

Essential Consumer Product Choices Are Influenced by Daunting Climate and Inflation Concerns

Geo: Global

Time Range: June - September 2022



Inflation and Possible Climate-Related Food Shortages Are Impacting Consumer Behavior

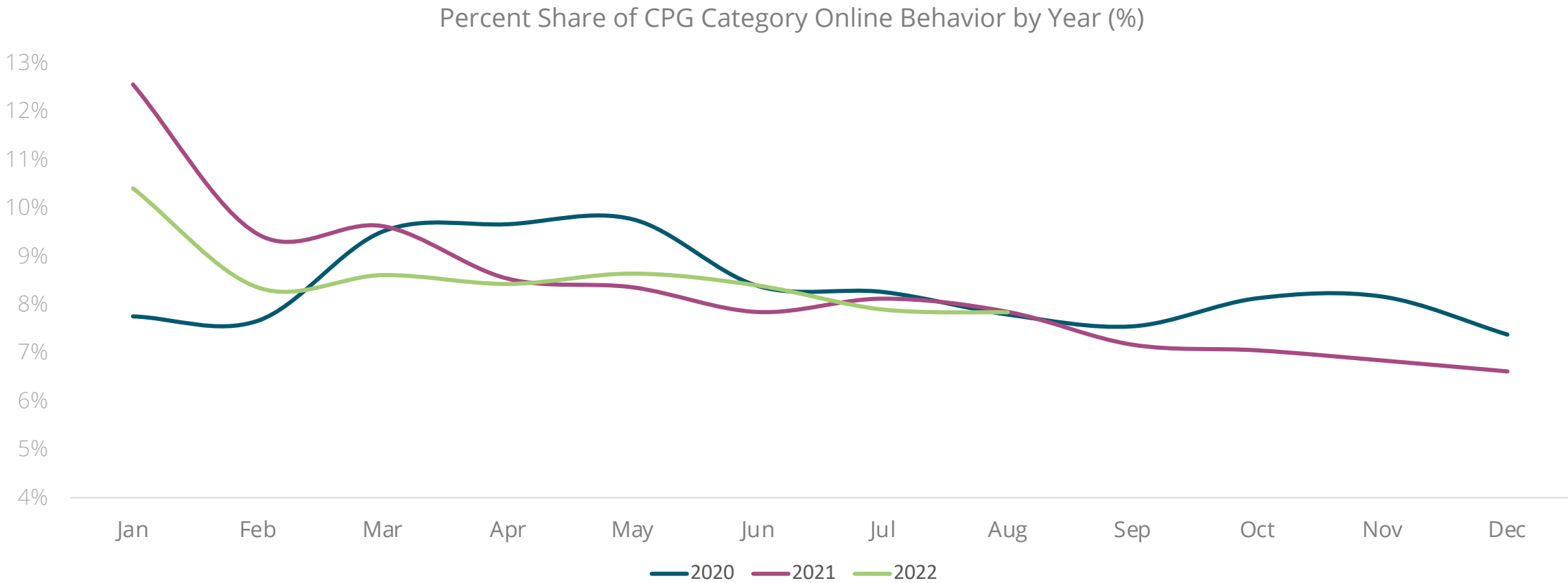


Globally, inflation and climate change are raising concerns about food shortages, prices, and the availability of essential products. Consumers are reacting in turn, seeking out deals and purchasing products that reflect their values.

January Could Be the New December for CPG



Online Behavior of the Global ShareThis Audience in the CPG Category



Online behavior across CPG categories post-COVID has changed in seasonality. Where the holiday season was often the busiest time prior to 2020, consumers in the last two years have waited until January for sales, new year promotions, and stocking their homes for the year ahead. COVID waves have also prevented family gatherings that used to necessitate higher purchase volumes.

