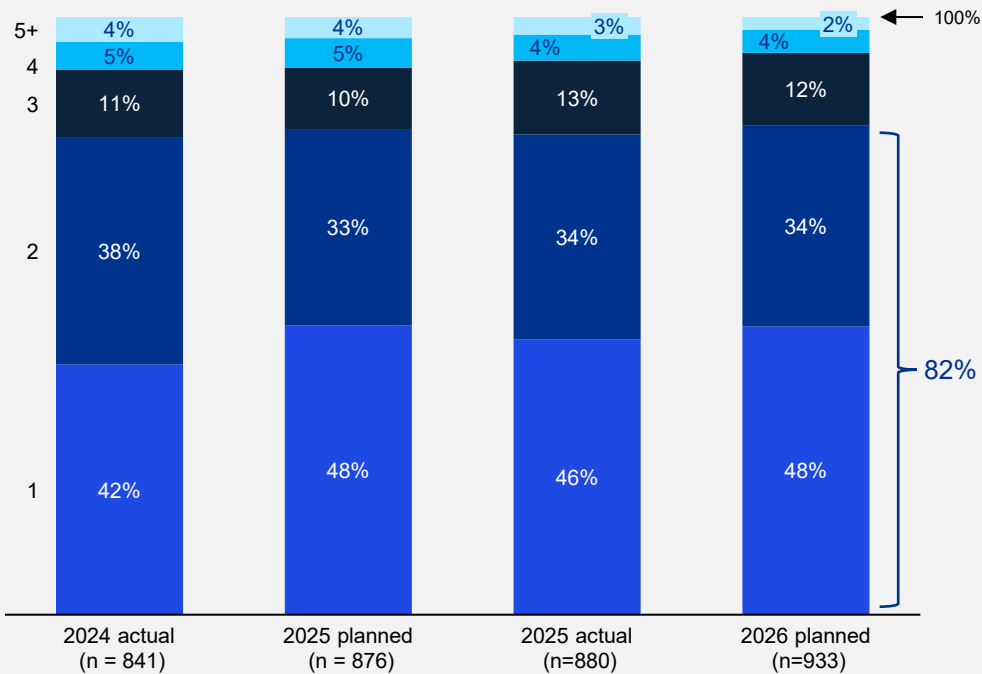


Note(s): (a) Not counting business or work, how often do you travel in a typical year?; (b) When traveling for pleasure, how often did you fly (round trip) in the past 12 months?  
 Source(s): CivicScience Survey; Data is available from Mar 01, 2026 – Mar 23, 2026

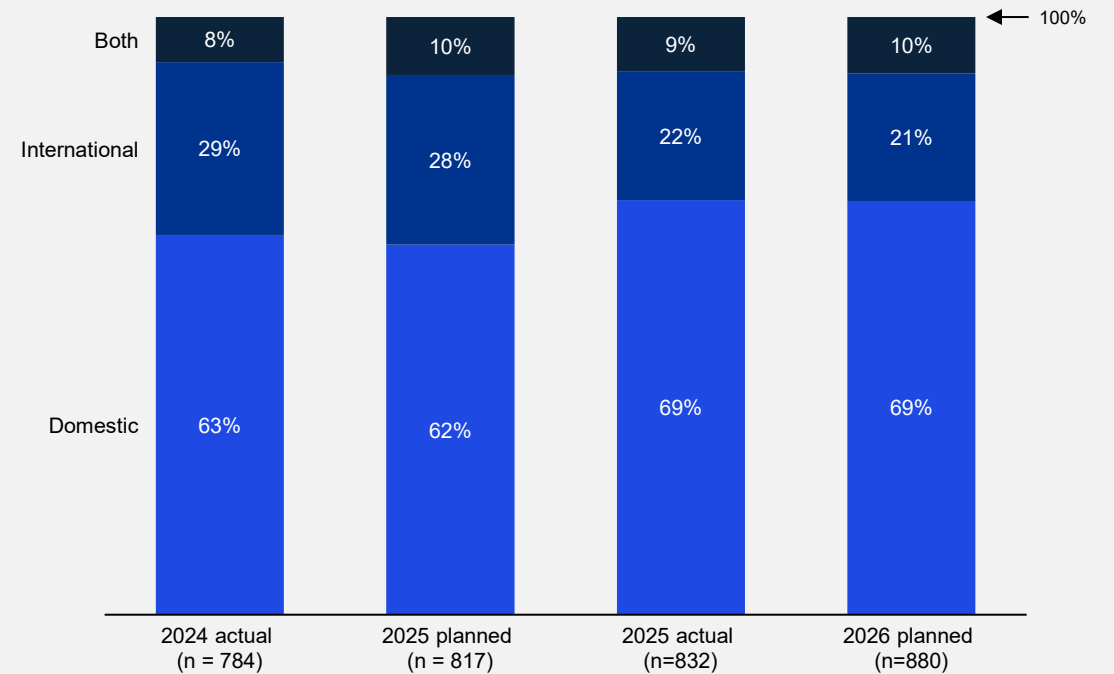
...while in summer 2026, 18 percent respondents plan to take more than 3 trips. However, travel plans remain broadly stable from 2024 to 2026; 69 percent plan domestic travel (similar to last year).

### Consumer travel plans, Summer 2024 to 2026

Number of trips planned/taken



Destination type

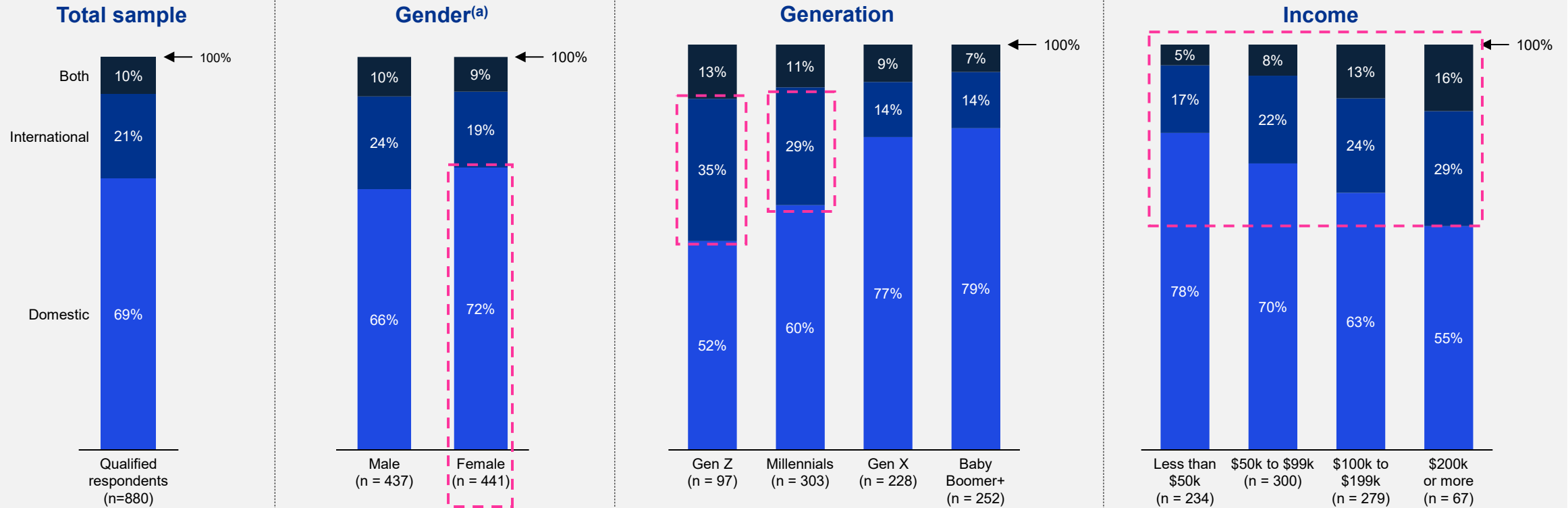


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How many vacation trips did you take during the summer of 2025?"; "Where did you travel during summer 2025?"; "How many vacation trips do you plan on taking during the summer of 2026?"; "Where do you plan to travel during summer 2026?"

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# More women are likely to travel for domestic trips, with international trips preferred more among men, and younger generation (Gen Zs and Millennials).

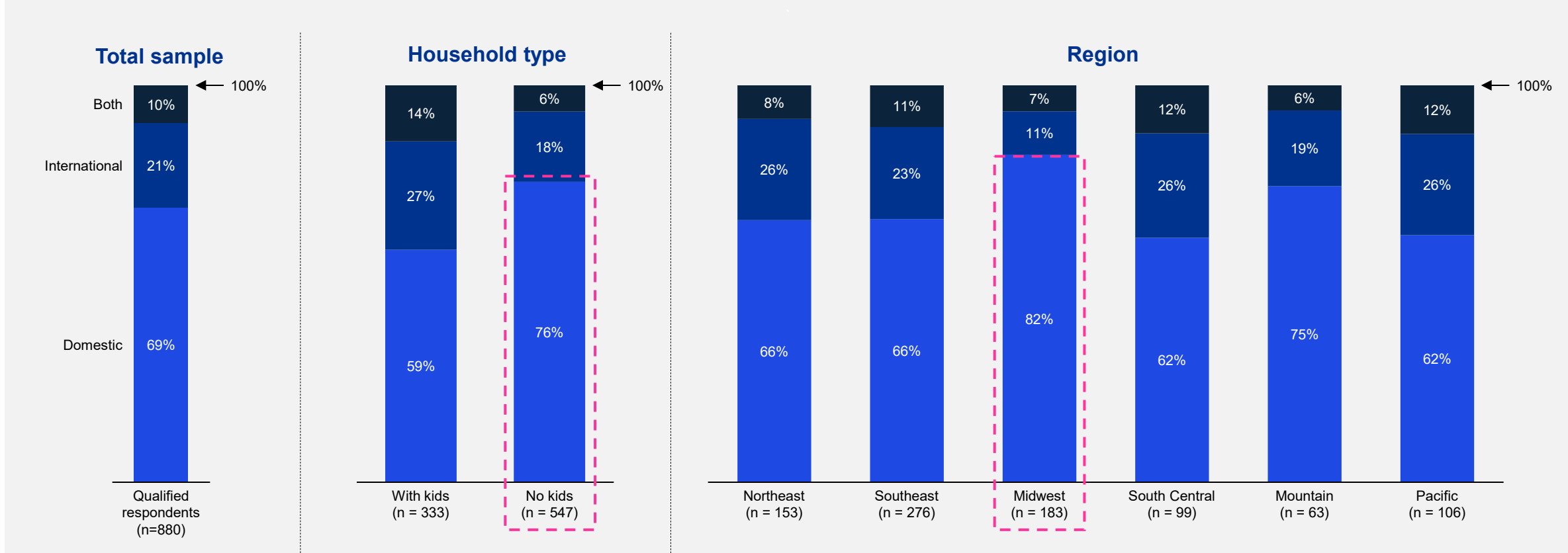
## Consumer vacation plan types, by demographic segment



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you plan to travel during summer 2026?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Consumers with kids mostly plan for domestic trips, while those without kids do international travel; 82 percent of respondents from the Midwest favor domestic trips (higher than any other regions).

Consumer vacation plan types, by demographic segment



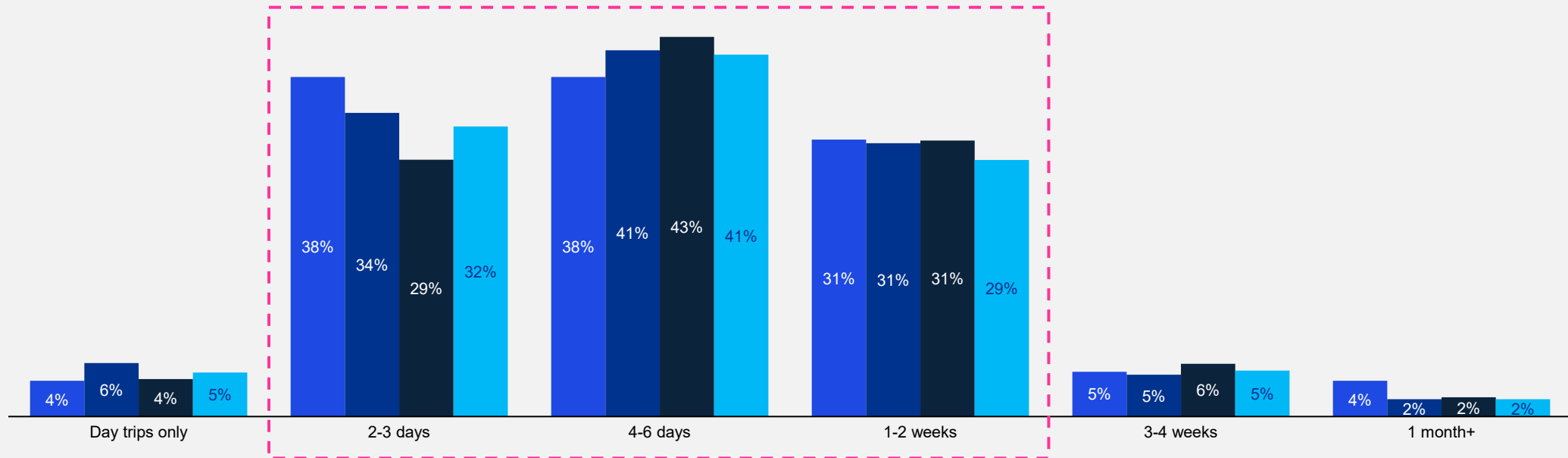
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you plan to travel during summer 2026?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Length of trips taken/planned are mostly between 2 days – 2 weeks, however, slightly less people are planning for 1-2 weeks trip this year (2026) compared to previous years (2024 and 2025).

## Consumer travel plans, Summer 2024 to 2026

Length of trips taken/planned

- 2024 actual (n = 841)
- 2025 planned (n =876)
- 2025 actual (n=880)
- 2026 planned (n=933)

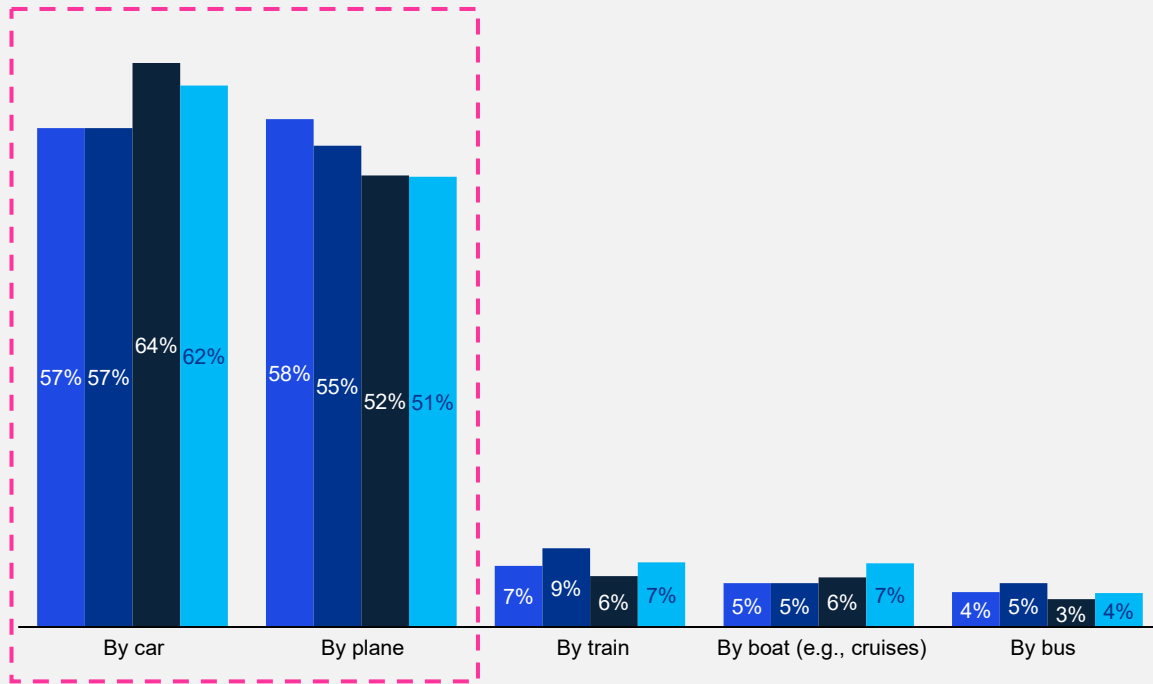


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How long of a vacation trip did you take during the summer of 2025?"; "How long of a trip do you plan on taking during the summer of 2026?"  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# Car and plane remain the top 2 preferred travel modes for the next trip.

