

GLOBAL CONSUMER TRENDS

# Consumer Finances 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 how they feel about the year ahead, what they're most concerned about, how their personal finances have been impacted by the current economic situation – and more.

## A DIVIDED PICTURE OF PERSONAL FINANCES

Globally, **39%** of consumers say their personal finances are about the same as a year ago.



In Japan, **more than half (54%)** say **their finances are unchanged**.

In the U.K. and China, this is the case for only a third of consumers (33% and 30% respectively).

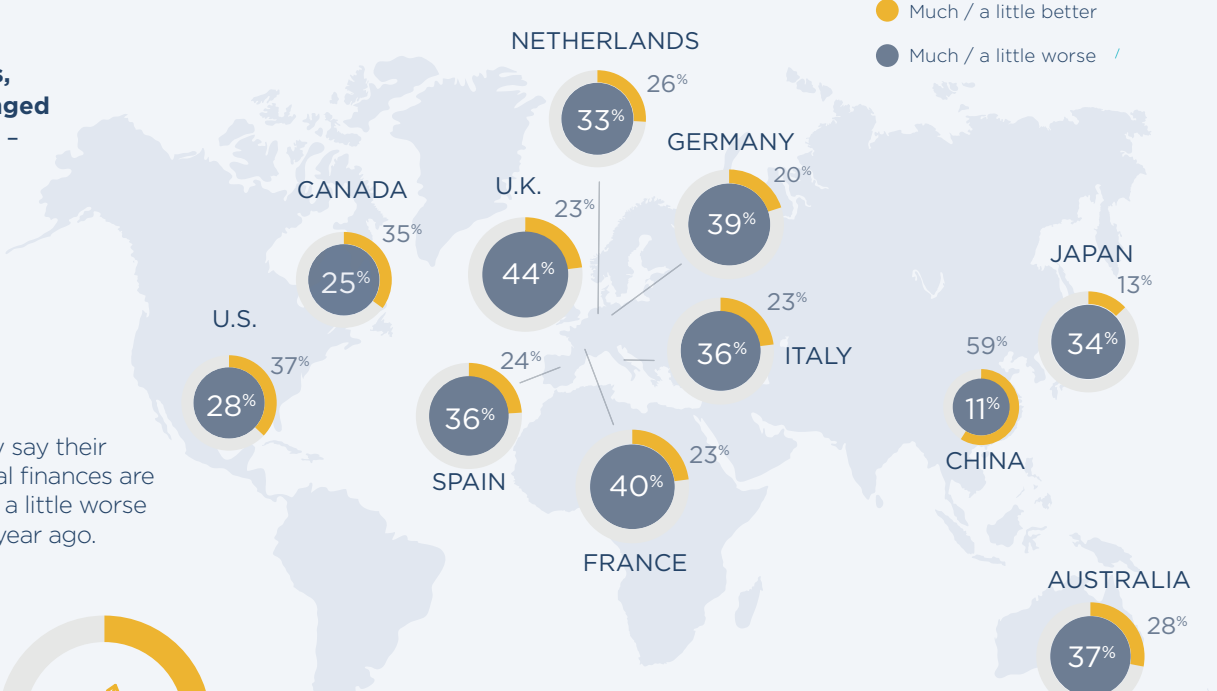
But for many consumers, their finances have changed compared to a year ago – and they are **more likely to have worsened** than improved.



**33%** globally say their personal finances are much / a little worse than a year ago.



**28%** globally say their personal finances are much / a little better than a year ago.



Consumers in China and North America report that their finances are, on balance, better, while personal finances in Europe, Australia and Japan have worsened for a larger proportion of consumers.

Globally, Gen Z are more likely to report their personal finances have improved, compared the older generations.