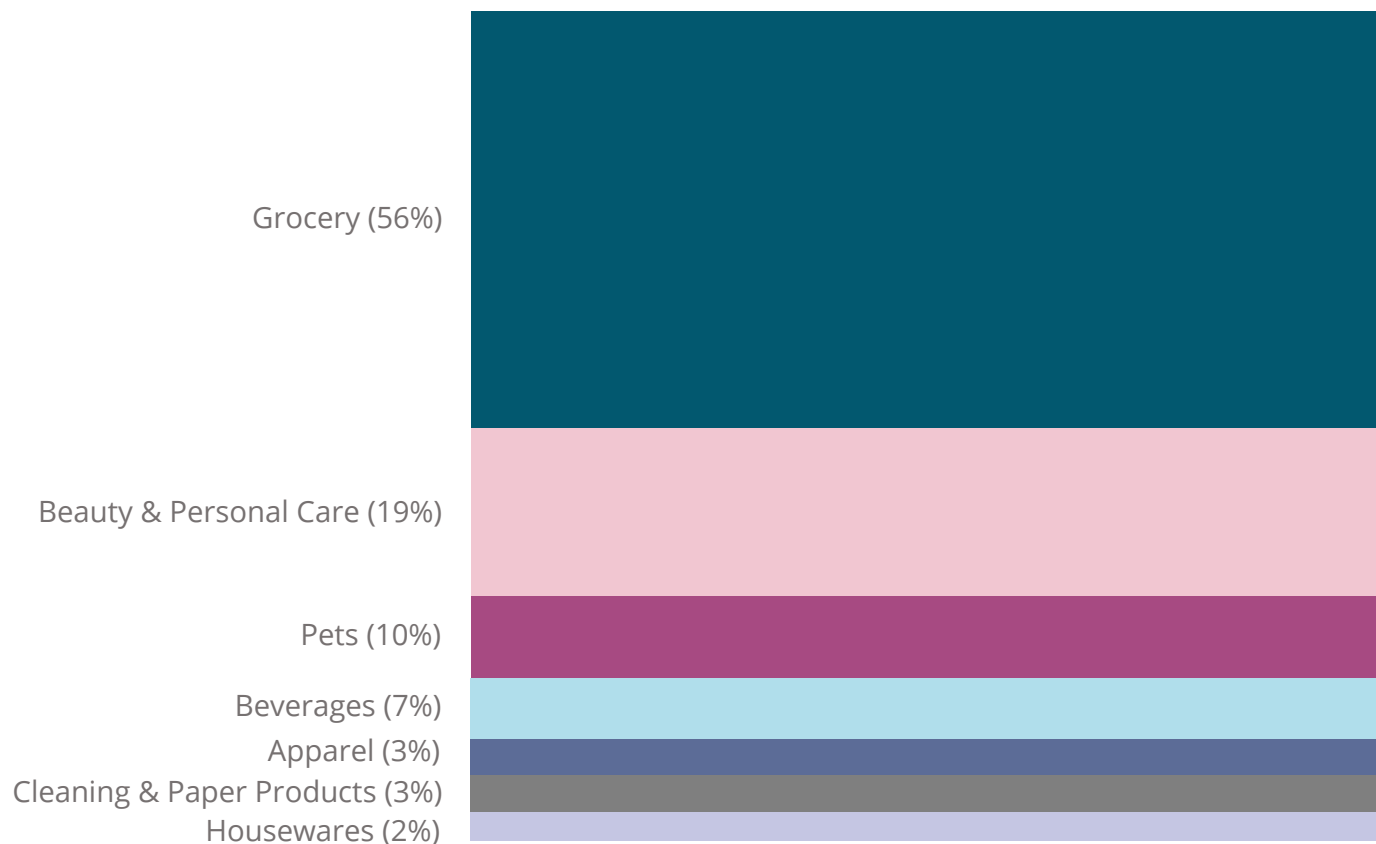
Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: Jan 2021 - Aug 2022

Consumers Are Most Concerned About Grocery Inflation

Online Behavior of a Global Inflation Audience



Percent Share of Essentials Inflation Discussion Online (%):



+8%

Monthly average growth in discussion of shortages and inflation of breads and grains since the war broke out in Ukraine, which halted exports of this key food category.

Health Trends Address Dehydration



Online Behavior by the Global ShareThis Audience



Powdered drink additives delivering nutrients and electrolytes have seen consistent growth and continue to have notable market presence. Lubricating eye drops to void off dry eye and matcha tea as a replacement for dehydrating coffee also point to dehydration prevention in the zeitgeist.