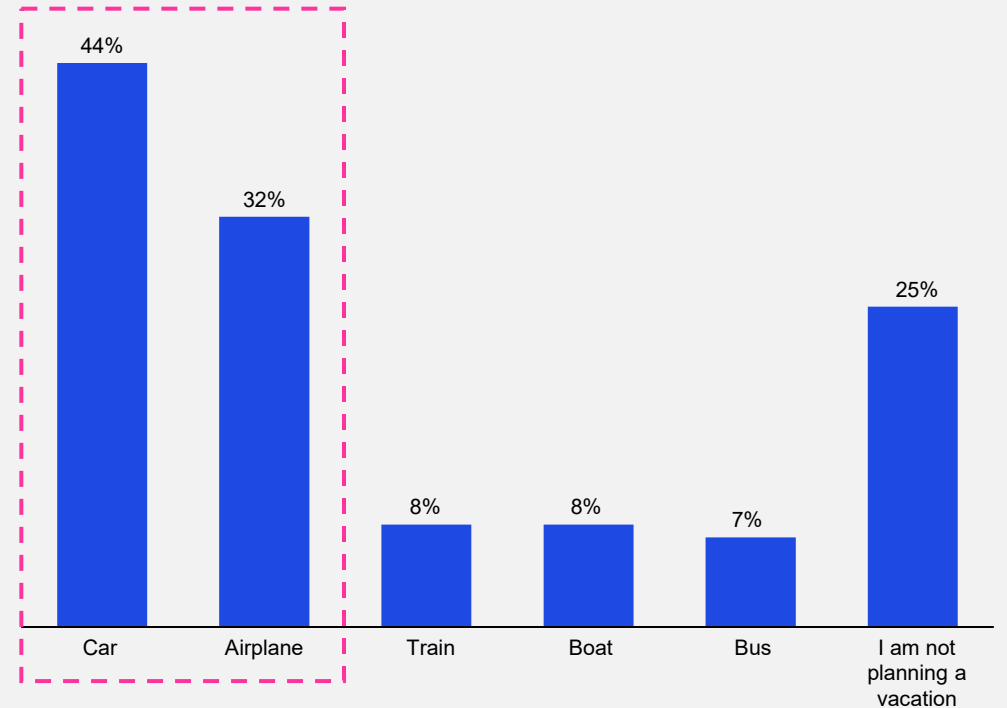
CPS: Travel method preference by year<sup>(a)(c)</sup>

■ 2024 actual (n=841) ■ 2025 planned (n=876) ■ 2025 actual (n=880) ■ 2026 planned (n=933)



CivicScience: Travel method preference for the next trip<sup>(b)(c)</sup>

■ Qualified respondents (n = 1,868)



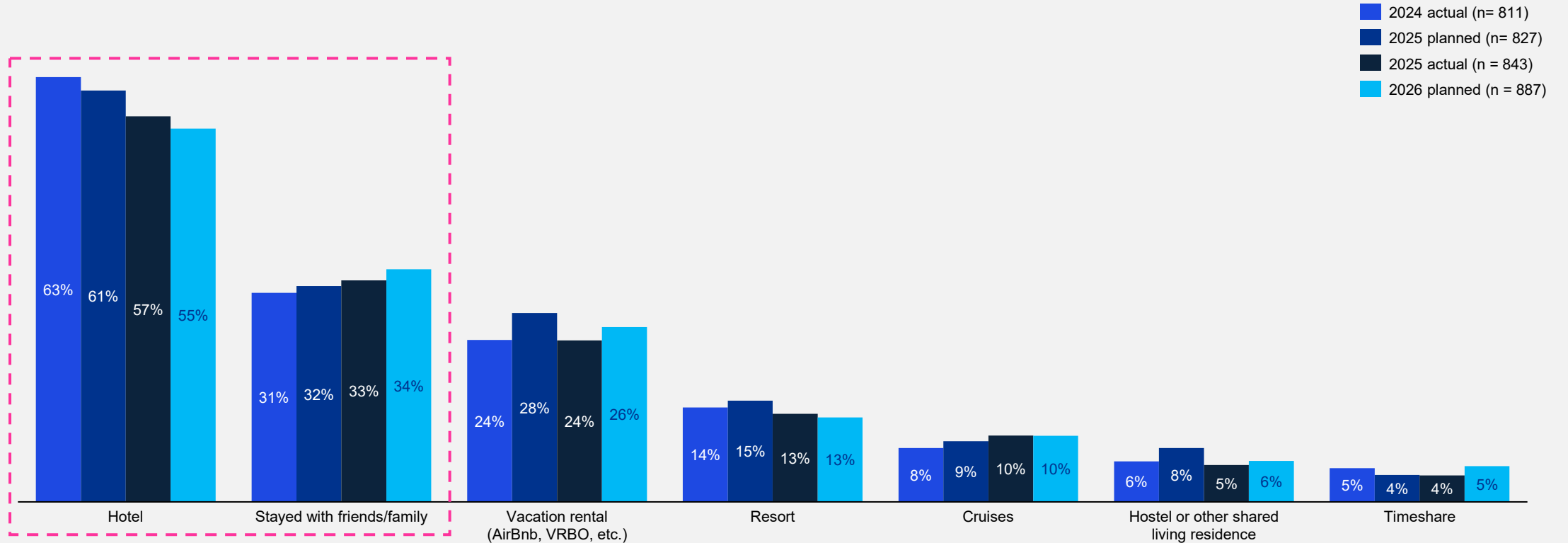
Note(s): (a) KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How did you travel to your vacation destination(s) during the summer of 2025?"; "How do you plan on travelling to your vacation destination(s) during the summer of 2026?"; (b) How will you travel to your next vacation?; (c) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025; CivicScience Survey, Data is available from Mar 01, 2026 – Mar 23, 2026

# While hotels remain the top accommodation choice in 2026, its share continues to decline compared to earlier years, reflecting a gradual shift toward stays with friends or family.

## Travel accommodation by year<sup>(a)</sup>

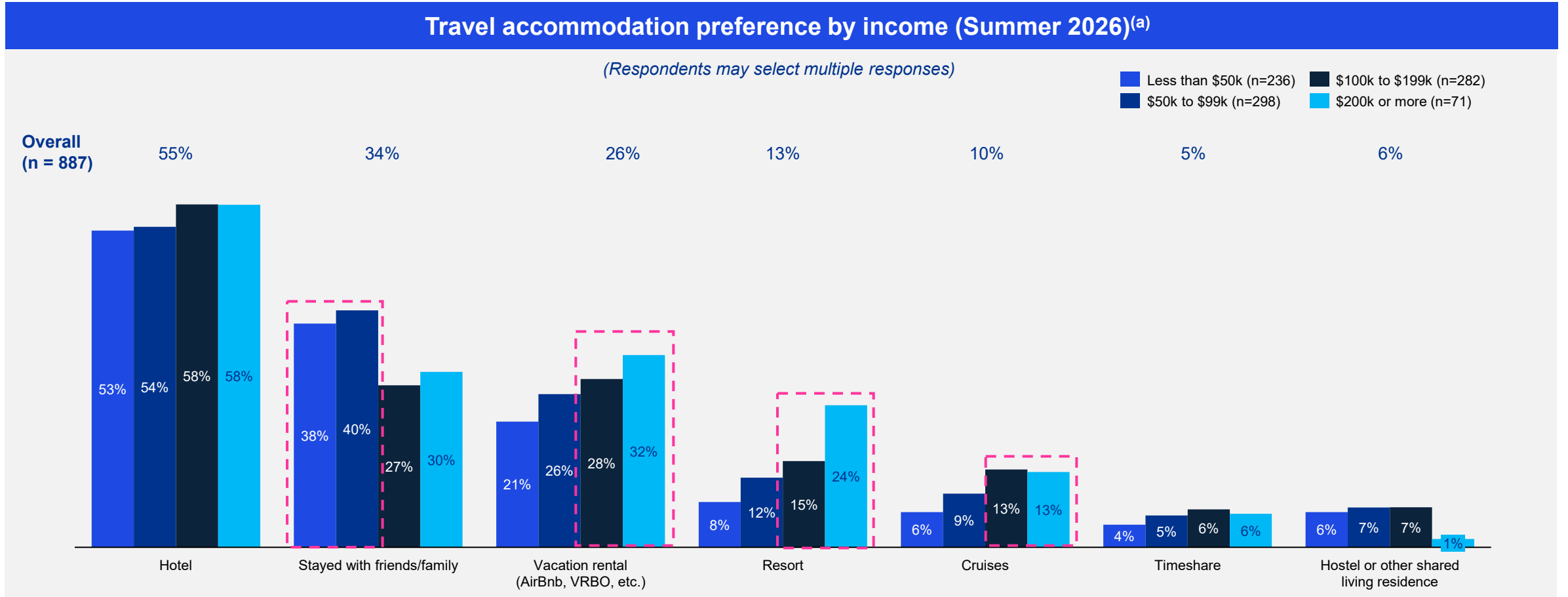
(Respondents may select multiple responses)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where did you stay during your summer 2025 vacation trip(s)?" "Where do you plan on staying during your summer 2026 vacation trip(s)?" (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# Higher-income consumers (\$100k+) shows greater preference for vacation rentals, resorts, and cruises while lower-income respondents prefer staying with friends and family.

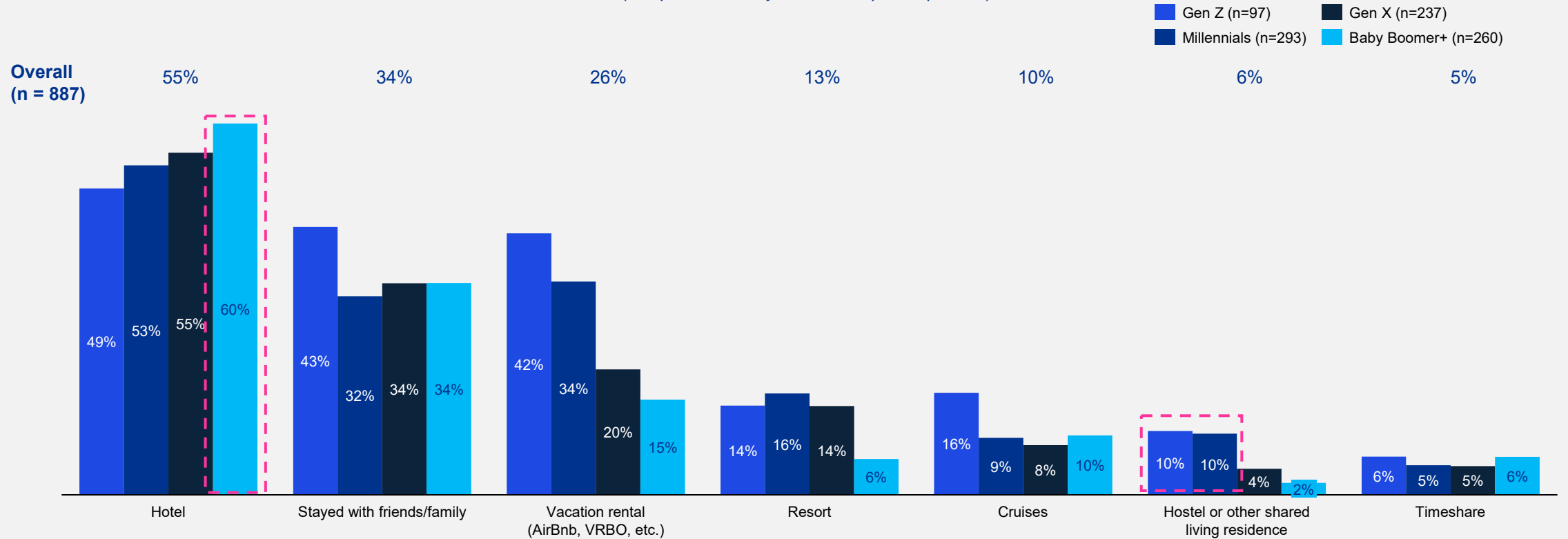


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you plan on staying during your summer 2026 vacation trip(s)?" (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Gen Z and Millennials lean more toward hostels and shared living, while 60 percent of Baby Boomers prefer hotels.

Travel accommodation preference by generation (Summer 2026)<sup>(a)</sup>

(Respondents may select multiple responses)

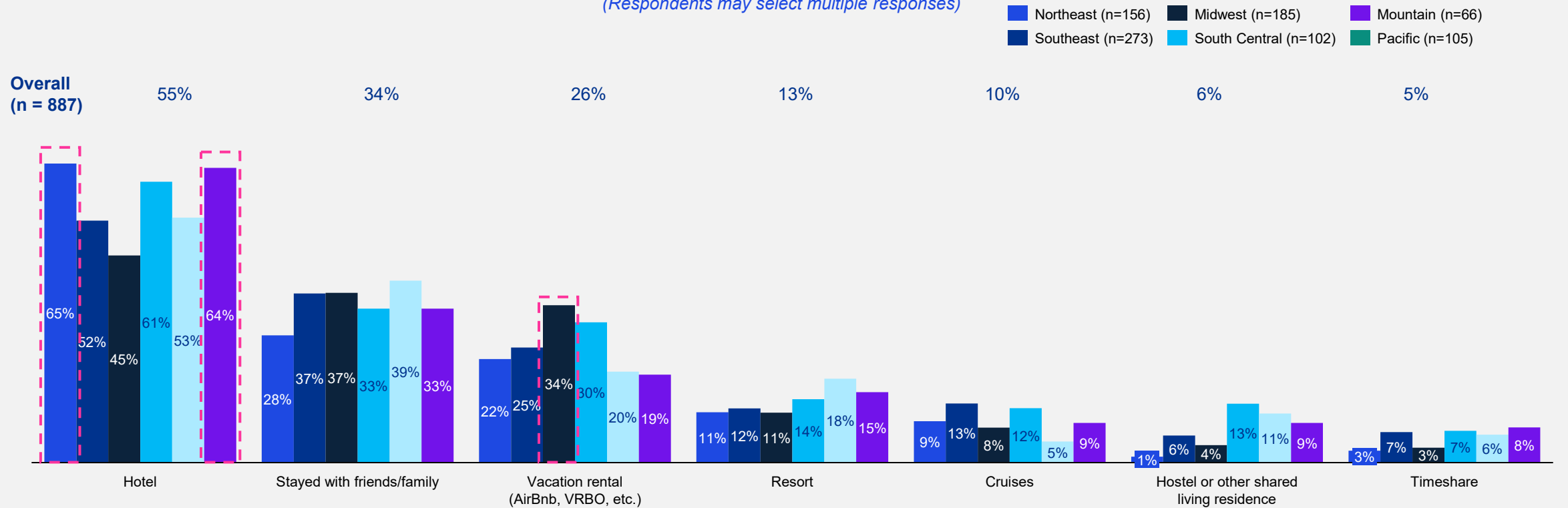


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you plan on staying during your summer 2026 vacation trip(s)?" (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# The Pacific and Northeast region consumers show the strongest preference for hotels, while more respondents from Midwest show an inclination towards vacation rentals compared to other regions.

Travel accommodation preference by region (Summer 2026)<sup>(a)</sup>

(Respondents may select multiple responses)

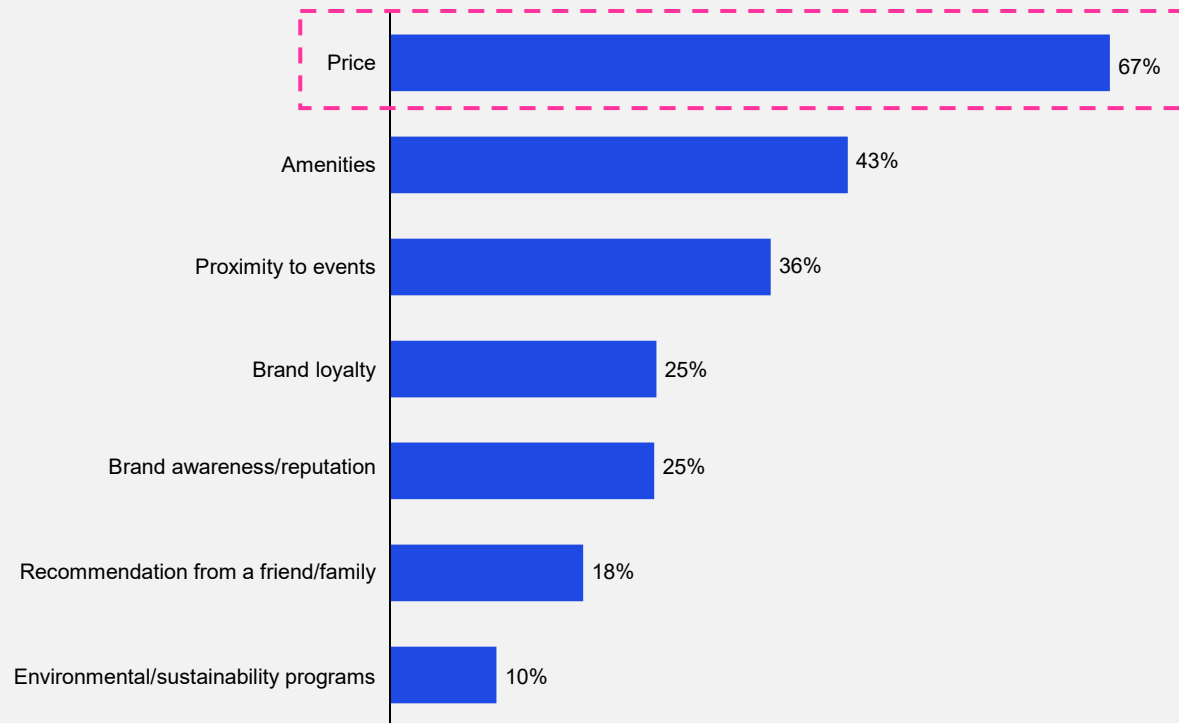


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Where do you plan on staying during your summer 2026 vacation trip(s)?" (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Price remains the topmost factor when choosing a hotel or resort.