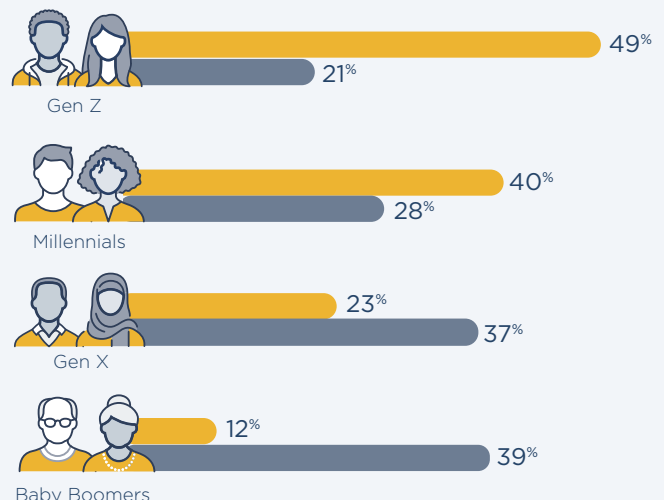


**49%** Almost **half of Gen Z** say their personal finances are much or a little better than a year ago.

**Only 1 in 10 Baby Boomers** report their personal finances are much or a little better than a year ago.

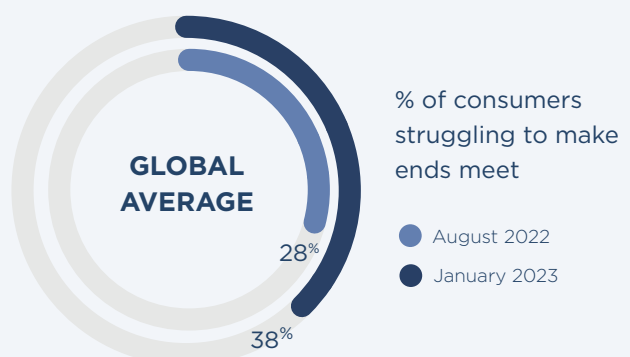
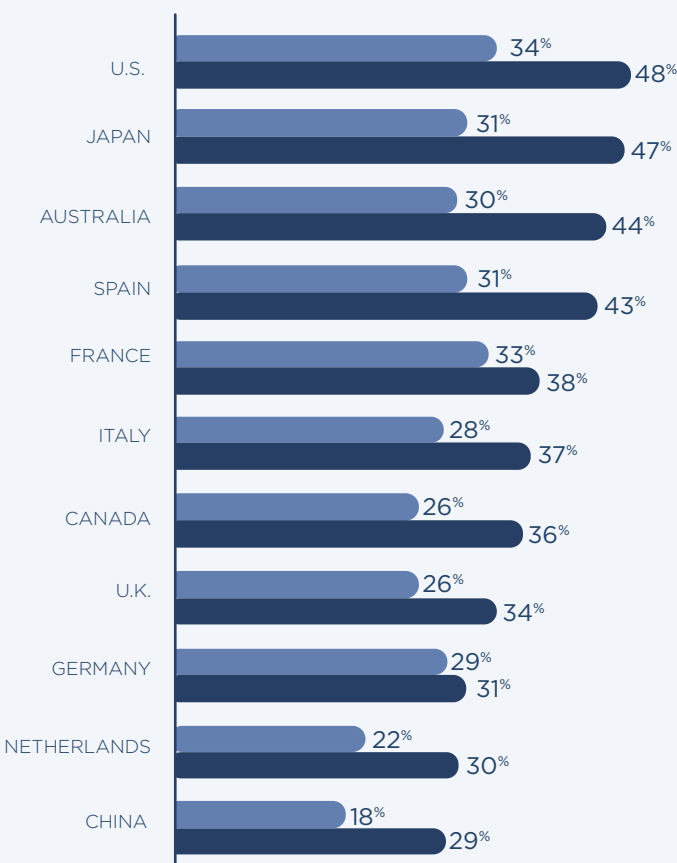


**12%**



## HOW PERSONAL FINANCES HAVE EVOLVED OVER TIME

Around the world, an increasing proportion of consumers were struggling to make ends meet in January 2023 compared to August 2022.

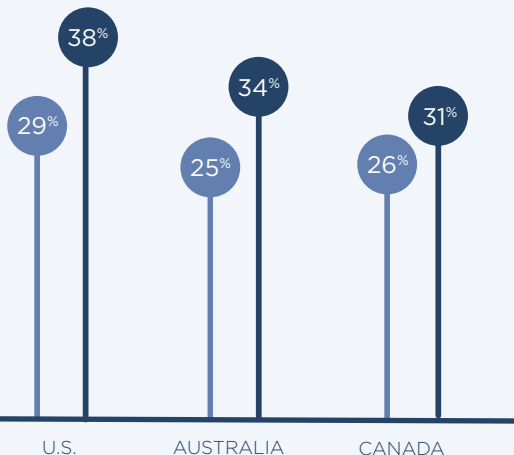


In January 2023, over **4 in 10 consumers** in the **U.S., Japan, Australia and Spain** reported to be struggling to make ends meet. These countries also show the largest increases in people reporting financial struggles since August 2022.

In January 2023, almost **4 in 10 Americans** reported struggling with debt – compared to 3 in 10 in August 2022.



In Australia and Canada, the proportion of consumers saying they have too much debt, increased from a quarter in August 2022 to a third in January 2023.



## IMPACT ON PEOPLE'S LIFESTYLE CHOICES

To manage rising costs, many people are adjusting their consumption behaviors



**66%** are trying to use less energy at home, especially older generations:

**73%** Baby Boomers **vs.** **57%** Gen Z



**57%** are re-evaluating their lifestyle to consume less, especially women:

**61%** Women **vs.** **52%** Men



**48%** are cutting back spending on food, especially women:

**52%** Women **vs.** **43%** Men



**31%** have delayed doctor visits/healthcare, especially younger generations:

**40%** Gen Z & Millennials **vs.** **17%** Baby Boomers

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 between Jan. 5-10, 2023, among 11,000+ consumers in the U.S., Canada, U.K., France, Germany, Italy, Netherlands, Spain, China, Japan and Australia. N= 1,000+ consumers age 16+ per country.

The margin of error (at the 95% confidence level) is +/- 3% at the country level, +/-1% at the total level.