GLOBAL CONSUMER TRENDS

THE NEW EXPERIENCE ECONOMY
OVERVIEW

Global Consumer Trends: The New Experience Economy

Nearly everyone's lives have been changed by the pandemic, and for almost half of the global population, the change was profound. The pandemic also led to widespread digital adoption as people were empowered to work, shop, and connect with others from the comfort of their own homes.

New mindsets and behaviors have emerged as people redefined their values and reconfigured their lives to put renewed priorities first. Ongoing isolation, stress and health concerns led people to prioritize quality time with loved ones and to focus more on their physical or mental health. Being able to work from home or have a flexible schedule has helped people find balance, and now it's the most desired job quality.

The pandemic also moved more people to shop online, and while most appreciate the convenience, not being able to touch a product or ensure its quality are seen as the major drawbacks. Could augmented reality shopping fill the gaps? Among shoppers who expressed some interest in an AR-shopping experience, 3 out of 4 say it could lead to a purchase.

Demand for virtual culture and entertainment during the pandemic also grew as people moved online to work out, take classes, see concerts, travel or experience culture. About 1 in 4 consumers globally are interested in these types of virtual experiences but say it's just not the same as being there in person. Will immersive technology be able to replicate the feeling of being there in person in the metaverse?

How we pay and get paid may also evolve as more people are becoming invested in alternative currencies. Globally, 1 in 5 people have bought or invested in a cryptocurrency, and 1 in 4 are open to getting paid in crypto.

Dynata's newest report, Global Consumer Trends: The New Experience Economy, 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 innovators looking to shape the future of work, shopping, payments and culture.
The pandemic pushed more people to shop online, which consumers appreciate for its convenience and prices. Its main drawback is not being able to touch and feel products, but augmented reality could bridge the gap. 3 in 4 expressed some interest in augmented reality shopping experiences – and among them, 3 out of 4 would be at least somewhat likely to make a purchase.

Globally, people say their lives have changed profoundly compared to pre-pandemic. Time with loved ones and caring for physical/mental health are higher priorities now than before the pandemic.

The pandemic opened up remote working possibilities for workers globally. Global workers view a flexible schedule or remote option as their top qualities in an ideal employer, followed by good pay and benefits.

Most important areas in life now:
- Quality time with loved ones: 57%
- Taking care of your physical/mental health: 55%

Globally:
- 57% believe that good jobs are plentiful right now
- 44% think the ideal way to work is hybrid or entirely remote

Globally, workers view remote working possibilities for workers globally. Global workers view a flexible schedule or remote option as their top qualities in an ideal employer, followed by good pay and benefits.
KEY FINDINGS

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Consumers believe the *metaverse* has the most potential to transform how they experience culture, entertainment, and travel.

% “extremely” or “very” interested in:

- **Virtual Travel**: 28%
- **Virtual Concerts**: 27%
- **Virtual Museums**: 26%

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Alternative currencies are taking off—1 in 5 global consumers have bought or invested in a cryptocurrency.

- **Gen Z** (37% of Males): 27%
- **Millennials** (46% of Males): 36%

50% of Gen Z males are interested in being paid in cryptocurrency.
“Digital technology became a necessity for consumers during the pandemic – and these new-found habits are here to stay. In response, service providers are delivering personalised and seamless digital experiences across all channels whether in-store or online.

Digital technology is also rapidly changing the nature of physical commerce, with advances such as Just Walk Out payments, carbon impact programs and crypto wallets gaining acceptance. We expect these types of experiences to accelerate as people become comfortable with new ways to pay.”

MEHRET HABTEAB
VP DIGITAL PRODUCTS, VISA EUROPE
GLOBALLY, PEOPLE SAY THEIR LIVES HAVE CHANGED PROFOUNDLY COMPARED TO PRE-PANDEMIC

Spending quality time with loved ones and taking care of physical and mental well-being are now the top two priorities in life
MOST PEOPLE – ESPECIALLY THOSE WHO ARE YOUNG – FEEL THE PANDEMIC HAS CHANGED THEIR LIVES PROFOUNDLY.
THE MOST IMPORTANT AREAS OF LIFE TODAY ARE QUALITY TIME WITH LOVED ONES AND STAYING HEALTHY

