



Consumer Behavior

Shoppers under pressure:
Finding stability in change

Consumers are feeling the squeeze, or are they?



The Big Squeeze: How consumers are coping

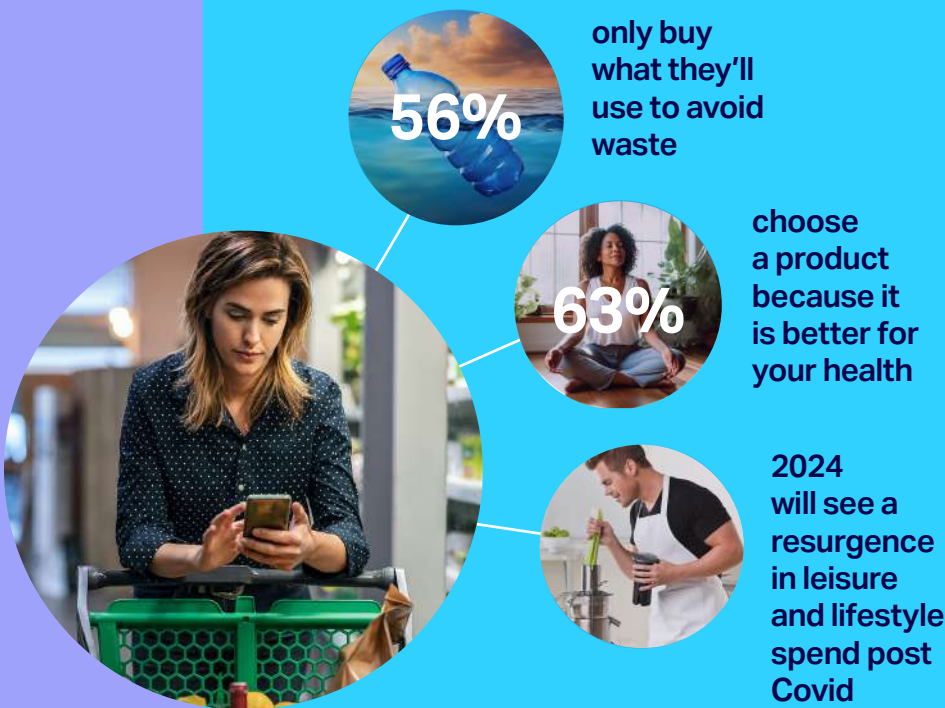
The squeezed consumer is faced by pressures on all sides and are forced to make tough decisions with their spend. They are using an average of 3.9 saving strategies in order to manage expenses. However, this opens up new opportunities for FMCG brands as 63% of global consumers say they will purchase a product that has been innovated to be more affordable.



Retail Relief: The rise of value-based shopping

The relieved consumer isn't immune to financial pressure, but they are in a position to make purchases based on their value systems. Their spend may be based on personal preferences, health and wellness needs, or related to sustainability and their impact on the world.

64% of Global consumers are interested in trying a new or innovative product that aligns with their lifestyle and needs.



"After two years of decline, we expect the global Tech and Durables market to finally turn positive again in 2024, albeit at a small scale."

Ines Haaga, NIQ insights expert for Consumer Technology and Durables

Follow along as we dive deeper into Shifting Consumer Behaviors and what they mean for businesses in 2024 and beyond.

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