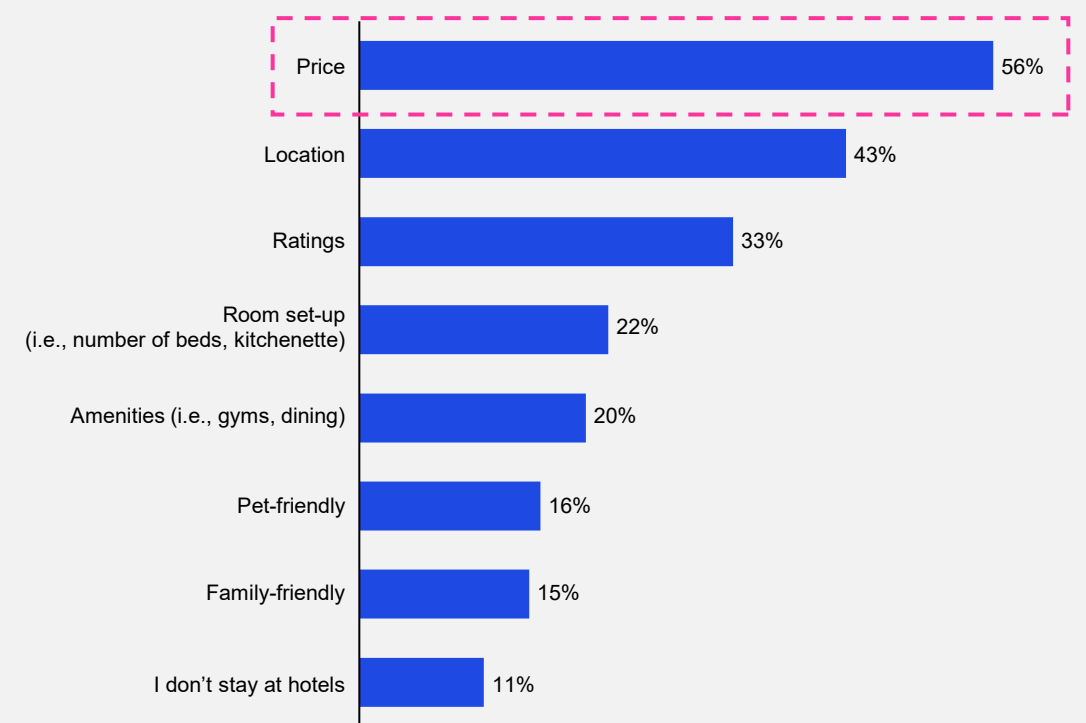
## CPS: Top factors in choosing a hotel/resort<sup>(a)</sup>

(Respondents may select multiple responses) ■ Qualified respondents (n = 543)



## CivicScience: Top factors in choosing a hotel/resort<sup>(b)(c)</sup>

(Respondents may select multiple responses) ■ Qualified respondents (n = 1,775)

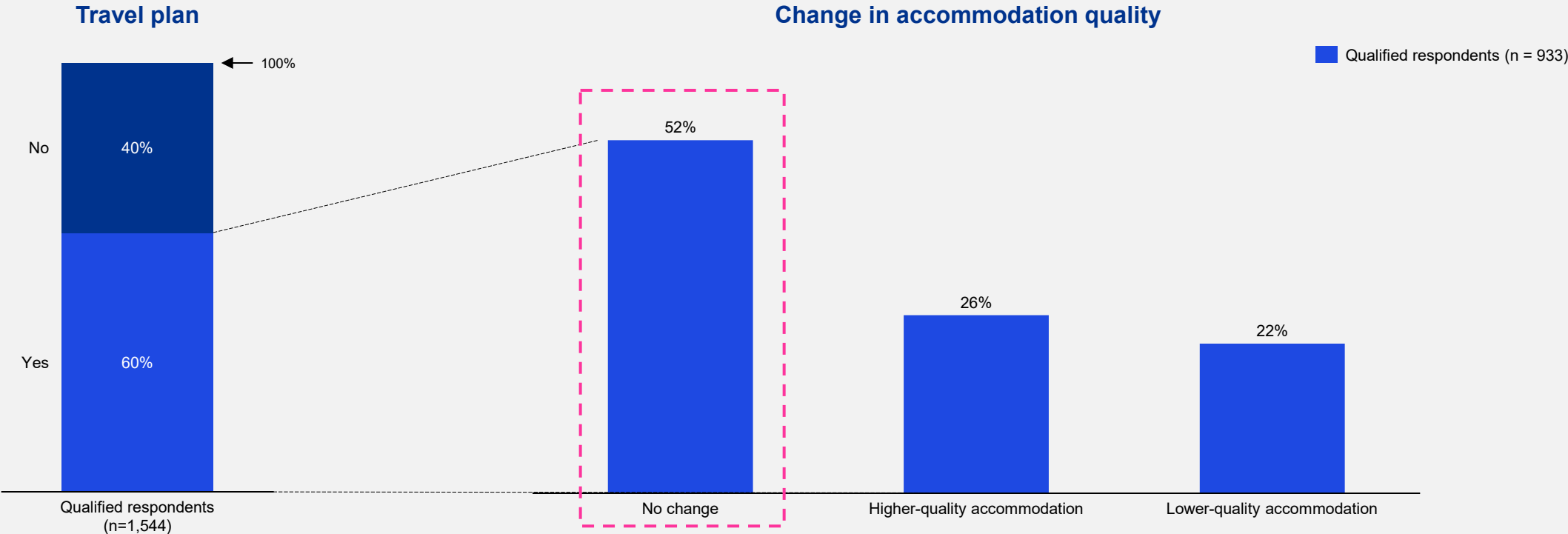


Note(s): (a) KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Which of the following have the greatest influence on choosing a hotel/resort for your travel"; (b) Which of these most influence your choice of hotel or other accommodation?; (c) Respondents who selected "Other" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; CivicScience Survey, Data is available from Mar 01, 2026 – Mar 23, 2026

# Half of the consumers who are planning to travel in 2026 report no change in their preferred accommodation quality.

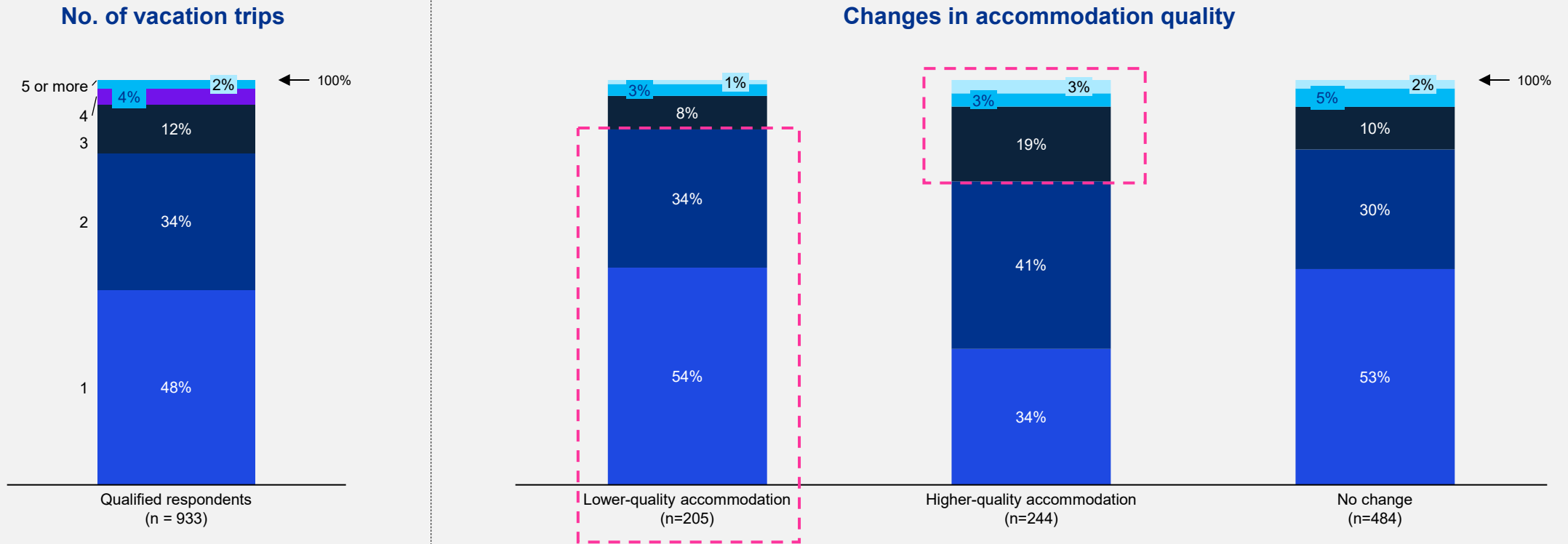
## Travel accommodation preference (Summer 2026)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Do you plan on traveling for vacation during the summer of 2026?" "How have your choice of accommodation changed related to your travel plans for summer of 2026?"  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# 25 percent consumers taking 3 or more trips increasingly prioritize higher-quality accommodation; Whereas consumers taking 1-2 trips prefer lower-quality accommodation.

## Consumer travel plans, Summer 2026, by choice of accommodation



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How many vacation trips do you plan on taking during the summer of 2026?" "How have your choice of accommodation changed related to your travel plans for summer of 2026?"

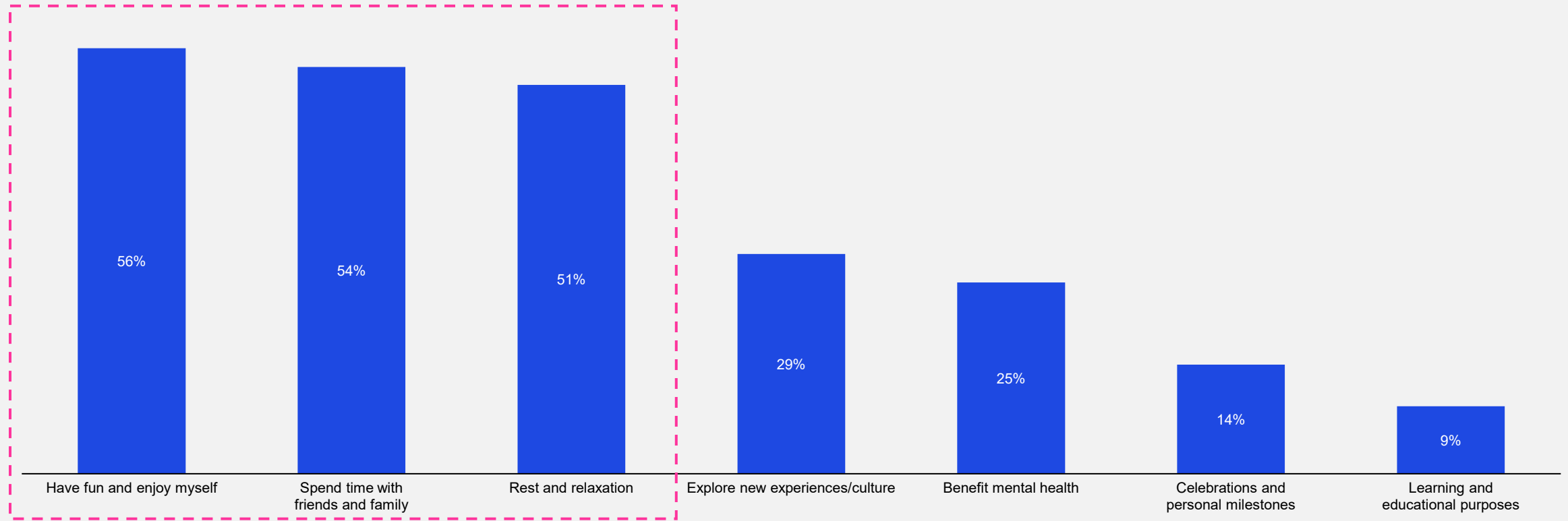
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Leisure remains the primary driver of travel in 2026, driven by fun, family time, and relaxation.

## Main motivation for traveling in 2026<sup>(a)</sup>

(Respondents may select multiple responses)

Qualified respondents (n = 933)

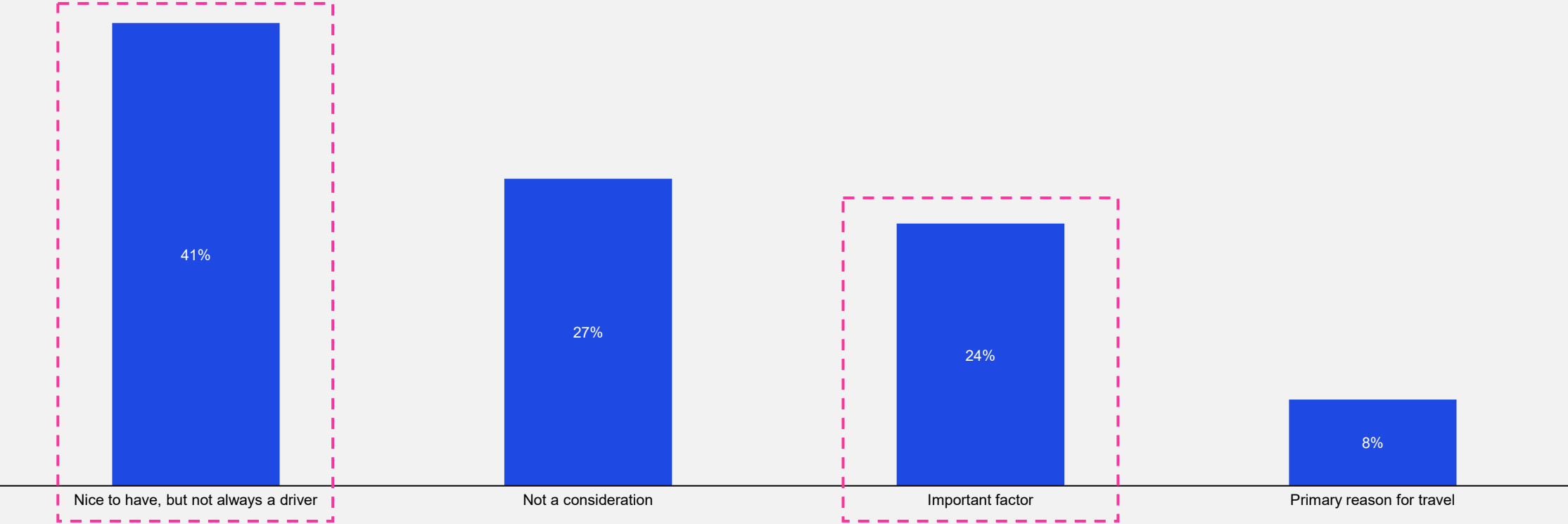


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What is your main motivation for traveling in 2026?"; (a) "Other, please specify" has not been represented in the chart due to less responses  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# While 41 percent say experiential activities are nice to have but not always a driver, 24 percent regard them as important in shaping travel choices.