MOST IMPORTANT AREAS OF LIFE RIGHT NOW

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality time with family or loved ones</td>
<td>57%</td>
</tr>
<tr>
<td>Taking care of physical or mental health</td>
<td>55%</td>
</tr>
<tr>
<td>Saving money for the future</td>
<td>34%</td>
</tr>
<tr>
<td>Time to pursue hobbies and follow passions/interests</td>
<td>33%</td>
</tr>
<tr>
<td>Creating memorable experiences</td>
<td>20%</td>
</tr>
<tr>
<td>Helping others</td>
<td>19%</td>
</tr>
<tr>
<td>Earning as much money as possible</td>
<td>16%</td>
</tr>
<tr>
<td>Focusing time and energy into your job/career</td>
<td>13%</td>
</tr>
<tr>
<td>Having a spiritual practice</td>
<td>9%</td>
</tr>
<tr>
<td>Being physically attractive</td>
<td>8%</td>
</tr>
<tr>
<td>Having materials possessions that impress others</td>
<td>6%</td>
</tr>
</tbody>
</table>

RIGHT NOW, PEOPLE AROUND THE WORLD ARE FOCUSED ON THEMSELVES AND THOSE THEY CARE ABOUT

Impressing others, looking good, having a spiritual practice, and focusing on work are not as important.

TAKING CARE OF ONE'S PHYSICAL OR MENTAL HEALTH IS THE #1 PRIORITY IN THE USA, CANADA, AND JAPAN

AMONG PEOPLE WHO SAY THESE AREAS OF LIFE ARE IMPORTANT TO THEM, MORE THAN 2 OUT OF 3 SAY THEY ARE A HIGHER PRIORITY THAN BEFORE THE PANDEMIC
THE PANDEMIC INSPIRED MANY TO **MAINTAIN CLOSE CONNECTIONS THROUGH VIDEO CALLING PLATFORMS**

VIDEO CALLING PLATFORMS LIKE **ZOOM, FACETIME, WHATSAPP AND WECHAT** HAVE BECOME A STAPLE OF LIFE – A WAY TO STAY CLOSE TO FRIENDS AND FAMILY

- **68%** GLOBALLY HAVE USED VIDEO CALLING SINCE THE PANDEMIC BEGAN
- And of this group, 54% stay in touch with family and friends through video calling more often than before the pandemic
- **39%** at least twice a week
- **61%** weekly
- **80%** monthly
- **57%** OF PEOPLE WHO USE VIDEO CALLING SAY IT MAKES THEM FEEL MORE CONNECTED TO FAMILY AND FRIENDS
THE PANDEMIC OPENED UP REMOTE WORKING POSSIBILITIES FOR GLOBAL WORKERS

A flexible schedule or remote option is the #1 ideal quality in a job right now, followed by good pay and benefits.
MANY MORE WORKERS DO THEIR JOBS REMOTELY NOW THAN BEFORE THE PANDEMIC – AND EVEN MORE SAY A REMOTE OR HYBRID JOB IS THEIR IDEAL

37% of workers say their ideal way to work is either fully or partially remote

IDEAL WAY TO WORK

Entirely remote

Hybrid (in the workplace and remote)

30% of global workers did their jobs remotely at least some of the time

BEFORE THE PANDEMIC

49% do their jobs remotely at least some of the time

TODAY
GOOD JOBS ARE SEEN AS PLENTIFUL, ESPECIALLY IN THE US AND THE NETHERLANDS

% OF WORKERS WHO BELIEVE THERE ARE PLENTY OF GOOD JOBS OUT THERE RIGHT NOW

<table>
<thead>
<tr>
<th>Country</th>
<th>Believe Plenty of Good Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>44%</td>
</tr>
<tr>
<td>US</td>
<td>66%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>56%</td>
</tr>
<tr>
<td>China</td>
<td>48%</td>
</tr>
<tr>
<td>UK</td>
<td>47%</td>
</tr>
<tr>
<td>Germany</td>
<td>47%</td>
</tr>
<tr>
<td>Canada</td>
<td>43%</td>
</tr>
<tr>
<td>France</td>
<td>42%</td>
</tr>
<tr>
<td>Italy</td>
<td>40%</td>
</tr>
<tr>
<td>Japan</td>
<td>33%</td>
</tr>
<tr>
<td>Brazil</td>
<td>33%</td>
</tr>
<tr>
<td>India</td>
<td>32%</td>
</tr>
</tbody>
</table>

STRONGEST AMONG GEN Z AND MILLENNIAL WORKERS
(53% and 50%, respectively)

