



Consumer Pulse Survey | Summer 2026

Consumer, Retail & Hospitality



Executive summary

KPMG US surveyed ~1,500 consumers across the United States to understand their Summer spending plans and activities



Travelers are shifting plans, prioritizing experiences

- **Despite the share** consumers traveling up 3% YoY, **anticipated travel spend is down 7% YoY**
- **This can be attributed to a response to rising prices, shorter trips, and a continued gradual shift in lodging preference.**
 - **38% of travelers are adjusting plans to cheaper alternatives**, with another 32% saying they're cutting back on travel
 - **Though hotels remain the leading accommodation choice**, they show a 4th straight YoY decline in share of lodging, while no-cost options like **staying with family and friends shows a 4th straight YoY increase**
 - **Less travelers are going abroad**, with a -7% YoY change in international travel
 - While **82%** continue to take **1–2 trips annually**, consumers are shortening the duration of those trips
- **40%** plan trips for **specific experiences or event**
- **Use of AI tools (ChatGPT, Copilot) for trip planning nearly doubled adoption**



Prioritizing health and wellness

- **37%** have **reduced alcohol consumption**, with another 16% considering a reduction in consumption
- **Reduction in alcohol consumption skews drastically toward Gen Z (54%) and Millennials (49%)** compared to Gen X (30%) and Baby Boomers (25%)
- Frequency of alcohol consumption increases in conjunction with household income
- **Physical fitness is the top wellness priority**, followed by mental health and nutrition
- While physical fitness and preventive care is most important for Baby Boomer+, **mental health is the top priority for Gen Z and Millennials.**
- **Price** remains the top factor while selecting any **health and wellness products/services**
- Over the past 6 months, **supplements and vitamins saw the highest increase in purchases among wellness products and services**

Travel sentiment remains intact despite macro headwinds



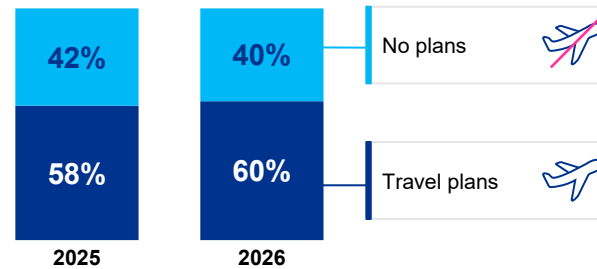
Lower consumer spend across discretionary categories

| Category | Planned change in monthly spend— Summer 2026 | Since Sept 2025 | |
|--------------------------------|--|-----------------|--------------------------|
| Groceries | 8% | -15% | Essential categories |
| Automotive | 5% | -7% | |
| Prescription medications | 1% | -6% | |
| Personal care products | 0% | -7% | |
| Personal care services | -4% | -6% | Discretionary categories |
| Apparel | -5% | -8% | |
| Restaurant | -7% | -4% | |
| Travel/vacations | -7% | -1% | |
| Sporting goods, hobby supplies | -8% | 1% | |
| Electronics and appliances | -8% | -4% | |
| Office/school supplies | -8% | 0% | |
| Toys | -12% | 3% | |



Consumers continue to plan to travel

60% plan to travel this Summer



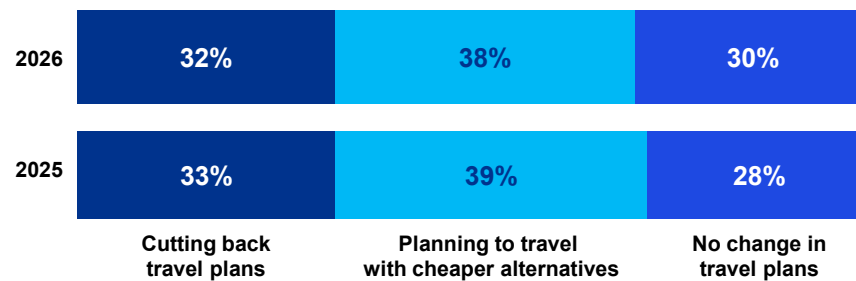
About 3/4th of households with income \$100K+ plan to travel this summer
 ~70% Baby boomer+ resonates the above sentiment, up by 10 pp Y-o-Y

40% consumers are **likely** to travel for a **specific experience or event**; helping sustain travel demand despite rising prices