## Impact of experiential activities on travel decisions

Qualified respondents(n = 1,544)



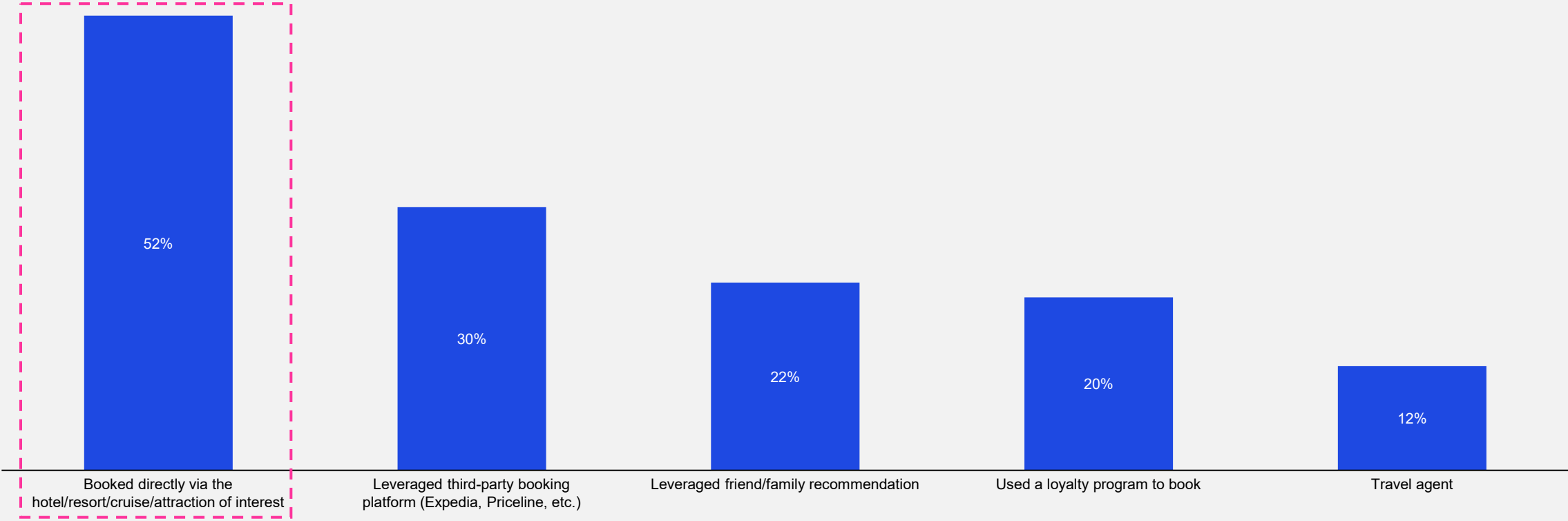
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "To what extent do experiential activities drive your travel decisions?"  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Majority of consumers have booked or plan to book their travel directly instead of leveraging any third-party platform or travel agent.

### Travel plan booking methods, Summer 2026<sup>(a)</sup>

(Respondents may select multiple responses)

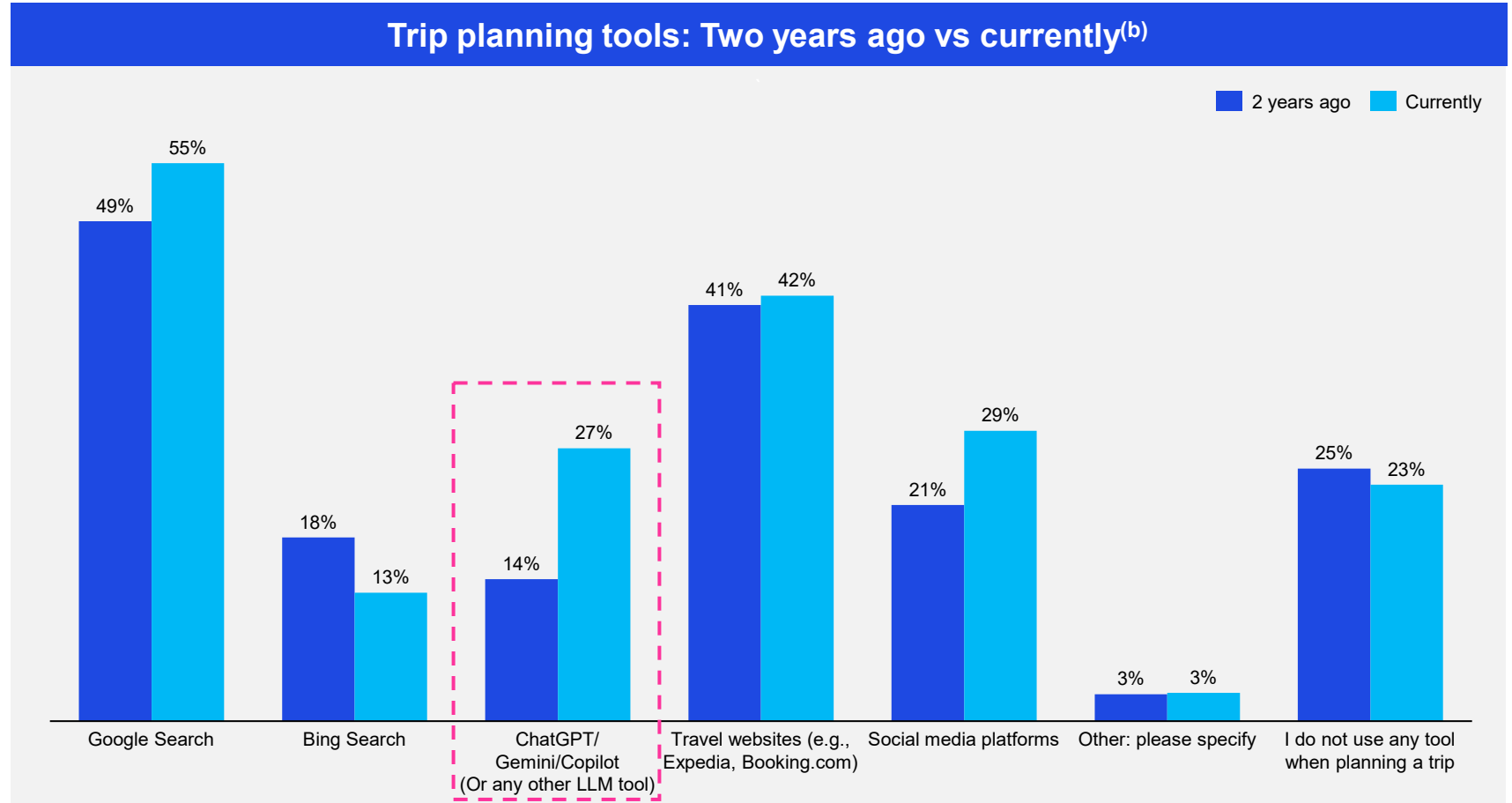
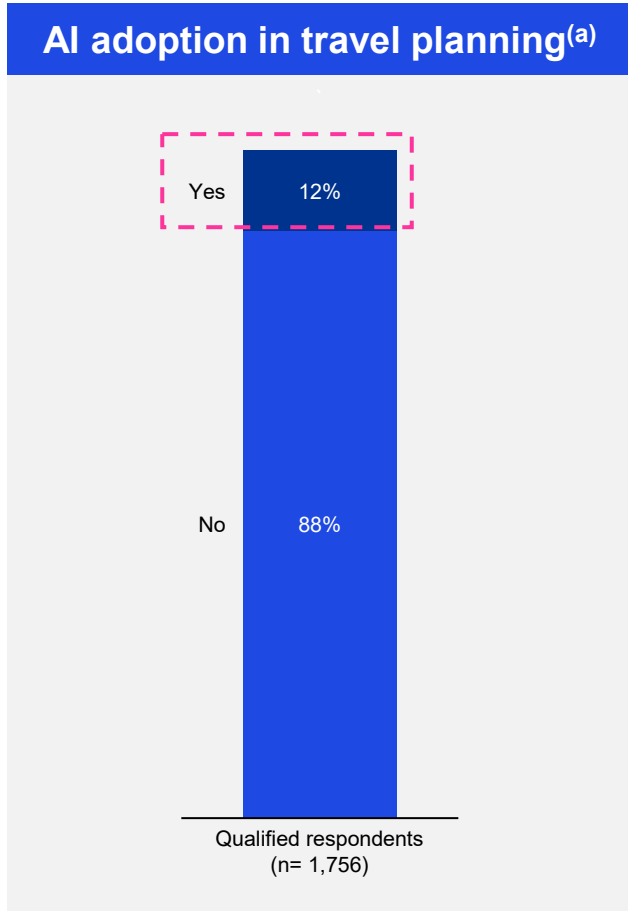
Qualified respondents (n = 933)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How do you plan to/how did you go about booking your summer 2026 travel plans?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Very few respondents use AI tools in travel planning overall. However, more consumers are currently using LLM tools like ChatGPT/Copilot for than they were using it two years ago.



Note(s): (a) Which of the following areas, if any, do you use AI-powered tools to make decisions? > Travel/vacation planning; (b) KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What tools did you typically use for planning a trip two years ago, and what tools do you currently use when planning a trip?"

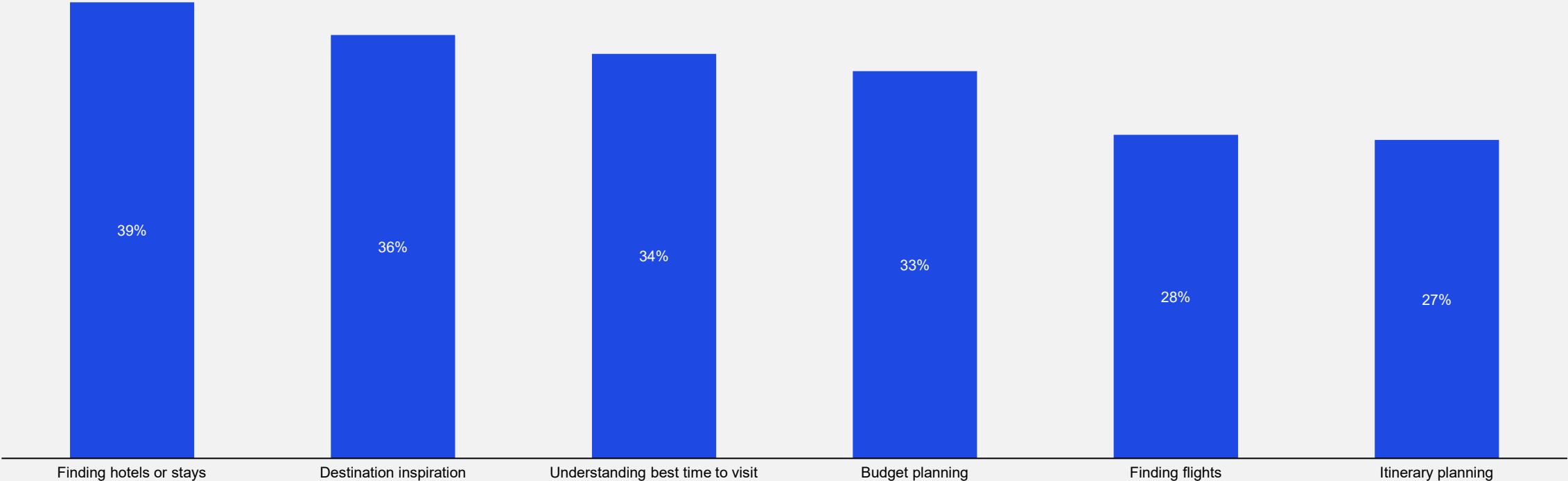
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; CivicScience Survey, Data is available from Mar 01, 2026 – Mar 23, 2026

# Consumers use Gen AI tools for a variety of reasons ranging from finding stays or destination to budget or itinerary planning.

## Use of AI in different stages of travel planning

(Respondents may select multiple responses)

Qualified respondents (n = 682)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "At what stages of travel planning do you use AI tools"

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

08

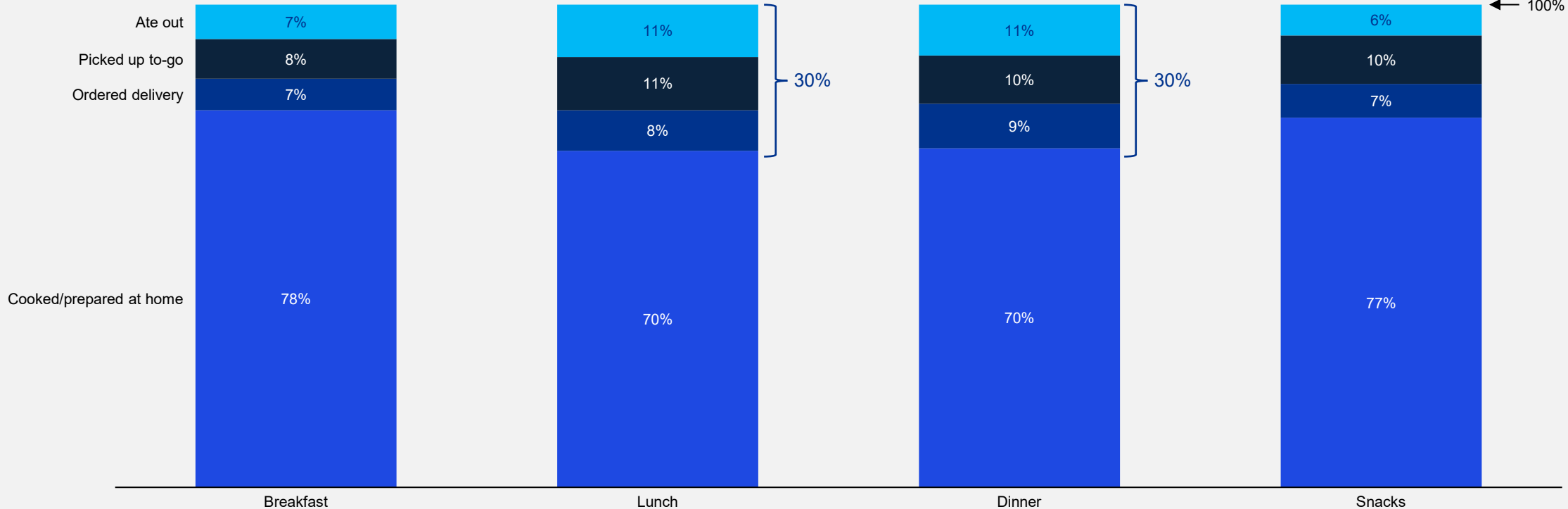
# Eating Habits



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

Eating habits frequency (Summer 2026)

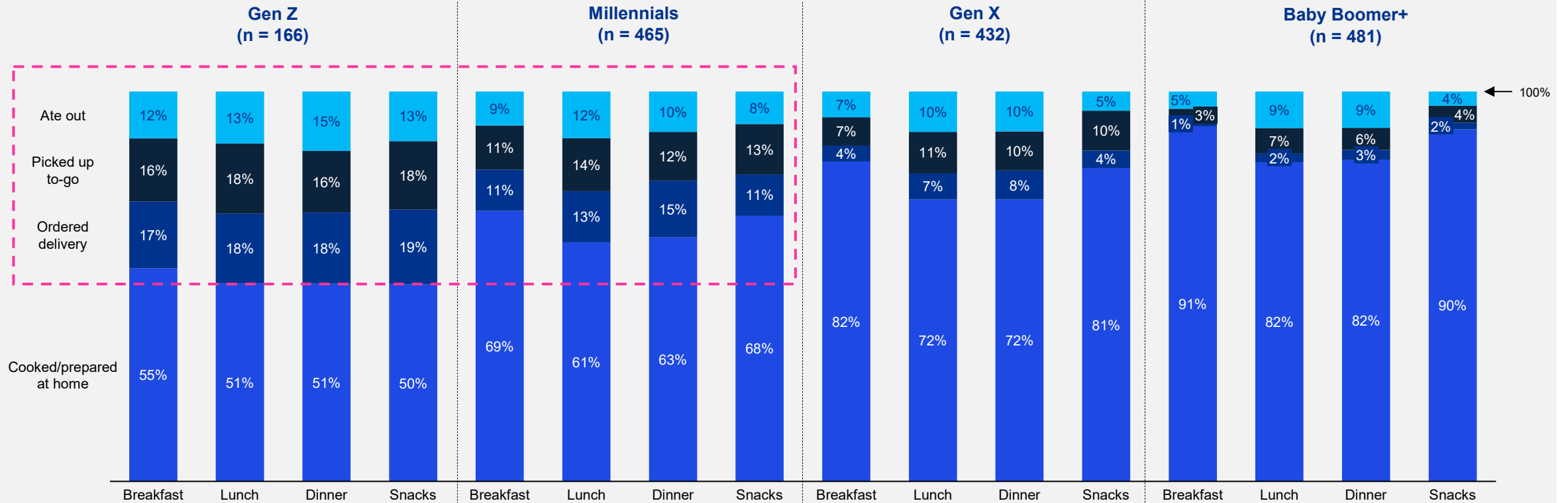
Qualified respondents (n = 1,544)



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 Feb 27, 2026 – Mar 18, 2026

# Home-cooked meals were more common among older generations, while Gen Z and Millennials relied more on eating out, pickup, or delivery.

