

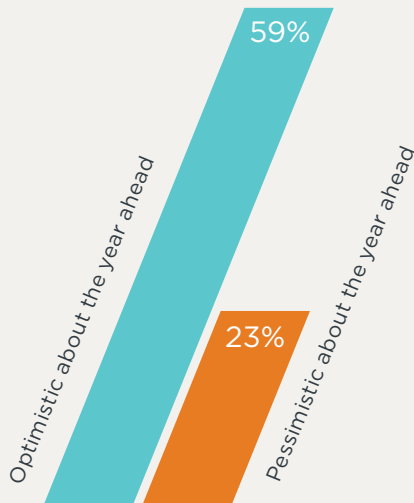
/ 2022: THE YEAR OF THE CONFLICTED CONSUMER

Mixed feelings dominate the mindset of the American shopper as we head into 2022. Here's what marketers need to know about consumer attitudes in a not-quite-normal world.



How consumers are feeling about ...

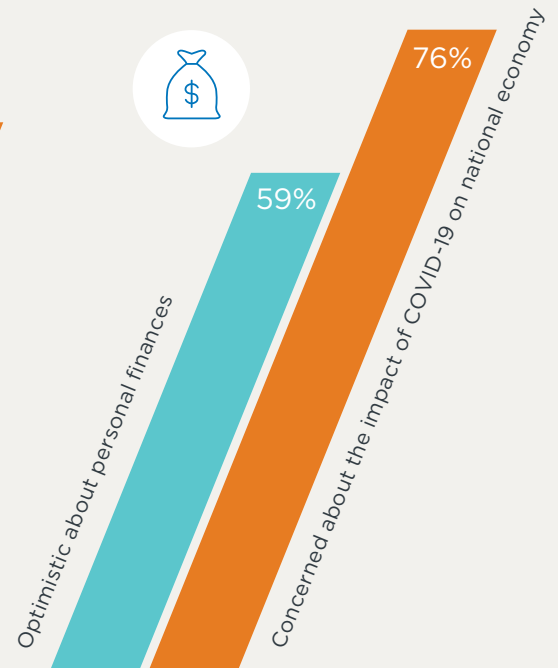
2022 OVERALL



SOCIALIZING



MONEY



TRENDWATCH

A CRAVING FOR CONTROL

Consumers are optimistic about things they can control, like where they shop, how they travel and how they socialize. But anxiety remains over things beyond their control, like the national economy, control and containment of COVID-19 and a resurgence of the virus.

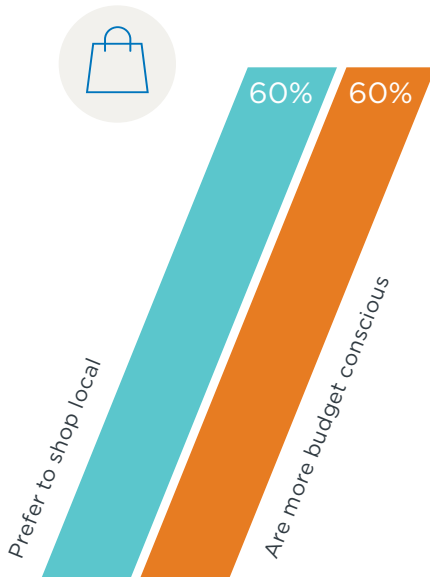
Consumers are anxious about things they can't control, so focus campaigns around familiar routines, rituals and celebrations.

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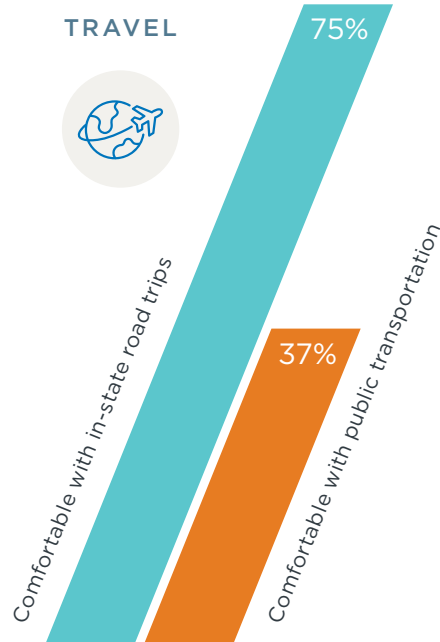


How consumers are feeling about ...

SHOPPING



TRAVEL



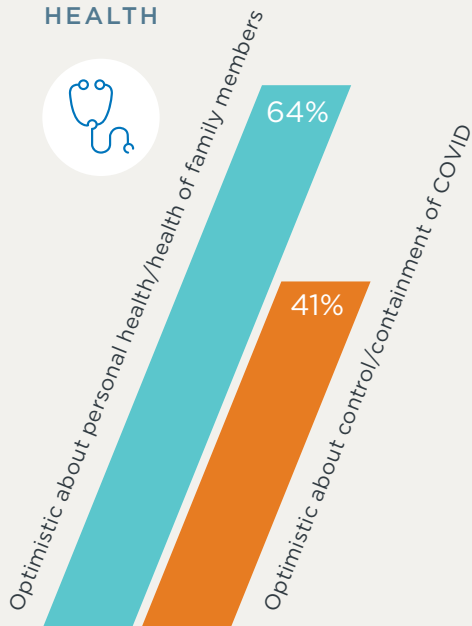
TRENDWATCH

COCOONS OF COMFORT

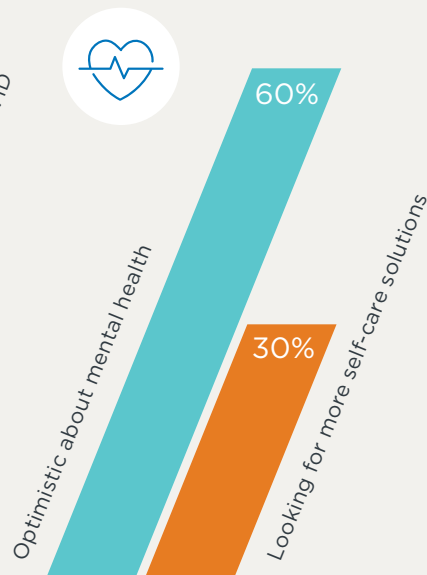
People are ready to venture out after months of staying home, but it needs to happen in an environment that feels safe. We see consumers building “cocoon of comfort”: staying local, socializing on a smaller scale, and avoiding crowds, strangers and public transportation.

People are keen to stay local and make budgets stretch further, so meet them where they are — for example, by offering savings at local stores and restaurants.

HEALTH



WELL-BEING



TRENDWATCH

THE COVID SURCHARGE

Fears over a resurgence of the virus and its potential economic impact add a layer of stress to daily life that we’ve dubbed the “COVID surcharge.” That’s leading to a greater emphasis on self-care — which we expect to remain a priority for shoppers into 2022.

Shoppers are still dealing with high levels of stress and anxiety, so consider ways to help lighten the load.

About the study

The study was fielded Aug. 3 through Aug. 14, 2021 in conjunction with a global, third-party market research firm with proficiency in internet surveys. The sample is nationally representative and was derived from an online consumer opinion panel, and all participants were at least 18 years of age and living in the contiguous United States. The survey was closed once 1,000 completed responses had been reached.

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