GLOBAL CONSUMER TRENDS

Consumer Outlook 2023

Dynata’s Global Consumer Trends survey explores the attitudes and behaviors of 11,000 consumers across 11 countries toward a range of topics, including their outlook on the year ahead, their biggest concerns, the state of their personal finances—and more.

OPTIMISM FOR THE YEAR AHEAD

Globally, people are more optimistic than pessimistic about the year ahead.

Optimism is highest in China, North America and Australia. In the U.S., 36% say “very optimistic,” compared to only 7% in Italy, the Netherlands and France.

CONSUMERS’ BIGGEST WORRIES

Inflation is the #1 concern for consumers globally and across all age groups—except in China where it ranks second.

6 in 10 people say they are extremely or very worried about rising prices.

Younger generations are more concerned about unemployment and equal rights than older generations.

For more information, including detailed findings by country, gender or age group, download the data tables or contact us.

Source: Dynata’s Global Consumer Trends survey was conducted Jan. 5-10, 2023, among 11,000 consumers age 16+ in the U.S., Canada, U.K., France, Germany, Italy, Spain, the Netherlands, China, Japan and Australia. Participants were selected from Dynata’s online panels, with complex quota-controlled to reflect the population on age, gender and region. The margin of error (at the 95% confidence level) is +/- 3% at the country level, +/-1% at the total level.

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