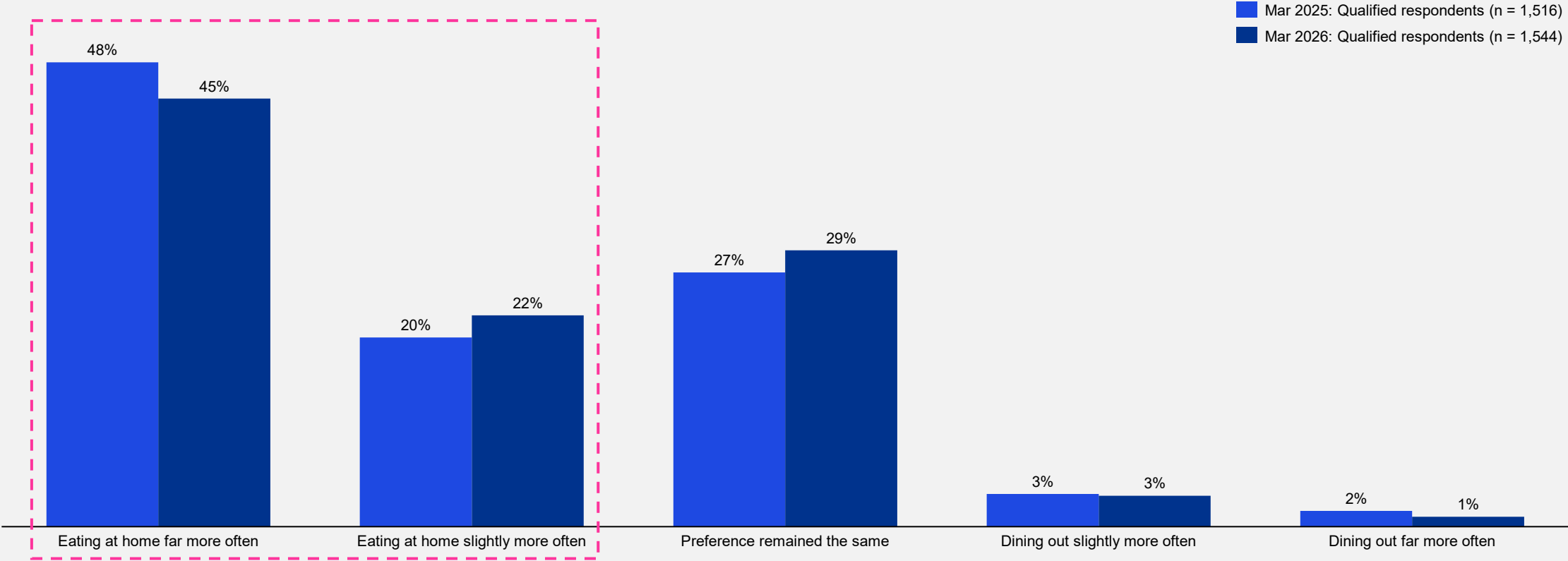
Eating habits frequency, by generation (Summer 2026)



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 Feb 27, 2026 – Mar 18, 2026

# Eating at home remains popular, with more consumers choosing it over dining out each year.

Change of preference for eating meals at home compared to dining out at restaurants, Summer 2026 vs Summer 2025

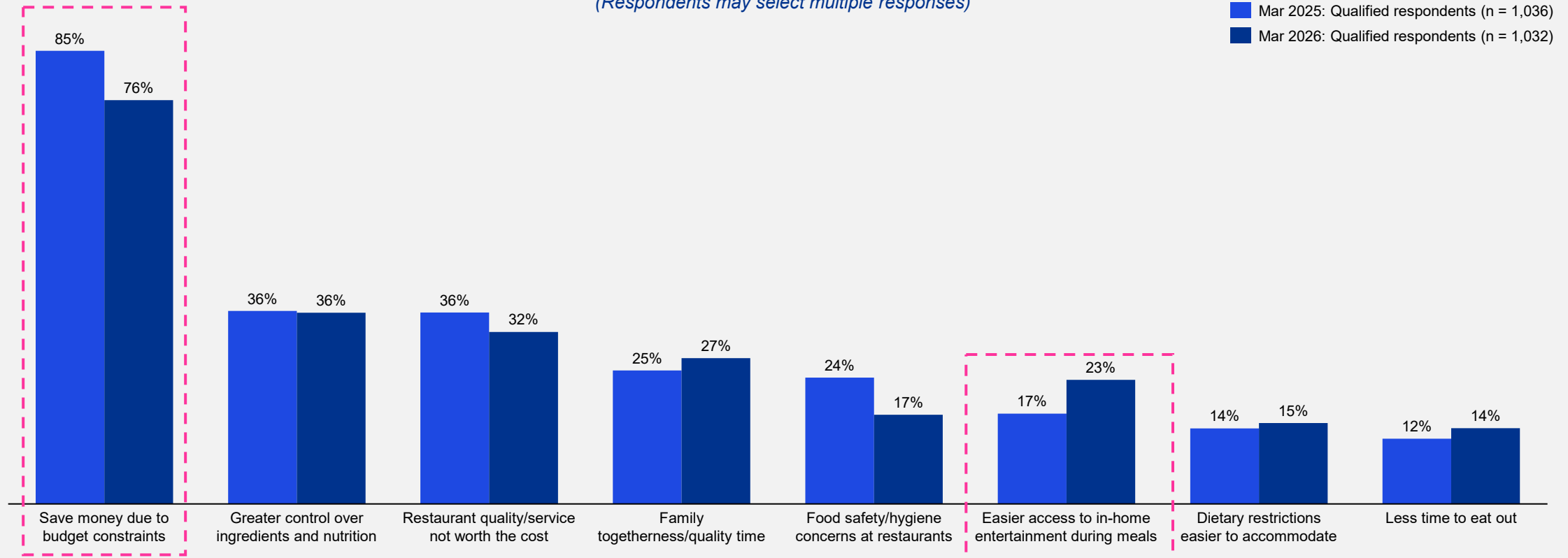


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "In the past year, how has your preference changed for eating meals at home compared to dining out at restaurants?"  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# 76 percent consumers consider eating at home more often to save money due to budget constraints; In-home entertainment during meals is also becoming prevalent.

## Reasons for eating at home more rather than dining out, Summer 2026 vs Summer 2025

(Respondents may select multiple responses)

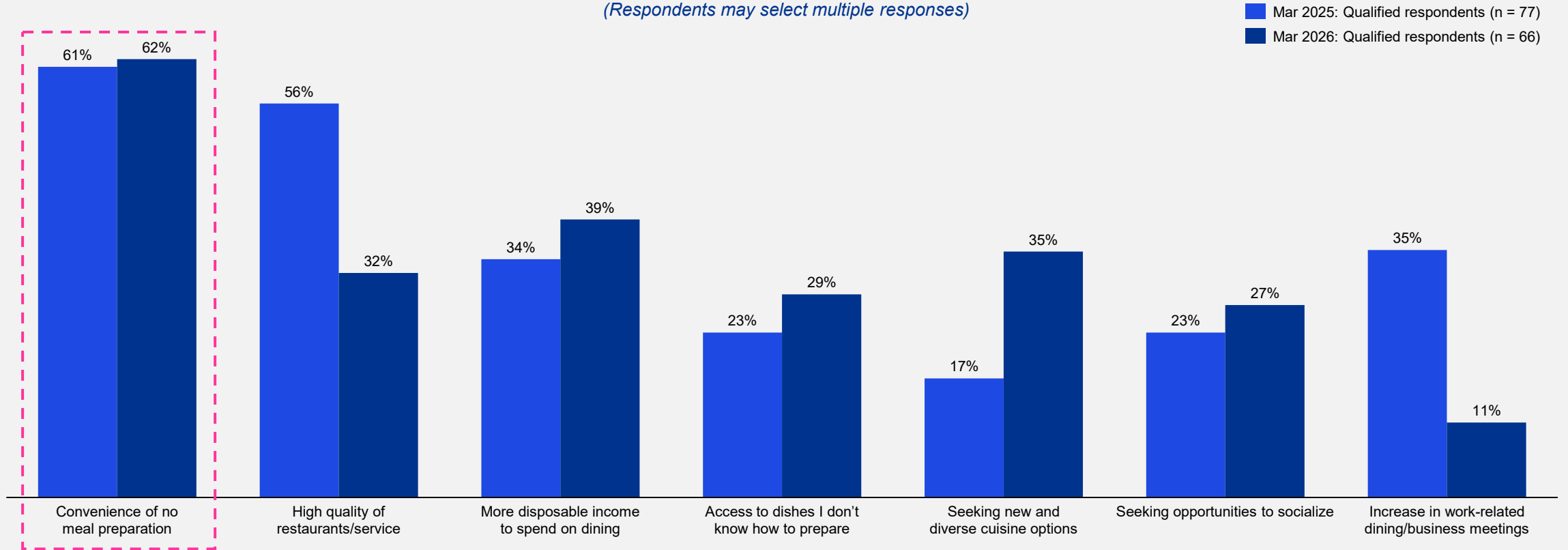


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What are the primary reasons you are eating at home more rather than dining out?"  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# While convenience remain a top driver, experimentation with newer dishes/cuisines is also becoming increasingly popular.

## Reasons for dining out more rather than eating at home, Summer 2026 vs Summer 2025

(Respondents may select multiple responses)

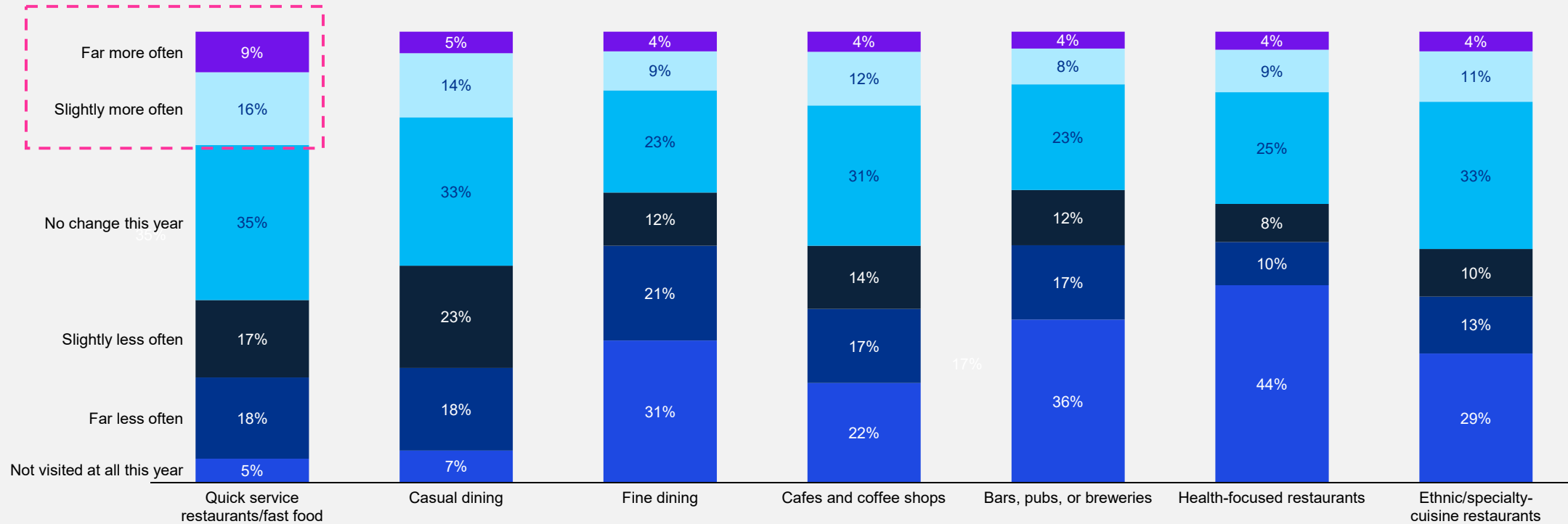


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What are the primary reasons you are dining out more rather than eating at home?"  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026; KPMG Consumer Pulse Survey, fielded Mar 12, 2025 – Mar 20, 2025

# 25 percent consumers are considering quick service restaurants/fast food for dining more often.

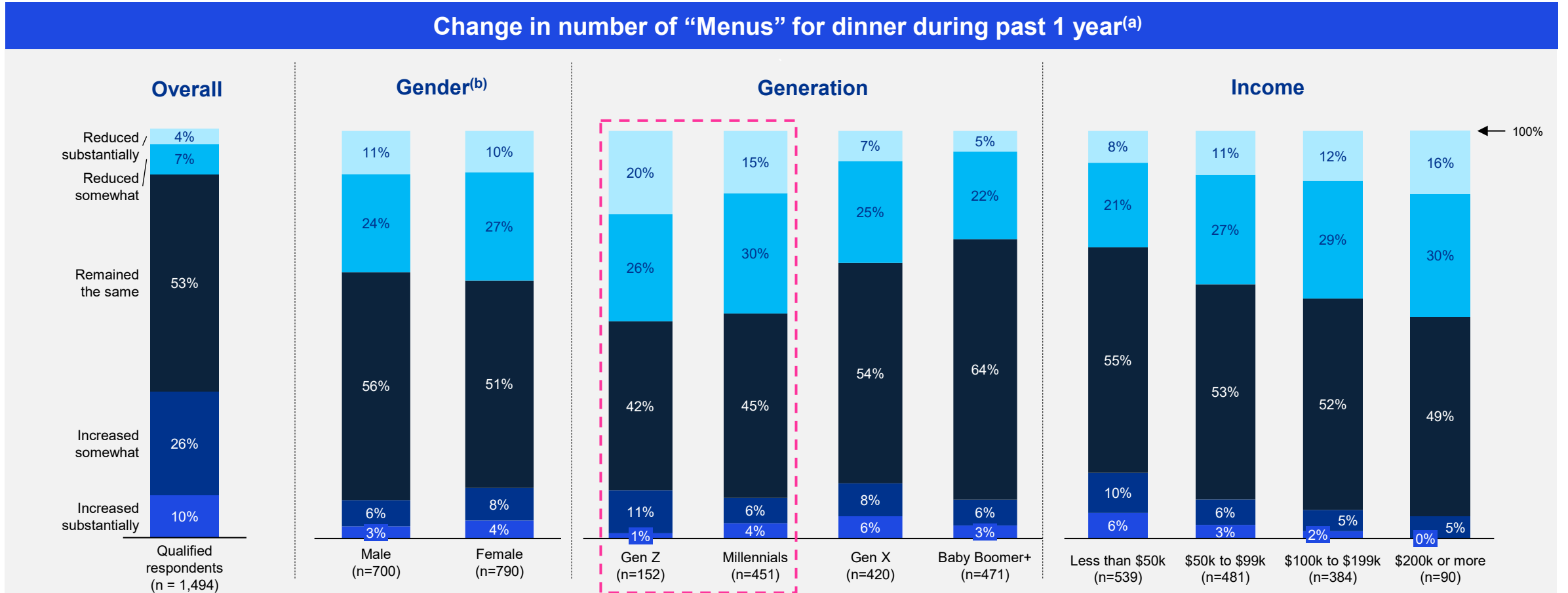
## Types of restaurants for dining and frequency

Qualified respondents (n = 1,544)



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 Feb 27, 2026 – Mar 18, 2026

# Gen Z and Millennials tend to have the highest number of changes in dinner menus, as both the categories having more than 40 percent reduced.



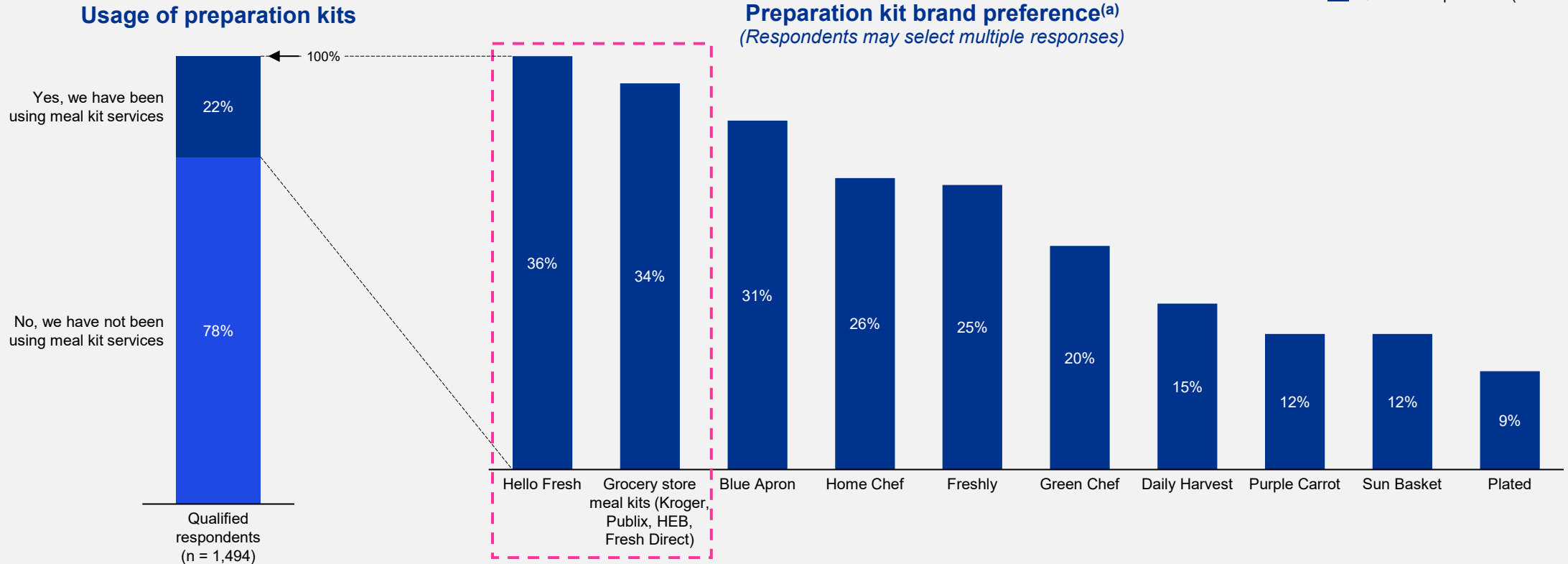
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How has the number of "menus" your household regularly uses changed during past 1 year?"; (a) It is a logic question driven from "Thinking back on the last week, for each meal, how often did you cook at home, order delivery, pick-up to-go, or eat out?"; (b) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Only 22 percent of consumers reported using meal kits in the past three months. Among these users, HelloFresh (36 percent) and grocery-store meal kits (34 percent) are most used.