% OF WORKERS WHO ARE CONFIDENT THEY COULD GET ANOTHER JOB QUICKLY IF THEY TRIED

<table>
<thead>
<tr>
<th>Country</th>
<th>Confident to Get Another Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>46%</td>
</tr>
<tr>
<td>US</td>
<td>68%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>53%</td>
</tr>
<tr>
<td>China</td>
<td>52%</td>
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<tr>
<td>UK</td>
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</tr>
<tr>
<td>Germany</td>
<td>50%</td>
</tr>
<tr>
<td>Canada</td>
<td>47%</td>
</tr>
<tr>
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</tr>
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<td>46%</td>
</tr>
<tr>
<td>Brazil</td>
<td>39%</td>
</tr>
<tr>
<td>India</td>
<td>39%</td>
</tr>
<tr>
<td>Spain</td>
<td>18%</td>
</tr>
</tbody>
</table>

STRONGEST AMONG GEN Z AND MILLENNIAL WORKERS
(56% and 53%, respectively)
A flexible schedule or remote option is the #1 ideal quality in a job right now, followed by good pay and benefits. 

Other important qualities in an ideal job: not too stressful, feeling valued, safety.

- Flexible schedule or remote option: 53%
- Good pay/benefits: 50%
- Low stress: 35%
- Feeling valued and respected: 33%
- Safe environment: 27%
- Purpose/mission that aligns with my beliefs: 15%
- Diverse, inclusive environment: 12%

Low stress is ranked as the #1 ideal job quality in Japan (66%).

Baby Boomers are the only generation of workers to value good pay and benefits (54%) over a flexible schedule or remote option (50%).
More than 1 in 5 workers globally expect to have a different job in a year, with career change as a goal for many.

- 22% of workers globally expect to be in a different job a year from now, especially younger workers.
  - 40% Gen Z
  - 27% Millennials

- 56% of workers who expect to be in a different job a year from now hope to be doing something new.

Work/life balance is a challenge for many:
- 36% of global workers struggle to balance their responsibilities outside the workplace with their jobs.

Highest among countries:
- 56% Gen Z
- 46% Millennials

High among younger workers globally:
- 48% Gen Z
- 45% Millennials
THE PANDEMIC PUSHED MORE PEOPLE TO SHOP ONLINE, WHICH CONSUMERS APPRECIATE FOR ITS CONVENIENCE.

Its main drawback is not being able to touch and feel products - but augmented reality could bridge that gap.
CONSUMERS TEND TO PURCHASE NECESSITIES LIKE GROCERIES IN STORES AND “ONE TIME” ITEMS LIKE ELECTRONICS AND TOYS/GAMES/BOOKS ONLINE

58% of consumers globally say they shop online more now than before the pandemic began

WHERE CONSUMERS WHO SHOP ONLINE TYPICALLY PURCHASE THESE CATEGORIES

Essential purchases like groceries, household products and personal care items are most likely to happen in stores.

Non-essential purchases like electronics and toys/games/books are mainly bought online.
Women’s online impulse purchases are most often clothes or shoes, while men most often choose electronics or toys/games/books.

<table>
<thead>
<tr>
<th>Category</th>
<th>Women (%)</th>
<th>Men (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes or shoes</td>
<td>57%</td>
<td>38%</td>
</tr>
<tr>
<td>Toys, games, or books</td>
<td>38%</td>
<td>44%</td>
</tr>
<tr>
<td>Personal care products</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td>Electronics</td>
<td>27%</td>
<td>49%</td>
</tr>
<tr>
<td>Home/furniture/garden</td>
<td>24%</td>
<td>23%</td>
</tr>
</tbody>
</table>
1 in 4 consumers globally subscribe for delivery of products to their home; groceries and personal care products are the most common types.

Of consumers globally subscribe to a service that delivers products to their home on a regular schedule: 25%.

Most common among:
- Millennials: 36%
- Gen Z: 29%

And in:
- USA: 33%
- Spain: 31%
- UK: 29%

Top subscription types:
1. Groceries/food/beverages: 41%
2. Personal care products: 38%
3. Household products: 34%
4. Clothing: 32%
5. Toys/games/books: 26%
6. Pet products: 26%
Consumers appreciate online shopping for its convenience, but not being able to touch and feel products is a key drawback.

