/ FUNCTIONAL SHOPPING in 2022

Necessary pragmatism collides with escapism



FUN

VS

FUNCTIONAL

There's an upswing in optimism

pragmatism is still a top priority across all generations

but financial

Many consumers are feeling positive

67% of people described the upcoming

year in positive terms The most popular word was 'Hopeful'

46%

of people think their financial

situation will improve



Top 3 financial goals for consumers



1 Increase savings



3 Pay down debt





The young and affluent

But they're also planning for the future

53% of affluent consumers

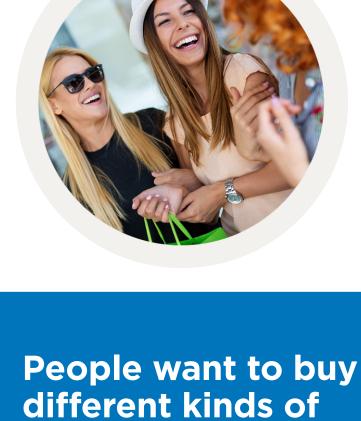
are most ready to

45% of millennials 48% of millennial parents

shop for fun

plan to make more fun purchases than practical ones 69% of baby boomers

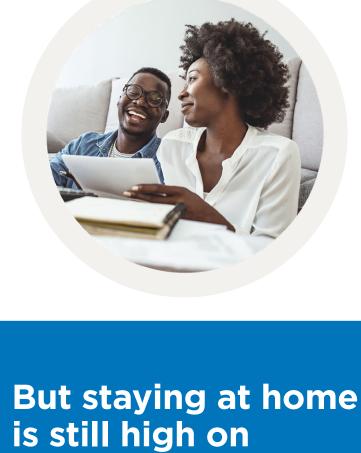
66% of **Gen** X plan to make more practical purchases



significantly more likely to establish a budget

Gen Z, millennials and millennial parents are

& improve their finances through career, education or skills development



escapism

> Buy new technology was significantly higher among Gen Z, millennials, millennial parents and

> Take a vacation is the #1

planned purchase for 2022

affluent shoppers



the agenda

nesting at home vs. venturing out > Home improvement and cooking

equipment are close behind

experiences and treats

> Consumers are more in favor of



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2022 isn't a choice between fun and functionality.

Shoppers want both — and they're ready to spend.

valassis.com/2022-consumer-sentiment/

Find out more at