## Usage of preparation kits in the last 3 months

Qualified respondents (n = 336)

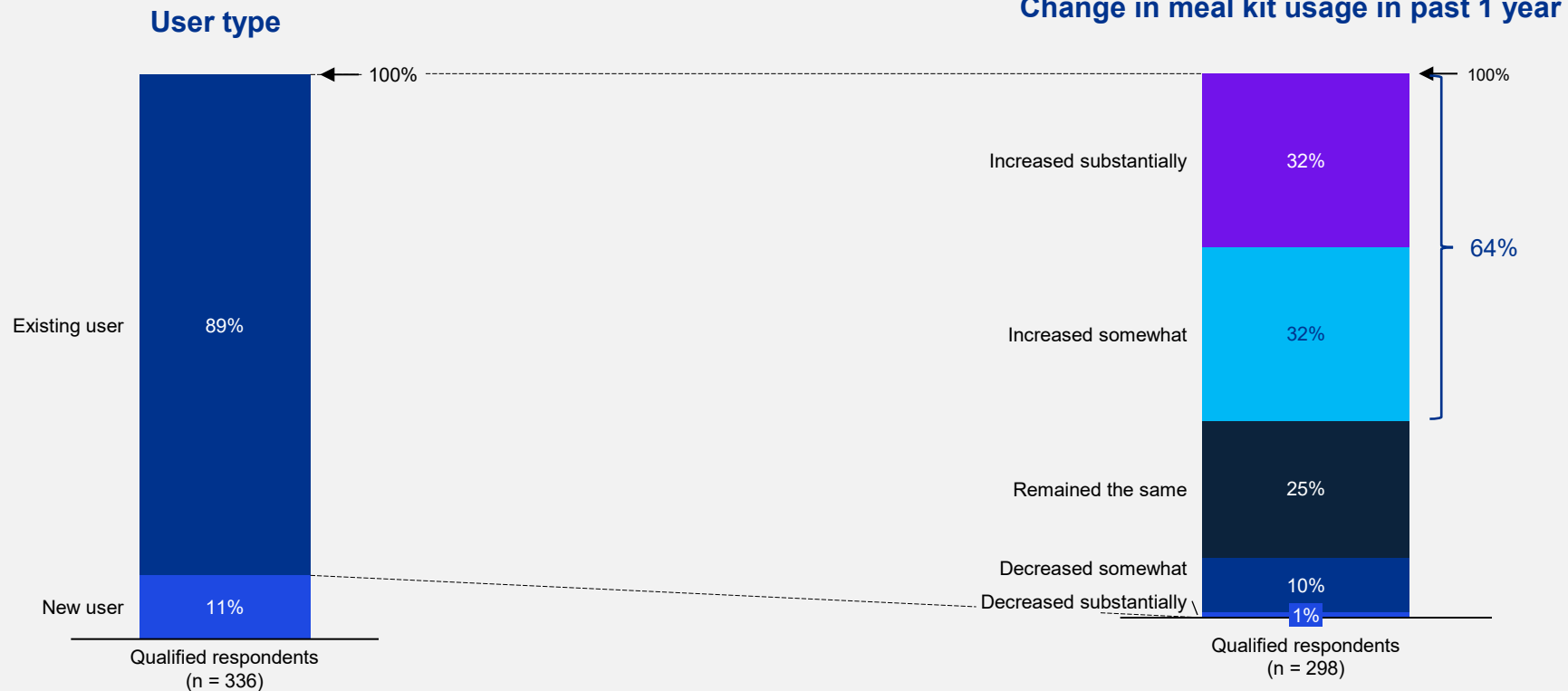


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Over the last 3 months, has your household been using meal preparation kits? If so, which ones? Please select all that apply."; (a) "Other meal kit services; please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Among existing preparation-kit users, 64 percent suggested that their usage increased over the past year.

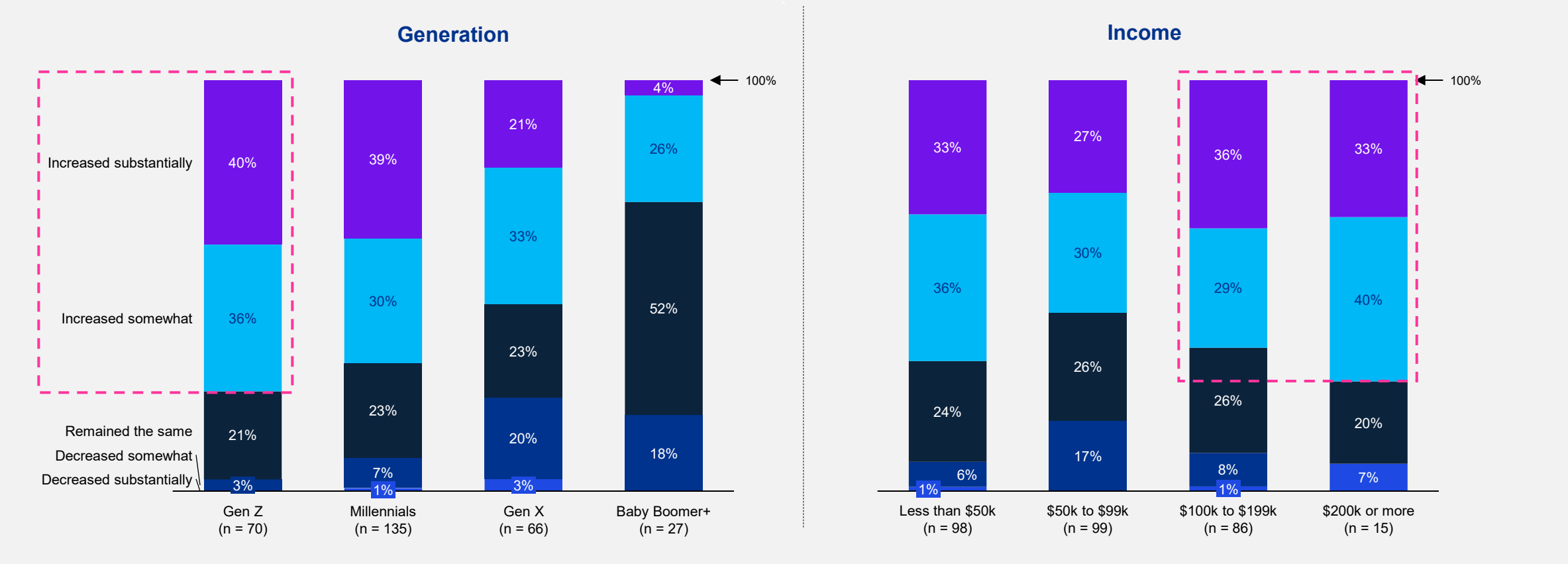
## Change in usage of preparation kits in the last 1 year



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Has your usage of meal kits increased, remained the same, or decreased during past 1 year?"  
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

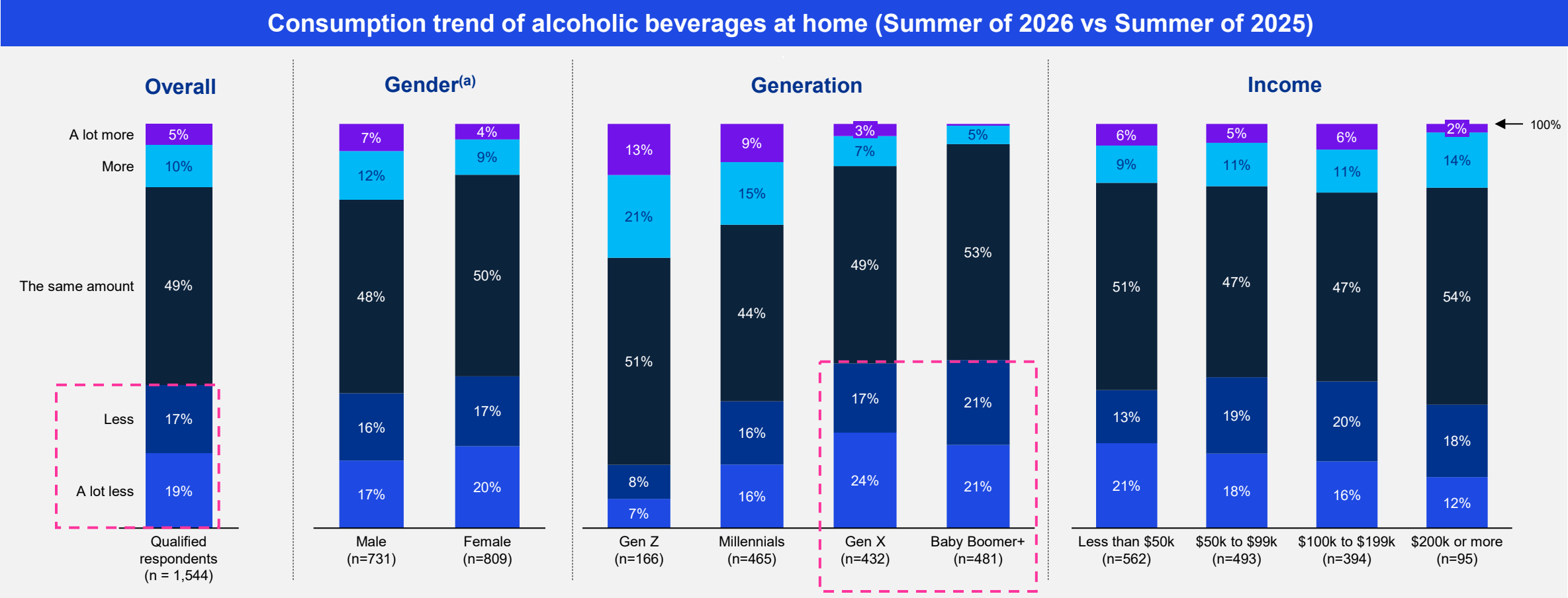
# Usage of preparation kits increased most among Gen Z and higher-income consumers, while Baby Boomers reported no change over the past year.

Change in usage of preparation kits in the last 1 year



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Has your usage of meal kits increased, remained the same, or decreased during past 1 year?"  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

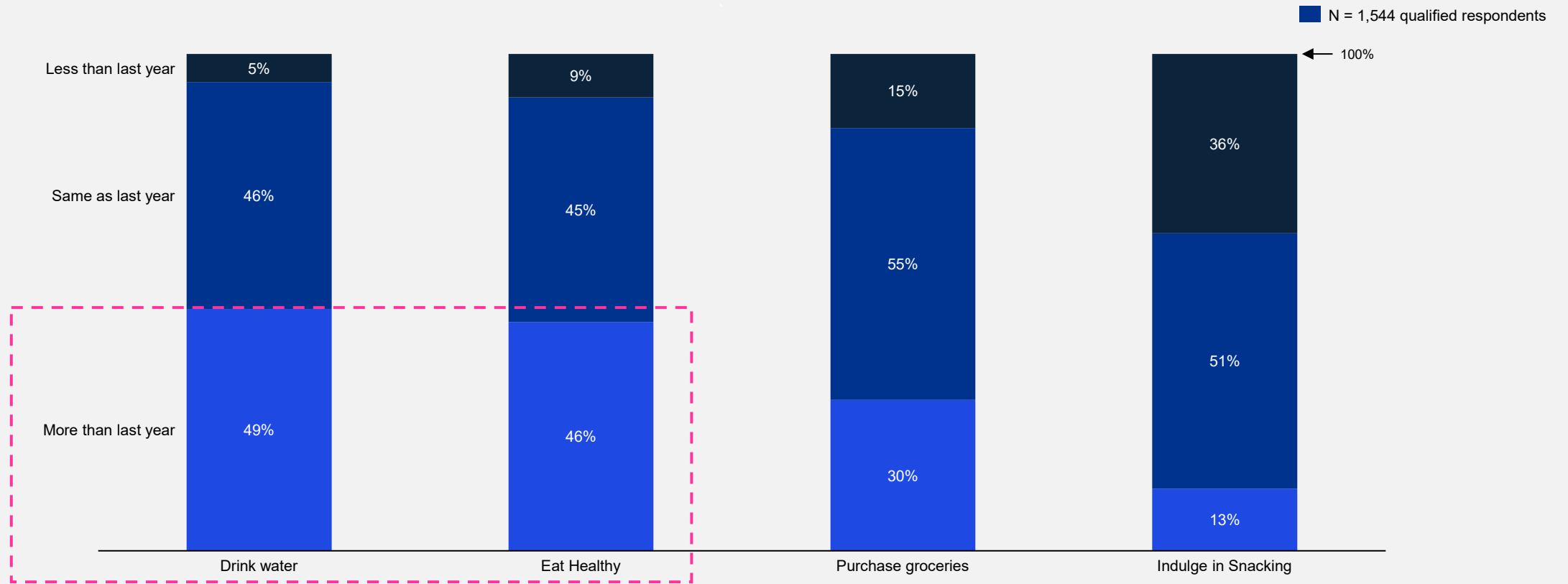
# At home alcohol consumption dropped 36 percent, with larger declines seen among older generation (Gen X and Baby Boomer+).



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 Feb 27, 2026 – Mar 18, 2026

# Almost half of the respondents plan to drink more water than they did last year and eat healthier.

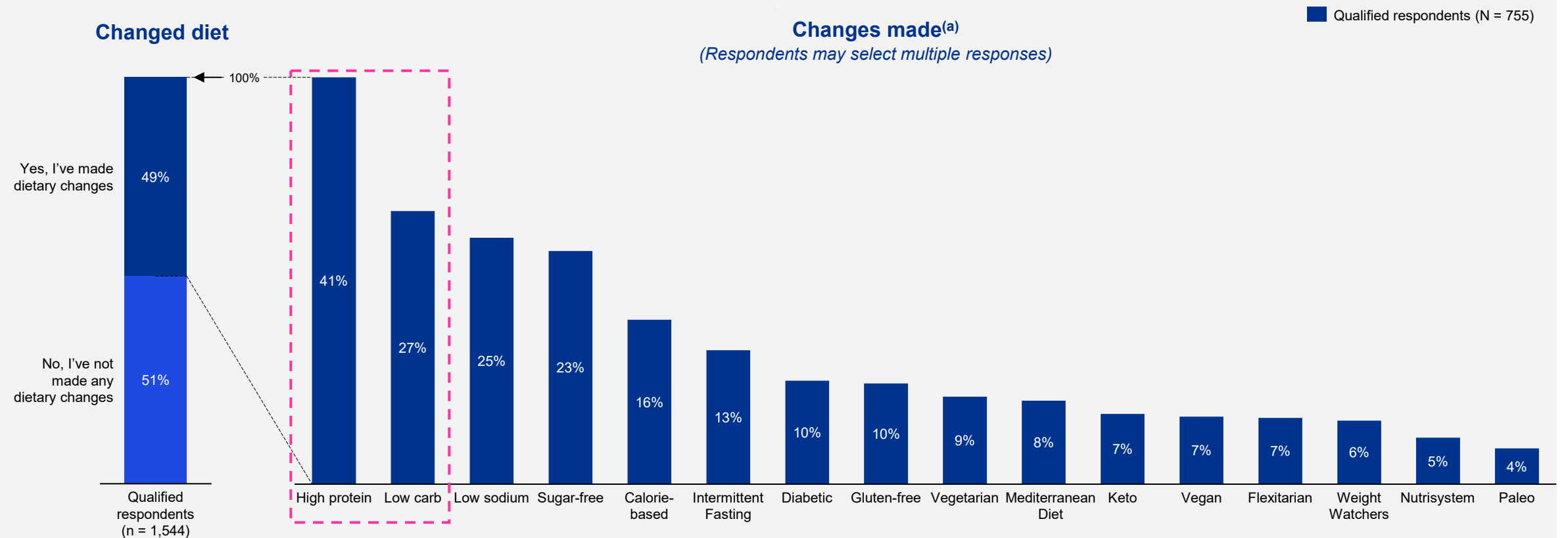
Expected change in eating habits (Summer of 2026 vs Summer of 2025)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "In the summer of 2026 compared to the summer of 2025, do you expect to do more, the same, or less of each of the following?"  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Nearly half of consumers report making dietary changes in the past year, with 41 percent moving towards high-protein diets.