Recent Average Week-Over-Week Topic Growth (%):

+18%

Electrolyte Drink Mixes

+15%

Powdered Greens

+9%

Lubricating Eye Drops

+6%

Matcha Tea

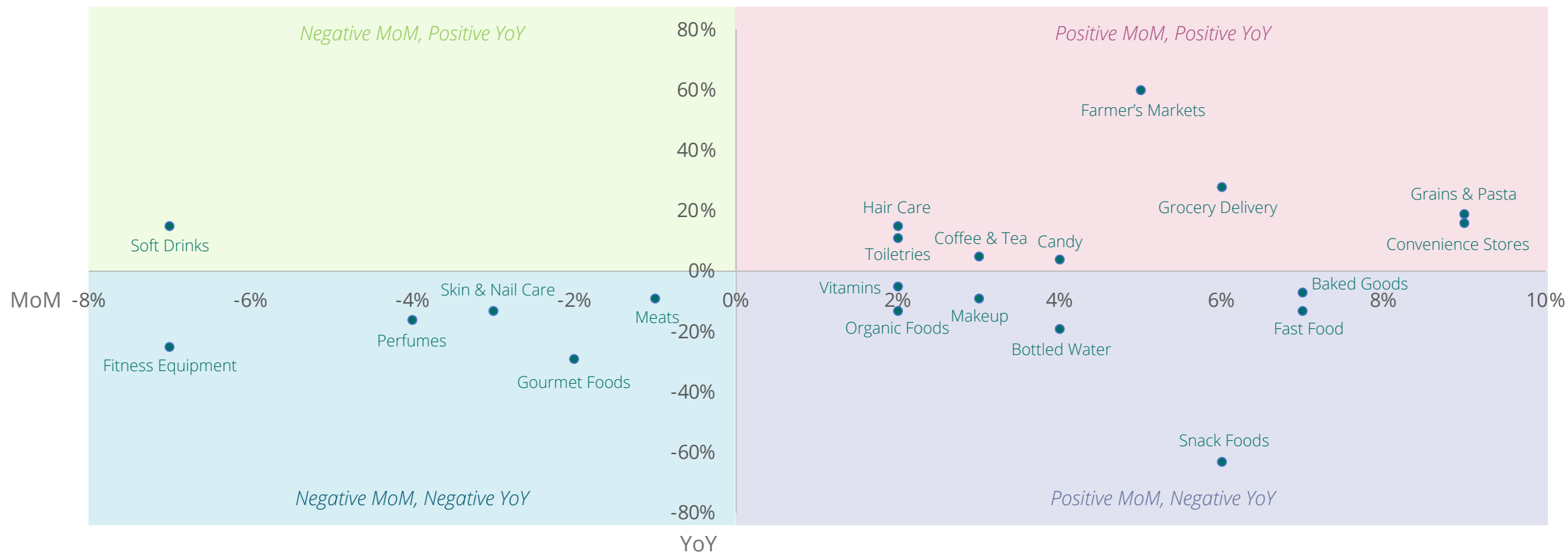
Local, Inexpensive, and Convenient Purchases Continue to See Growth



Online Behavior of the Global ShareThis Audience

The CPG categories that are gaining attention both now and year-over-year are made up of essentials like toiletries and tea, sourced through delivery and local convenience stores who keep prices low for daily needs.

Recent Month-Over-Month Category Change by Year-Over-Year Category Change (%)



Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: Summer 2021 vs 2022

Alcohol Drinkers Are Reaching For Taste Over Type and Buzz



Online Behavior of a Global Alcohol Audience

Recent Average Week-Over-Week Topic Growth (%):