**Benefits of Online Shopping**

- It's flexible, you can shop at any time: 45%
- Better prices/can comparison shop: 37%
- Don't have to go to the store: 36%
- More variety of products: 34%
- No crowds/It's Covid-safe: 32%
- Easy to find what I need: 26%
- Ability to research products/read customer reviews: 25%
- Can shop beyond your geographic area: 22%

**Drawbacks of Online Shopping**

- No opportunity to touch/feel products: 46%
- Can't be sure of the quality: 45%
- Returns can be complicated: 34%
- Shipping problems/delays: 32%
- Risk of fraud: 31%
- Does not support local retailers: 23%
- Bad for the environment: 16%
- No sales assistance/the shopping experience isn't as good: 13%
AUGMENTED REALITY OFFERS SHOPPERS CONVENIENCE AND AN OPPORTUNITY TO EXPERIENCE PRODUCTS – AND MANY SAY IT COULD LEAD TO PURCHASES

INTEREST IN AUGMENTED REALITY SHOPPING EXPERIENCES

Seeing what a piece of furniture or home decor looks like in your home

- 94% Extremely or very interested
- 47% Somewhat or slightly interested

Trying on new makeup or hair color (among women)

- 90% Extremely or very interested
- 44% Somewhat or slightly interested

Seeing what a new paint color would look like on your walls

- 91% Extremely or very interested
- 43% Somewhat or slightly interested

Trying on new clothes, shoes, or accessories

- 92% Extremely or very interested
- 49% Somewhat or slightly interested

<table>
<thead>
<tr>
<th>Generation</th>
<th>Extremely or very interested</th>
<th>Somewhat or slightly interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>94%</td>
<td>47%</td>
</tr>
<tr>
<td>Millennials</td>
<td>92%</td>
<td>45%</td>
</tr>
<tr>
<td>Gen X</td>
<td>87%</td>
<td>51%</td>
</tr>
<tr>
<td>Boomers</td>
<td>75%</td>
<td>55%</td>
</tr>
<tr>
<td>Silent</td>
<td>64%</td>
<td>54%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>90%</td>
<td>44%</td>
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<td>87%</td>
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</tr>
<tr>
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<td>82%</td>
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</tr>
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</tr>
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<td>62%</td>
<td>17%</td>
</tr>
</tbody>
</table>
CONSUMERS SEE POTENTIAL FOR METAVERSE CULTURAL EXPERIENCES
1 in 4 consumers globally are interested in virtual experiences, from culture, to travel, to fitness.

% ‘extremely’ or ‘very’ interested in these types of virtual or online experiences:

- Museum/art tour: 28%
- Music concert: 28%
- Classes for fun (dance, cooking, etc): 28%
- Safari, zoo tour, etc.: 27%
- Theatre/opera/dance performance: 26%
- Fitness classes: 25%
- Travel: 26%

China and Spain are most interested in these kinds of virtual experiences.
CONSUMERS FIND VIRTUAL ENTERTAINMENT EXPERIENCES CONVENIENT AND COST-EFFECTIVE, BUT ULTIMATELY NOT THE SAME AS BEING THERE

**Benefits of Online/Virtual Entertainment Experiences**

- Being able to stay home: 45%
- Can experience things in faraway places: 41%
- Less costly than the "real-life" experience: 40%
- Allows us to experience things we would not be able to do otherwise: 40%
- Safer: 35%
- Can share experiences with friends/family who live far away: 32%

**Drawbacks of Online/Virtual Entertainment Experiences**

- It’s just not the same as being there: 55%
- Not enough interaction with other people: 41%
- Tired of looking at screens: 39%
- Distractions at home make it hard to fully pay attention: 36%
- No control over what you see: 33%
- I don’t have the right technology to participate: 20%
INTEREST IN METAVERSE EXPERIENCES CENTERS ON YOUNGER PEOPLE AND IS HIGHEST FOR CONCERTS, TRAVEL, SOCIALIZING AND GAMING

% ‘EXTREMELY’ OR ‘VERY’ INTERESTED IN THESE POTENTIAL METAVERSE EXPERIENCES

When asked which areas of life the metaverse has the potential to transform, “cultural experiences” was the most popular choice.
ALTERNATIVE CURRENCIES ARE TAKING OFF

1 in 5 consumers globally have bought or invested in cryptocurrency, highest among Millennial and Gen Z males
1 IN 5 CONSUMERS GLOBALLY HAVE BOUGHT OR INVESTED IN CRYPTOCURRENCY

Bought or invested

- 20% 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

- 14% 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

25% of workers would be interested (extremely/very) in receiving a paycheck in cryptocurrency

19% of consumers globally are interested (extremely/very) in buying NFTs

Most common among:

50% Gen Z Males

44% Millennial Males

Most common among:

43% Millennial Males

36% Gen Z Males
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.