## Dietary changes in the past 1 year



Note(s): KPMG conducted surveys of a representative sample of 1,544 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."; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026



09

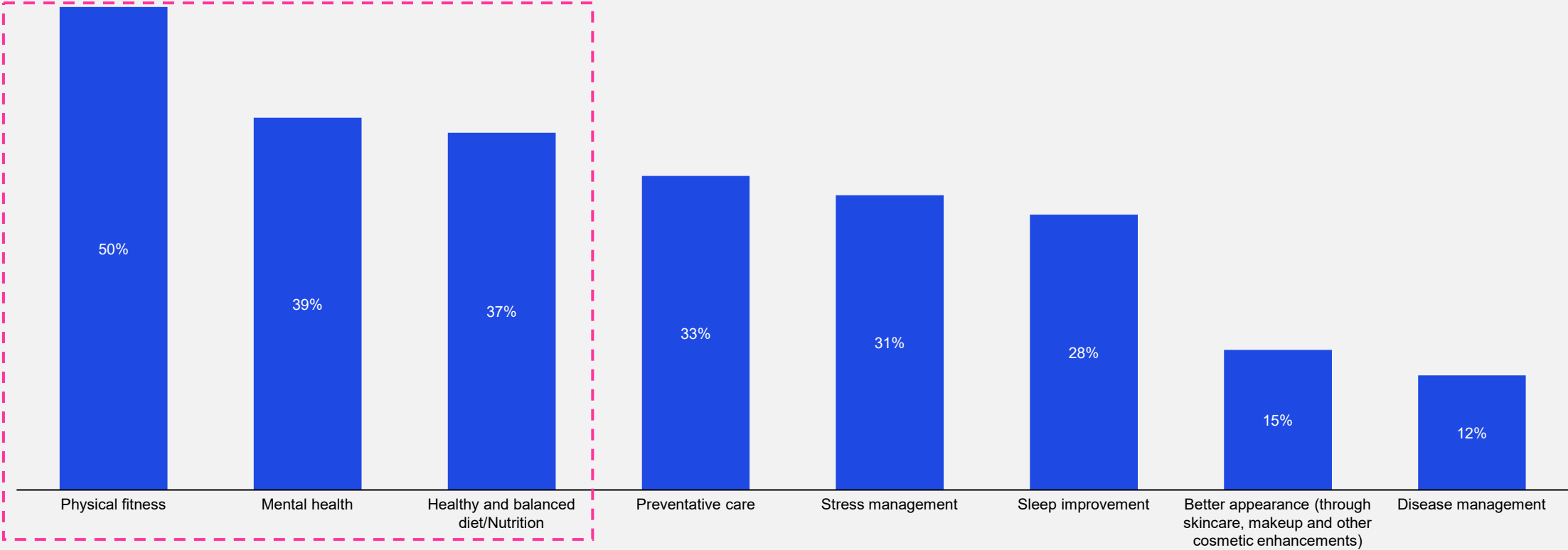
# Health and Wellness

# Physical fitness (50 percent), mental health (39 percent) and healthy and balanced diet/nutrition (37 percent) are the top three priorities for health and wellness.

## Priorities for health and wellness<sup>(a)</sup>

(Respondents may select multiple responses)

Qualified respondents (n = 1,544)



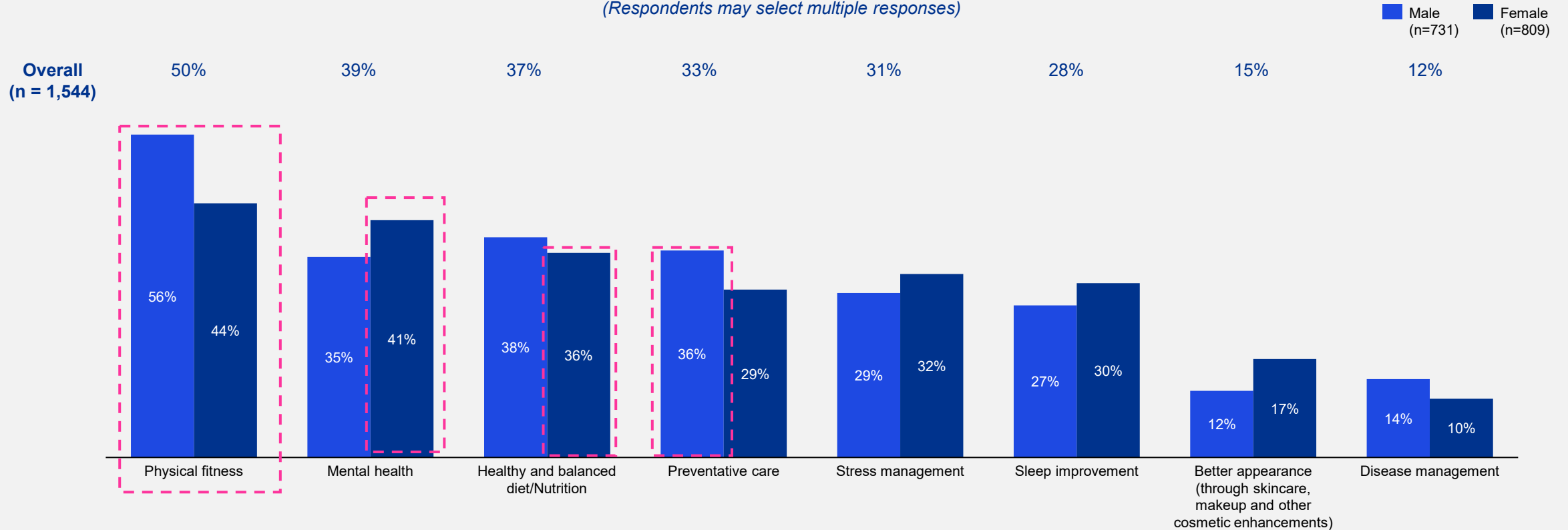
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What are your top 3 priorities for health and wellness?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Wellness priorities differ by gender; Women focus more on mental health, sleep and stress management, while men prioritize physical fitness and preventative care.

Priorities for health and wellness, by gender<sup>(a)(b)</sup>

(Respondents may select multiple responses)



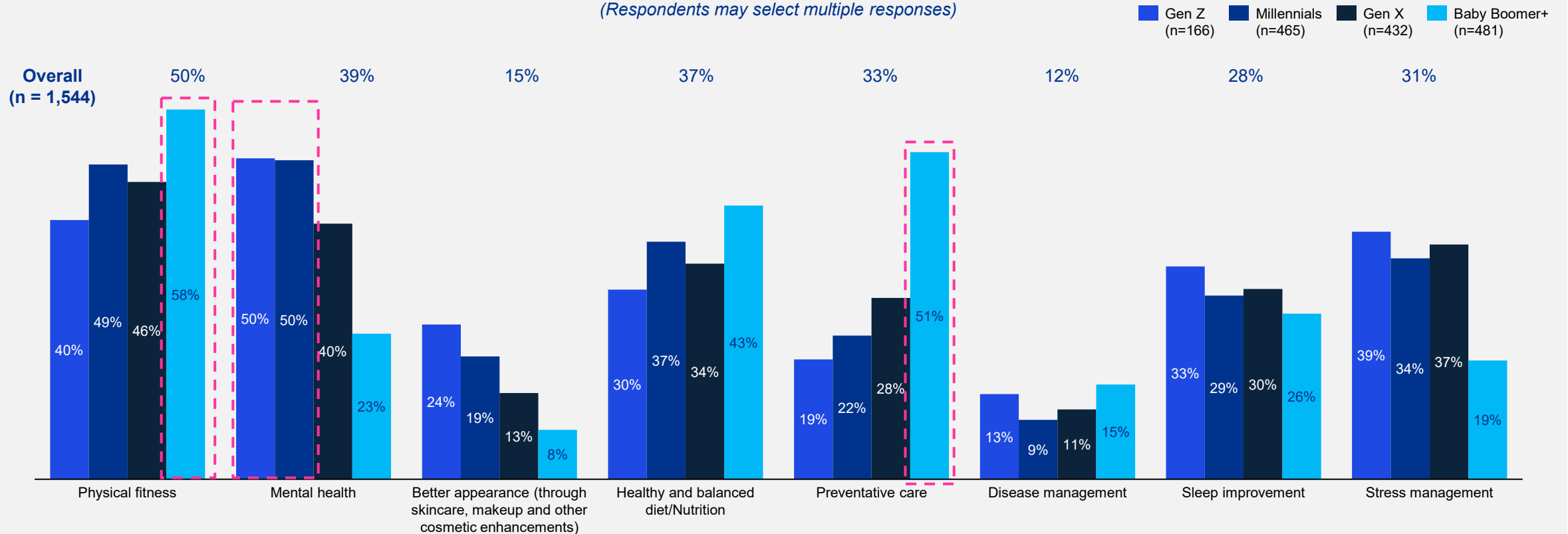
Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What are your top 3 priorities for health and wellness?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size; (b) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# While physical fitness and preventive care is most important for Baby Boomer+; Mental health is the top priority for Gen Z and Millennials.

## Priorities for health and wellness, by generation<sup>(a)</sup>

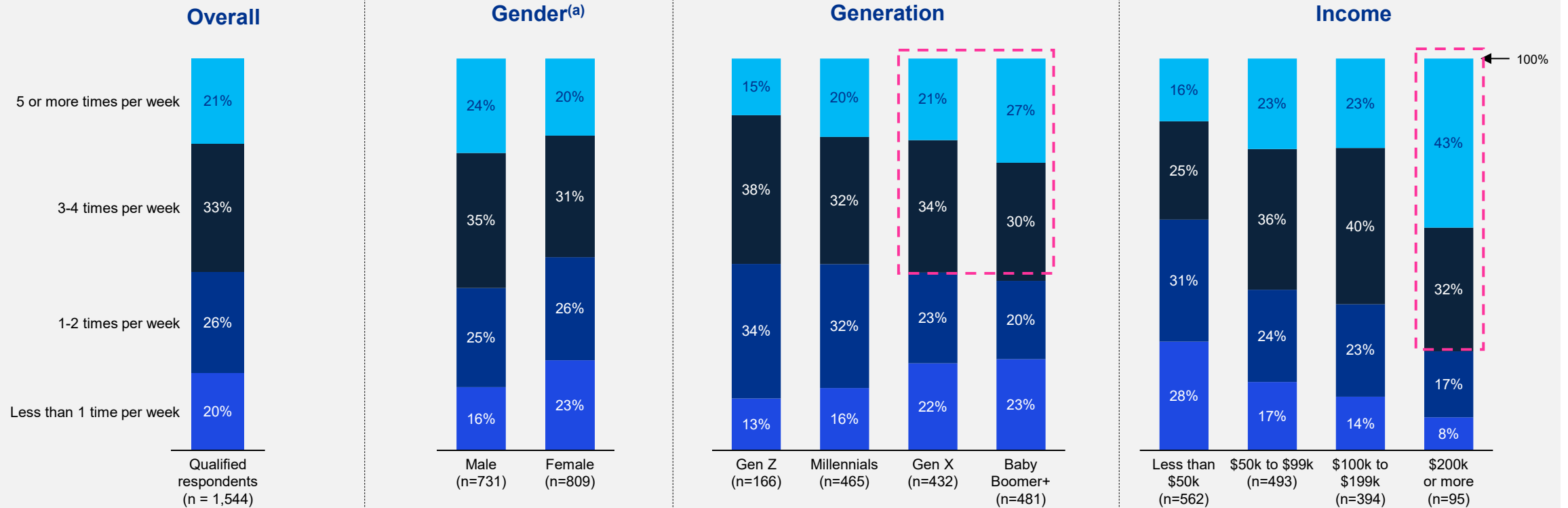
(Respondents may select multiple responses)



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What are your top 3 priorities for health and wellness?"; (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

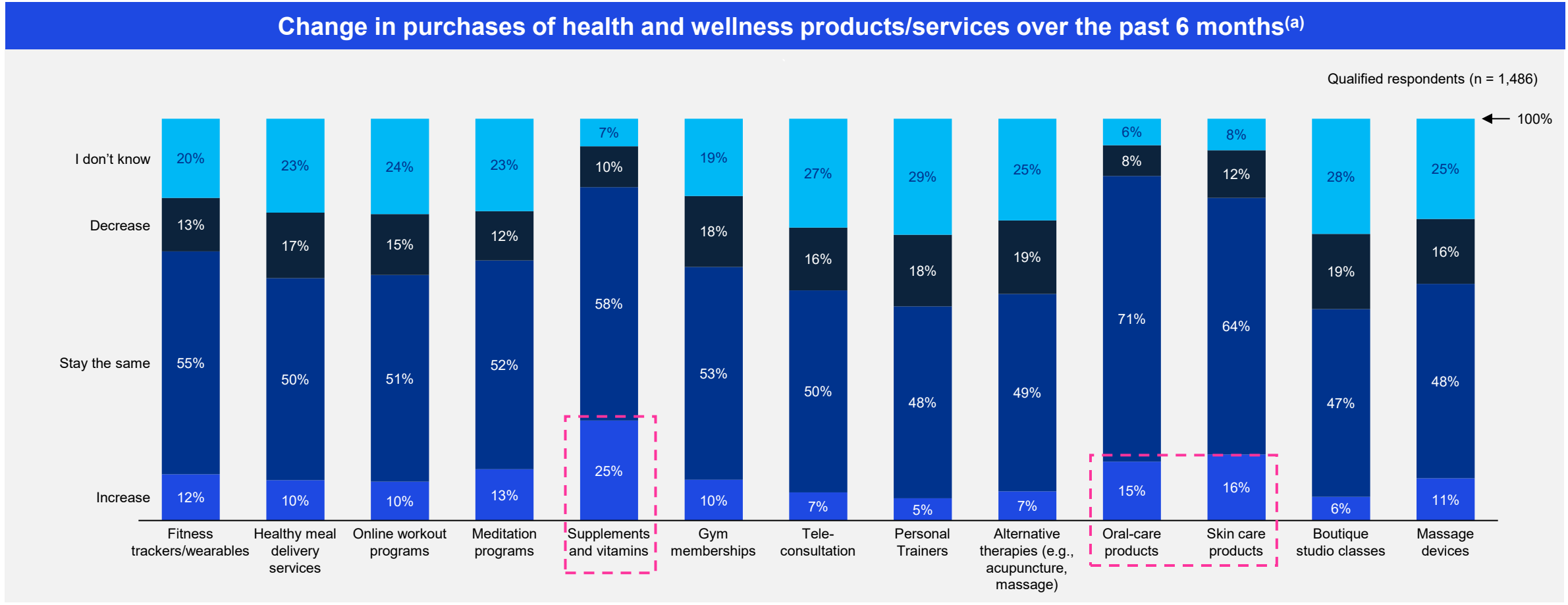
# The higher income demographics tend to exercise more frequently; Baby Boomer (57 percent) and Gen X (55 percent) exercise at least 3-4 time every week.

## Frequency of exercise per week, by demographics



Note(s): KPMG conducted surveys of a representative sample of 1,544 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 Feb 27, 2026 – Mar 18, 2026

# Over the past 6 months, supplements and vitamins saw the highest increase in purchases at 25 percent, followed by skincare (16 percent) and oral care (15 percent).