+17%

*Canned alcohol; meanwhile,
bottled alcohol is trending
downward*



+16%

*Wine blends are growing
faster than single
varietals*



+13%

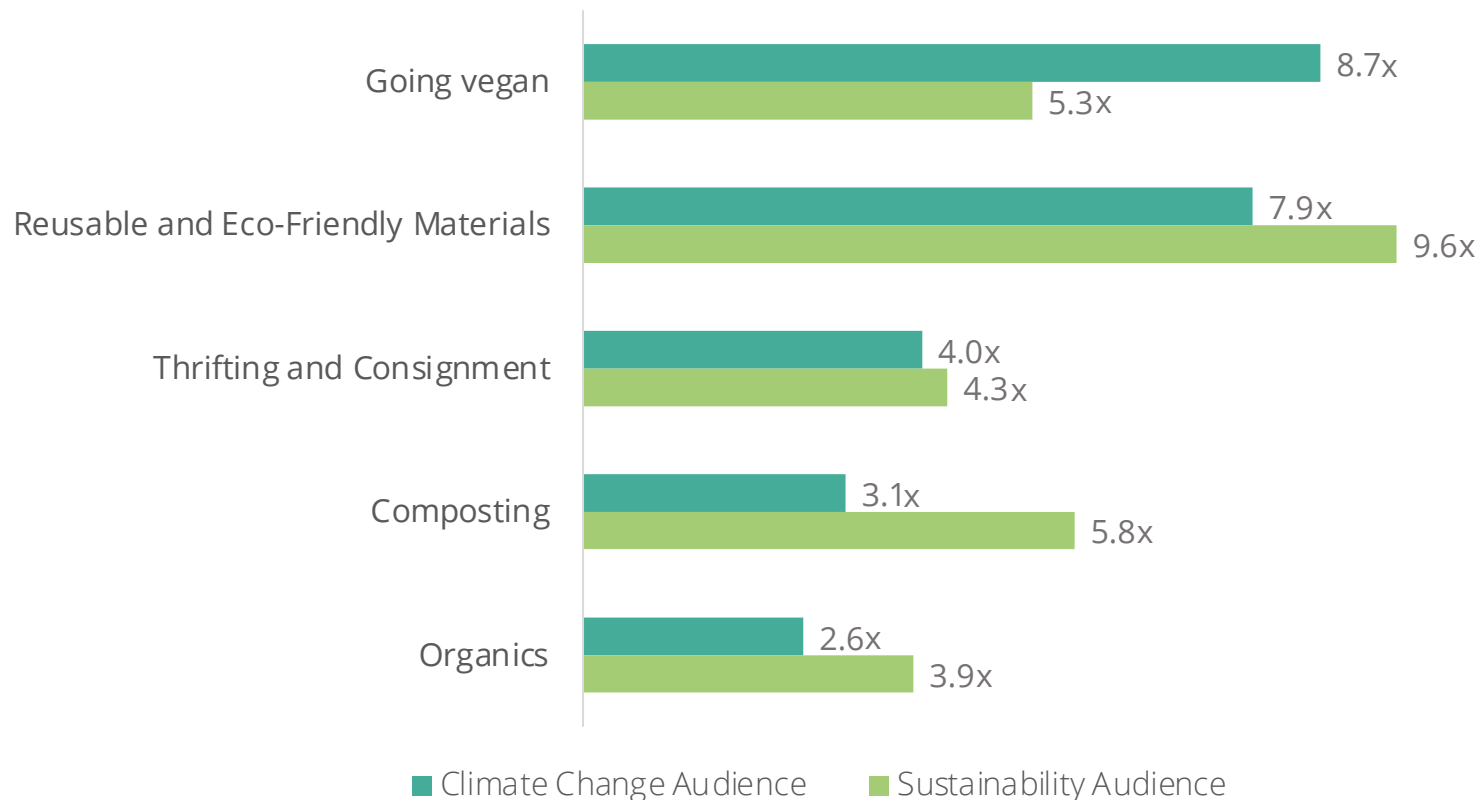
*Beverages with alcohol
removed, maintaining
taste but rendering them
nearly zero proof*

The Climate Conscious Make a Stand With Food Choices

Online Behavior of Global Climate Change vs Sustainability Audiences



Green Initiative Index by Audience:



While a sustainability audience is more interested than a climate change audience in most green initiatives, climate activists are more likely to give up meat and dairy for the environment

