

Cost Increases & Consumer Concerns

These insights were collected Thursday, July 29 – Monday, July 31 among a general population of n=1001 U.S. consumers age 21+.

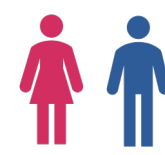
Monetary concerns are high.

Apprehension about money and finances are strong, with nearly half of Americans concerned they won't have the money to pay their bills. Concern about the U.S. economy is also widespread. More women are concerned with finances and the economy.

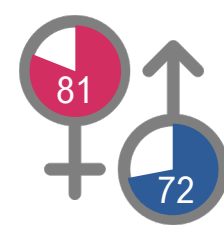
Americans recognize prices are up compared to last year for CPG products. Consumers blame manufacturers and ingredients (cost & availability) most for these increases. See

Attitudes about Finances

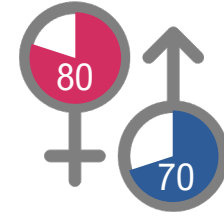
% Total Respondents who Agree Strongly or Somewhat



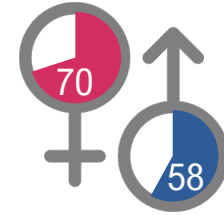
I am really concerned about the US economy.



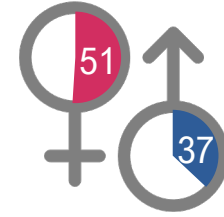
Over the last six months, I have started really thinking about what I spend my money on.



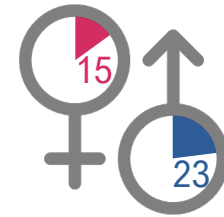
I'm more concerned about my finances than I have ever been.



I'm concerned I may not have enough money to cover my bills.



Rising costs have not impacted me.



Perceive Increases in CPG Items (Any)

% Total Respondents



94%

Perceive increases in any CPG items

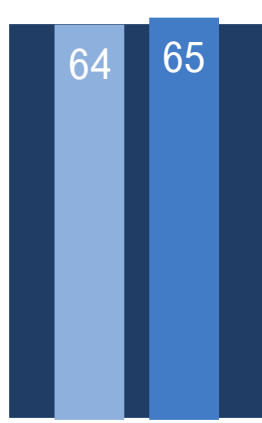
Responsible for CPG Price Increases (Top 3)

% Total Respondents who Perceive Price Increases

■ Total ■ Age Under 55 ■ Age 55+

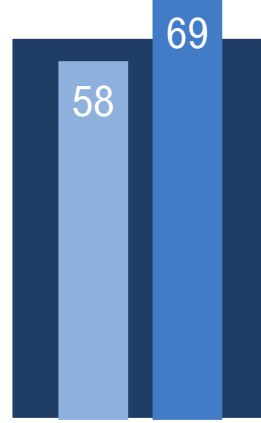
TOTAL

65



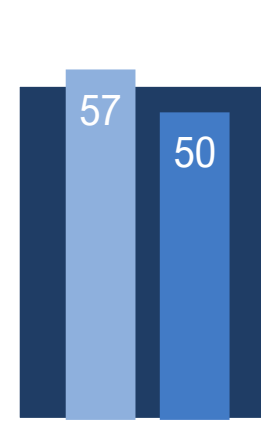
Manufacturers

62



Ingredients

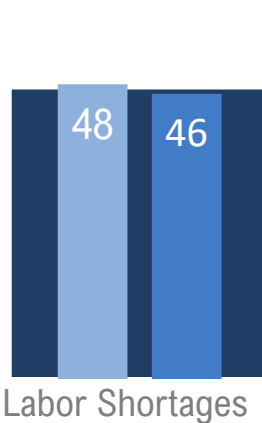
54



Retailers

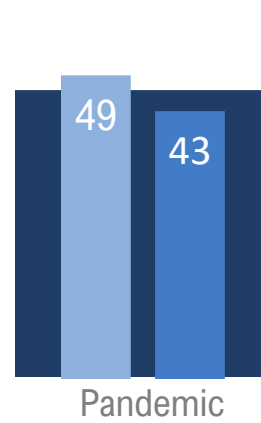
TOTAL

47



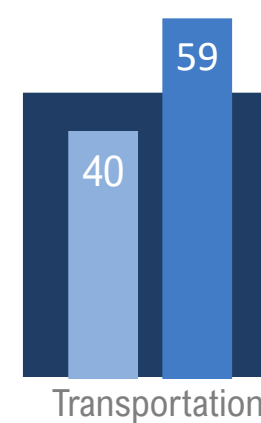
Labor Shortages

47



Pandemic

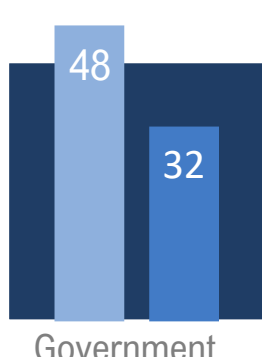
47



Transportation

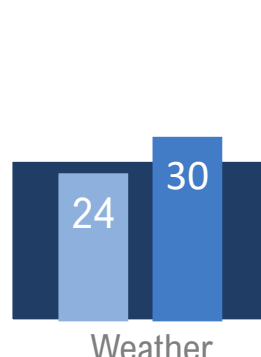
TOTAL

42



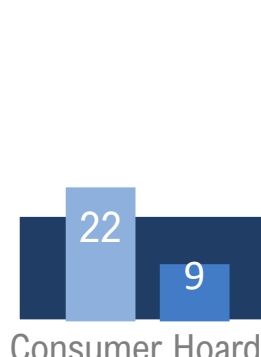
Government

26



Weather

17



Consumer Hoarding

Base: Total (n=1001)

Q2: Thinking about specific grocery/household products you regularly buy, how has the price changed vs. last year for...?

Q3a: Who or what is responsible for the higher prices for [Q2]? Please select up to 3 you feel are responsible for prices going up.

Q6: (July only) How much do you agree or disagree with the following statements?