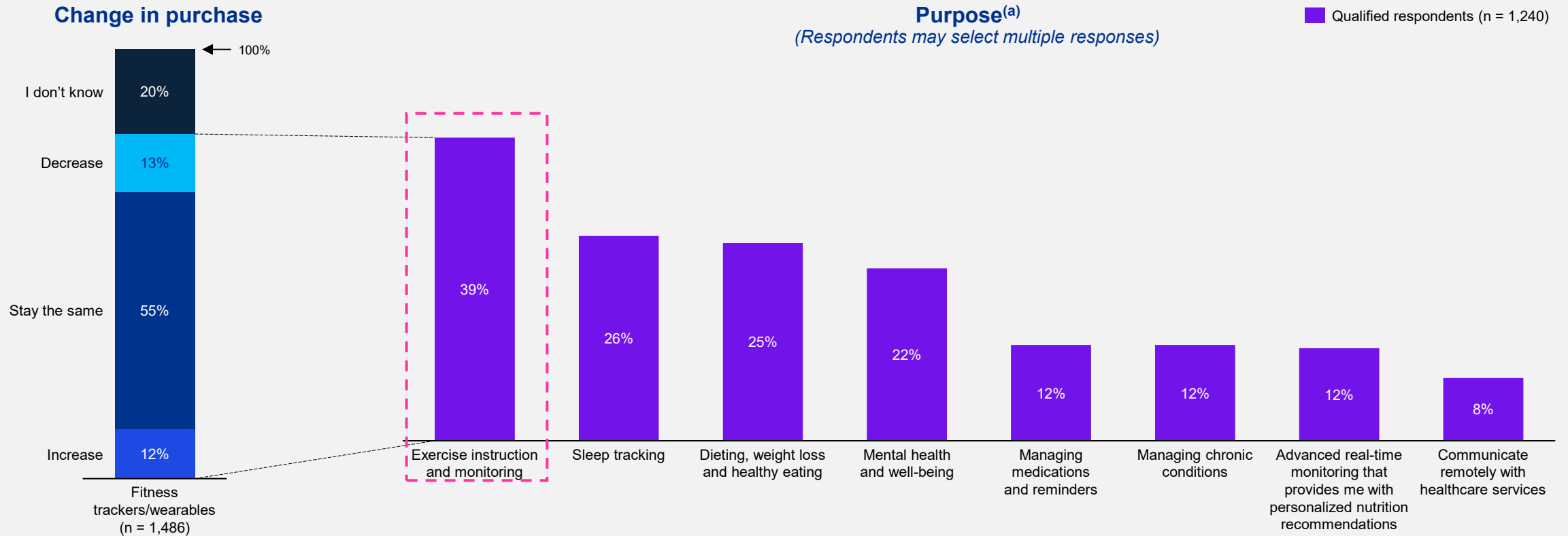


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How have the purchases of the following health and wellness products/services changed in the past 6 months?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Exercise monitoring (39 percent) tops fitness tracker use, followed by other aspects of wellbeing like sleep, dieting and mental health.

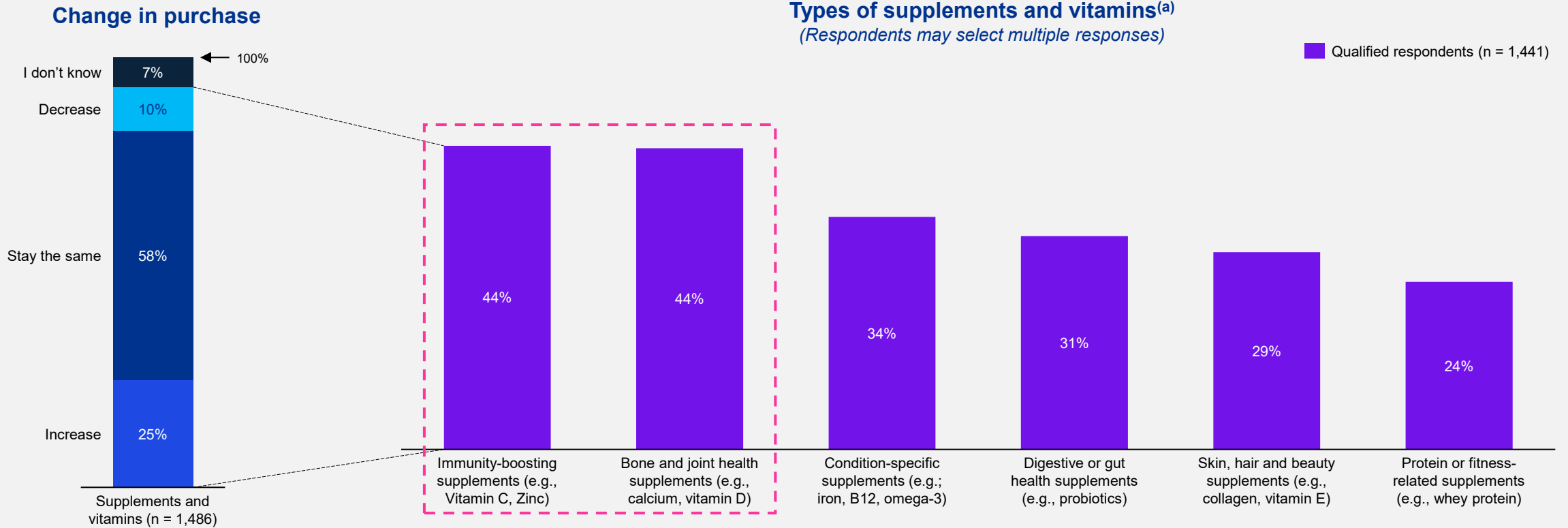
## Purposes for using fitness trackers/wearable technology



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "For what purposes do you use fitness trackers/wearable technology?"; (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# 44 percent of the consumers either consume immunity-boosting supplements or bone and joint health supplements.

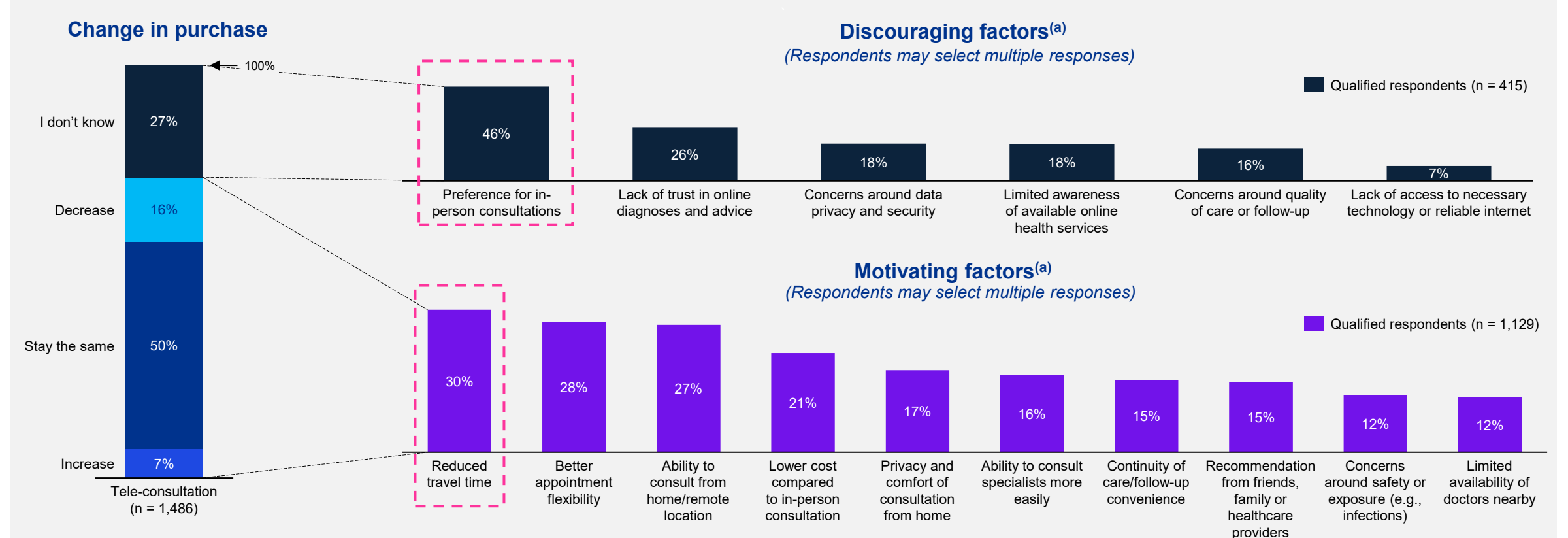
## Types of supplements and vitamins consumed regularly



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What types of supplements or vitamins do you consume regularly?"; (a) "Other, please specify" has not been represented in the chart due to less responses  
 Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# The convenience of reduced travel time (30 percent) drives tele-consultation adoption, while a preference for in-person visits (46 percent) holds some back.

## Key factors motivating or discouraging the choice of tele-consultation for healthcare services



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "What were the key factors that motivated you to choose tele-consultation for healthcare services?" and "What factors prevented or discouraged you from using tele-consultation?"; (a) "Other, please specify" has not been represented in the chart due to less responses

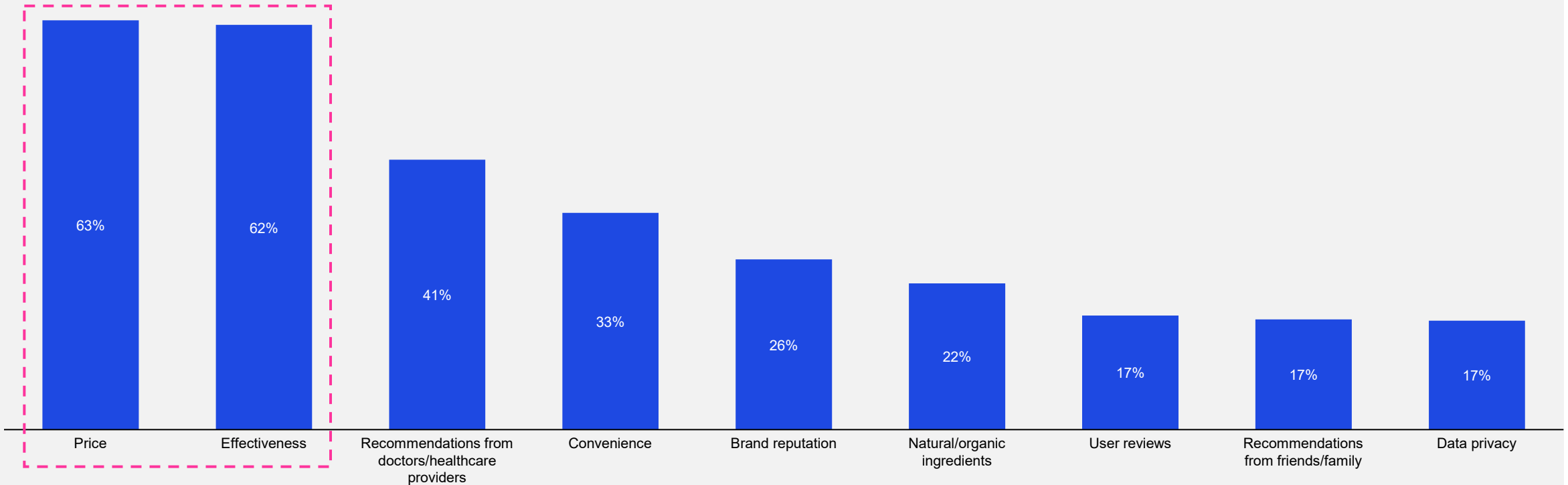
Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Price (63 percent) and effectiveness (62 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<sup>(a)</sup>

(Respondents may select multiple responses)

Qualified respondents (n = 1,544)

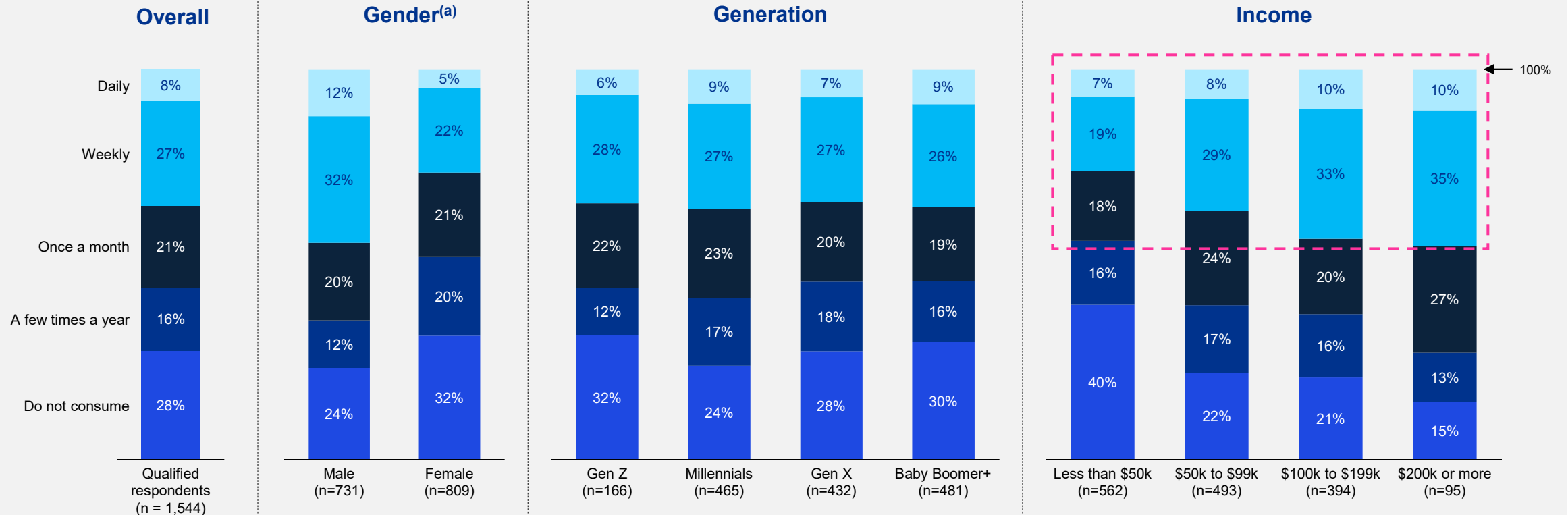


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "When considering health and wellness products or services, what factors are most important to you?"; (a) "Other, please specify" has not been represented in the chart due to less responses

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# Higher-income individuals consume alcohol daily, with consumption also more common among males.

## Current level of alcohol consumption

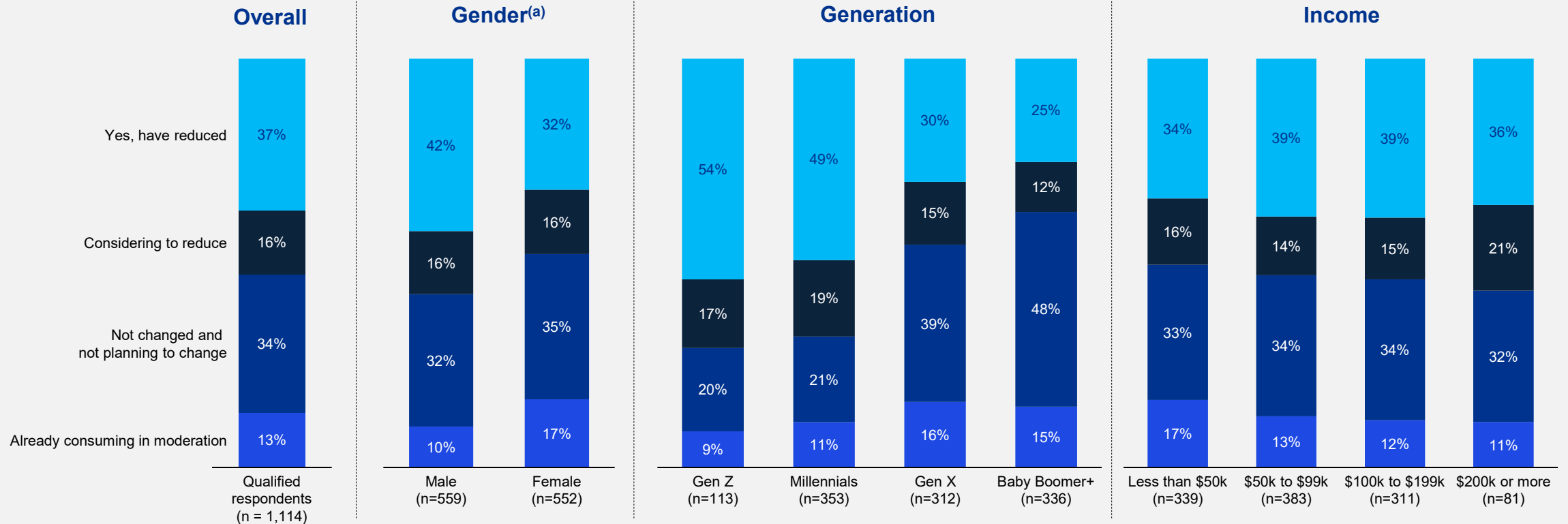


Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "How would you describe your current level of alcohol consumption?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026

# While many consumers reduce alcohol intake for health reasons, a sizable portion report no change in consumption.

## Change in alcohol consumption for health reasons



Note(s): KPMG conducted surveys of a representative sample of 1,544 consumers across the United States and, in all instances, asked, "Are you considering changing your alcohol consumption for health reasons?"; (a) Respondents who selected "Prefer to self describe" have been excluded due to low sample size.

Source(s): KPMG Consumer Pulse Survey, fielded Feb 27, 2026 – Mar 18, 2026



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