Travel costs are up, but interest in travel remains strong

A few cutting back on travel while some opting for cheaper alternatives

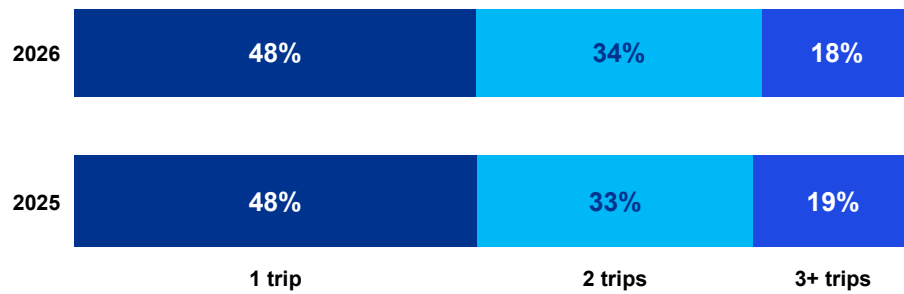


49% baby boomer+ and 44% higher-income households are more likely to travel as planned, despite the rising travel expenses

Consumers adjust travel spend to maintain travel plans

No. of trips remain consistent

82% plan 1-2 trips



Trip frequency remains steady, but consumers are **shortening their trip duration**; 1–2-week trips are slightly down Y-o-Y (29% vs 31%)

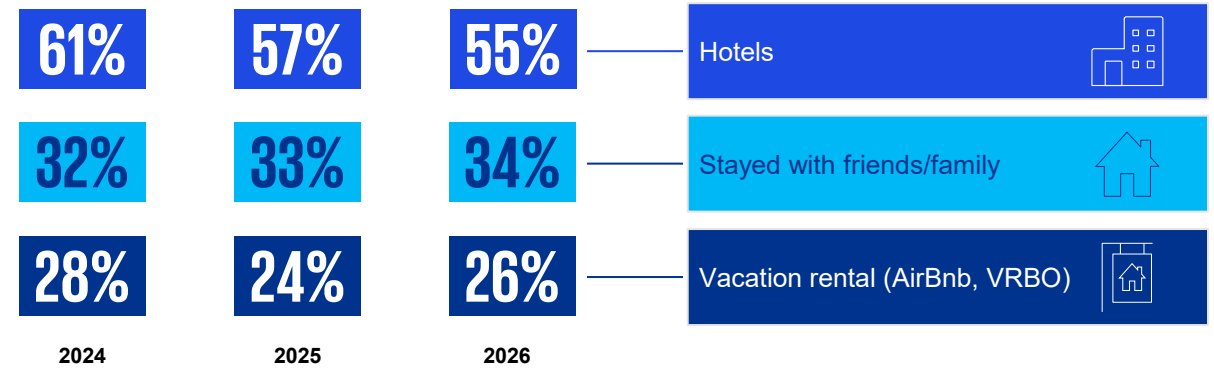
Preference for domestic travel continues

69% plan domestic travel – with the highest share driven by the Midwest (82%) and Mountain (75%) regions.



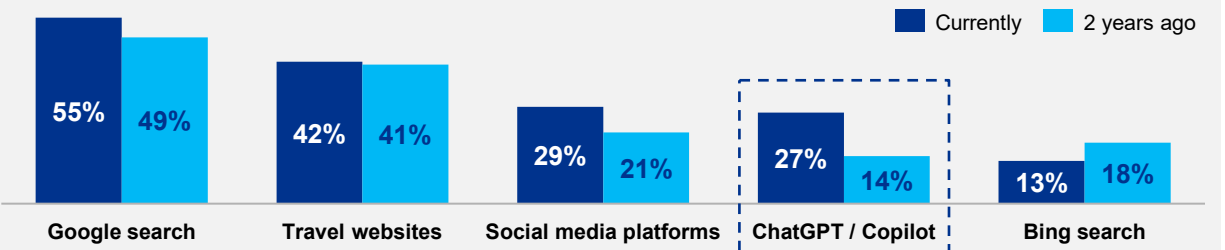
Lodging interests are shifting towards home rentals and vacation resorts

Respondents were allowed to select more than one option
Hotels to be the top choice for accommodation



- Despite a Y-o-Y decline, **hotels** remain consumers **top accommodation choice**
 - However, households with income **\$100K+** show a higher preference for **rentals and resorts**

