



GLOBAL CONSUMER TRENDS

**THE NEW EXPERIENCE ECONOMY:  
ALTERNATIVE CURRENCIES**



## OVERVIEW

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### Global Consumer Trends: The New Experience Economy Alternative Currencies

Nearly everyone's lives have been changed by the pandemic, and for almost half of the global population, it's changed profoundly. New mindsets and behaviours have emerged as people redefined their values and reconfigured their lives.

The pandemic also led to widespread digital adoption as people got more comfortable conducting their daily activities from the comfort of their own homes. One digital trend that exploded in 2021 was crypto currencies and NFTs, both establishing themselves as new digital asset class forms. Globally, 1 in 5 people have bought or invested in a cryptocurrency, and nearly 1 in 4 are very or extremely interested in buying NFTs.

Of those who bought something with crypto, 24% said they bought clothing, shoes, accessories or electronics and 21% bought groceries, demonstrating the need for retailers to further understand this emerging market.

Will alternative currencies and digital assets play a significant role in the New Experience Economy?

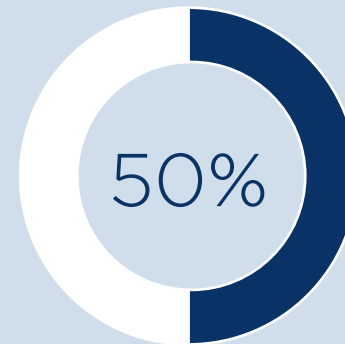
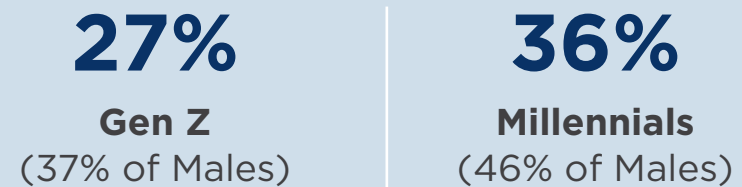
Read the excerpt from Dynata's newest report, Global Consumer Trends: The New Experience Economy, which uses responses from 11,000 consumers across 11 countries -the US, Canada, the UK, France, Spain, Germany, Italy, the Netherlands, China, Japan and Australia, for insight into the global trends shaping the future of digital payments.





# ALTERNATIVE CURRENCIES ARE TAKING OFF

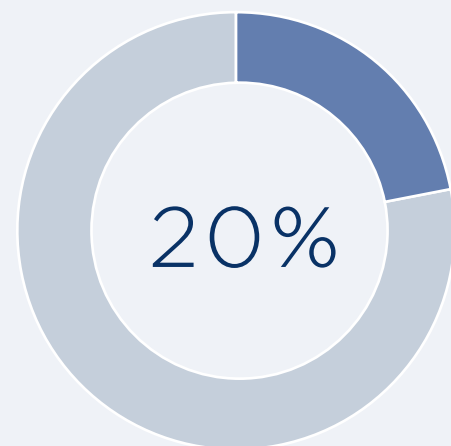
1 in 5 consumers globally have bought or invested in cryptocurrency,  
highest among Millennial and Gen Z males



OF GEN Z MALES ARE INTERESTED IN  
BEING PAID IN CRYPTOCURRENCY.

# 1 IN 5 CONSUMERS GLOBALLY HAVE BOUGHT OR INVESTED IN CRYPTOCURRENCY

## Bought or invested



of consumers globally have bought or invested in a cryptocurrency

Highest among:

46%  
Millennial Males

&

37%  
Gen Z Males

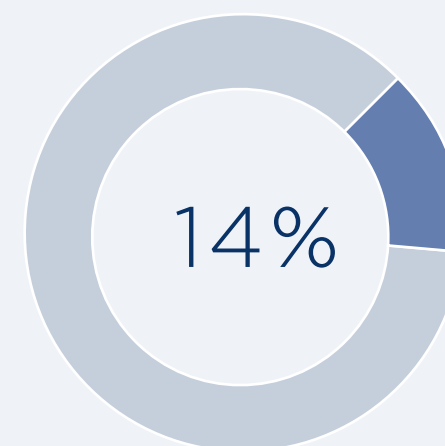
Most common in:

USA  32%

Netherlands  26%

Canada  25%

## Have purchased something



have bought something with an alternative or cryptocurrency

Highest among:

34%  
Millennial Males

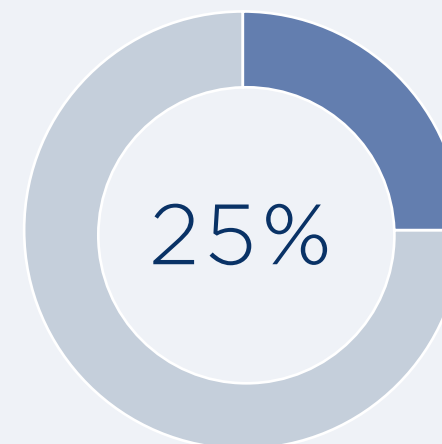
&

29%  
Gen Z Males

Top purchases (among all):

- 32% - Gift cards
- 24% - Clothing/shoes/accessories
- 24% - Electronics
- 23% - NFTs
- 21% - Groceries
- 21% - Luxury goods

# INTEREST IS STRONG IN CRYPTO PAYCHECKS AND NFTS, ESPECIALLY AMONG YOUNGER MEN



of workers would be interested (extremely/very) in receiving a paycheck in cryptocurrency

Most common among:

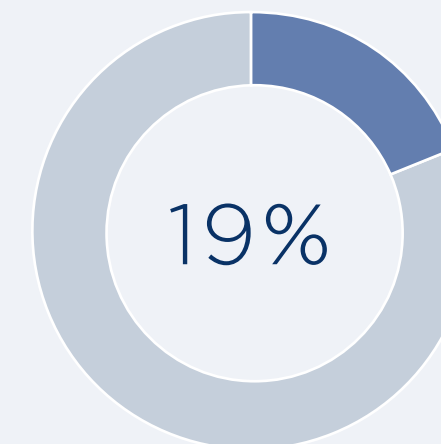
50%

Gen Z Males

&

44%

Millennial Males



of consumers globally are interested (extremely/very) in buying NFTs

Most common among:

43%

Millennial Males

&

36%

Gen Z Males



## METHODOLOGY

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Dynata's *Global Consumer Trends: The New Experience Economy* survey covered the USA, Canada, the UK, France, Spain, Germany, The Netherlands, Italy, China, Japan, and Australia from February 4 to February 10, 2022.

Participants were selected across all Dynata's research panel assets, and the samples quota-controlled to reflect the population on Age, Gender and Region. Generations were broken out as follows: Gen Z - age 16-24; Millennial - 25-39; Gen X - 40-55; Baby Boomer - 56-74; and Silent - 75+.

Sample sizes were USA (1,001), Canada (1,000), UK (1,000), Spain (1,000), France (1,001), Germany (1,000), The Netherlands (1,000), Italy (1,000), China (1,000), Japan (1,000) and Australia (1,000) - Total 11,002. The margin of error (at the 95% confidence level) is +/- 3% at the country level, +/-1% at the total level.



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