

/ FUNCTIONAL SHOPPING in 2022

Necessary pragmatism **collides** with escapism



FUN

VS

FUNCTIONAL

There's an upswing in optimism

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



... but financial pragmatism is still a top priority across all generations

Top 3 financial goals for consumers

1 Increase savings



2 Cut costs



3 Pay down debt



The young and affluent are most ready to shop for fun

53% of affluent consumers

45% of millennials

48% of millennial parents plan to make more fun purchases than practical ones

69% of baby boomers

66% of Gen X plan to make more practical purchases



But they're also planning for the future

Gen Z, millennials and millennial parents are significantly more likely to

establish a budget & improve their finances

through career, education or skills development



People want to buy different kinds of escapism

- > **Take a vacation** is the **#1** planned purchase for 2022
- > **Buy new technology** was significantly higher among **Gen Z, millennials, millennial parents** and **affluent shoppers**



But staying at home is still high on the agenda

- > Consumers are more in favor of nesting at home vs. venturing out
- > Home improvement and cooking equipment are close behind **experiences** and **treats**



2022 isn't a choice between fun and functionality. Shoppers want both — and they're ready to spend.

Find out more at
valassis.com/2022-consumer-sentiment/

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