+37%

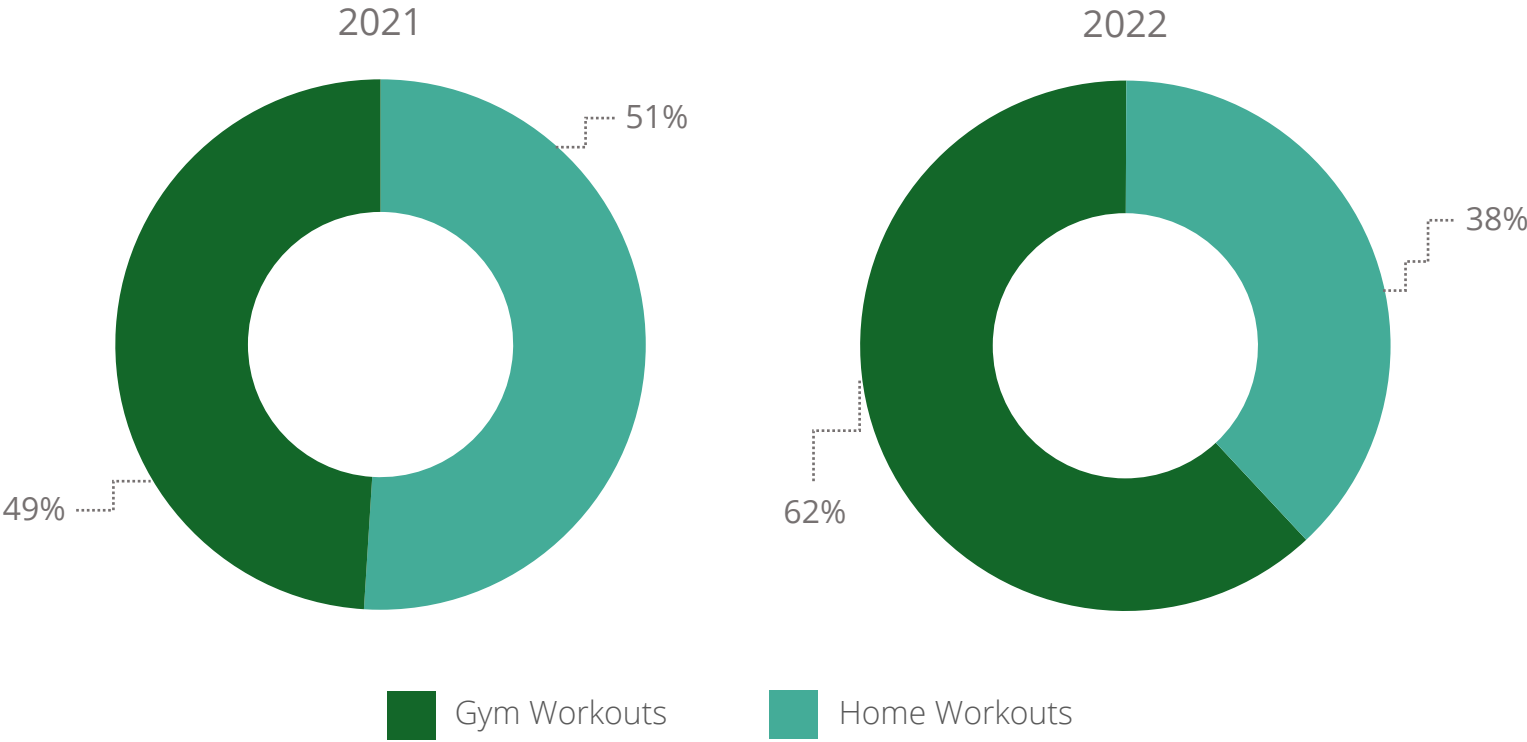
Average month-over-month rise in concern by a climate change audience over potential food shortages and scarcity caused by rising temperatures and floods, as crops have been wiped out

Back in the Gym: Fitness Is Social Again

Online Behavior by Global Fitness Enthusiasts



Percent Share of Online Behavior by Year (%):



-35%

Demand for wearables has declined in 2022 as compared to 2021, when motivation was high post lockdowns.

Trending Accessories Reflect a Return to Commuting

Online Behavior of a Global Fashion Audience



Recent Average Week-Over-Week Topic Growth (%):

+28%

Oversize Water Bottles

+21%

Chelsea Boots

+16%

Laptop Bags

+12%

Pearls

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: July - Sept 2022

Climate, Shortages, and Inflation Are Shaking Up Consumer Choices



Rising costs and coronavirus waves may have tipped major consumer spending into January



Consumers are most concerned about inflation in the grocery and personal care categories, exacerbated by potential food shortages



Climate change is already affecting our food supply, and climate-conscious consumers are more likely to give up foods that produce the most carbon emissions, including meat and dairy, in the name of the environment



Purchases are still likely to be local, while buyers also look for convenient access and deals

Audiences to Activate

Consider the following segments in your activation strategy



Relevant Segments

- Beauty & Fitness > Face & Body Care > Hygiene & Toiletries
- Data for Good > Climate Change & Environmental Issues
- Data for Good > Poverty & Hunger
- Data for Good > Sustainability
- Food & Drink > Food & Grocery Delivery
- Food & Drink > Food & Grocery Retailers > Convenience Stores
- Food & Drink > Food > Grains & Pasta
- Food & Drink > Food > Meat & Seafood
- Food & Drink > Food > Vegan
- Food & Drink > Restaurants
- Home & Garden > Bed & Bath
- People & Society > Social Issues & Advocacy > Green Living
- Pets & Animals > Pet Food & Supplies
- Shopping > Consumer Resources > Coupons & Discount Offers
- Shopping > Discount & Outlet Stores
- Shopping > Green & Eco-Friendly Shopping
- The Changing Consumer > Ecofriendly

Custom

Create your own custom audiences using relevant privacy compliant signals, such as inflation or hydration

Thank You