Adoption of AI tools for travel planning nearly doubled Y-o-Y

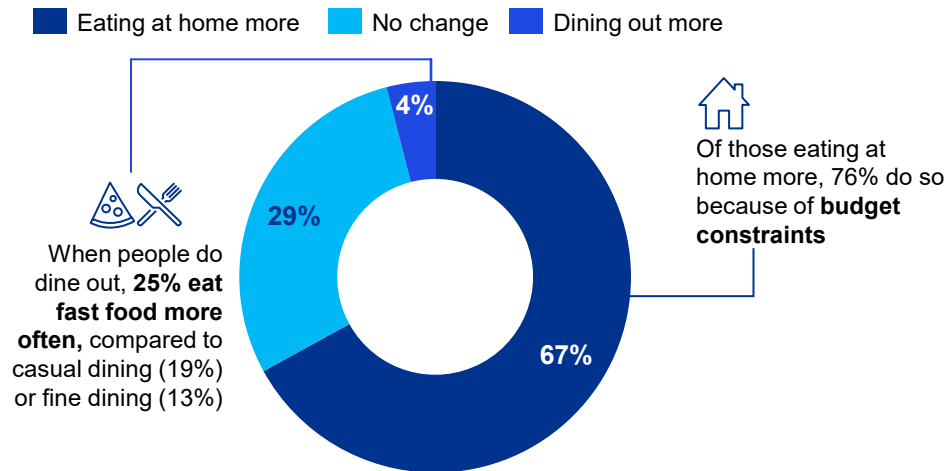


Health-led priorities are reshaping consumer lifestyles

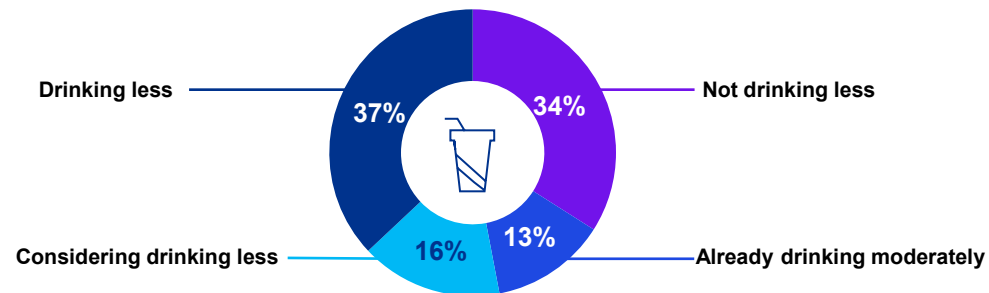


Eating at home increases, alcohol consumption declines

67% eating at home more rather than dining out

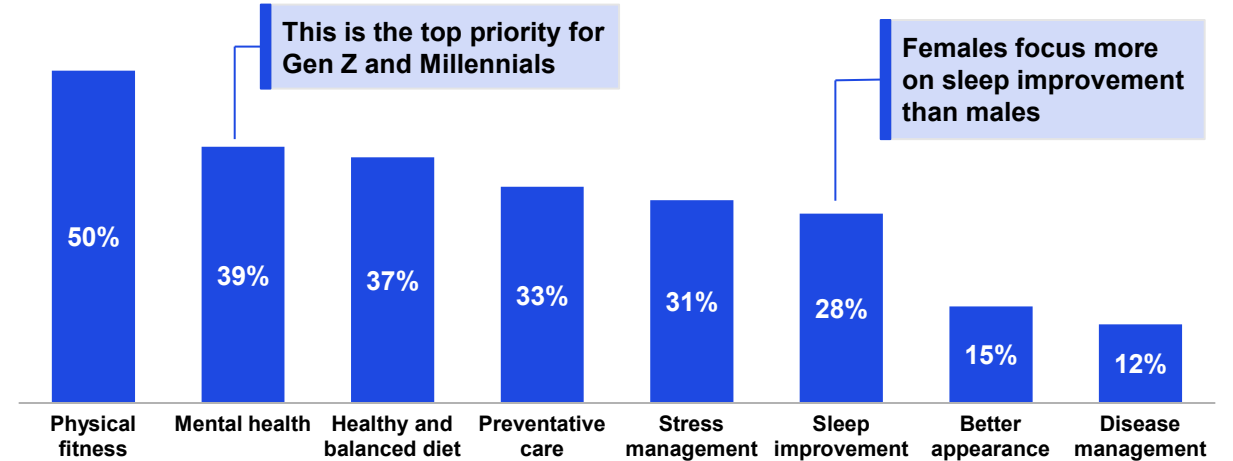


Consumers are drinking less alcohol



Continued focus on health & wellness

Respondents were allowed to select more than one option
Top health priorities



Top 3 factors impacting the selection of health and wellness products and services



Price



Effectiveness



Recommendation from doctor



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