

Consumers and the Economic Outlook - US - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- The impact of COVID-19 on consumer finances within the past year.
- Sentiments toward consumers' financial future.
- Change in consumer spending habits.

With the US economy continuing its rapid growth, significant numbers of consumers have seen their financial situations improve over the past year amid declining unemployment rates and the continuation of stimulus payments and loan forbearance programs. For others, particularly low-income households, COVID-19 has only exacerbated their financial hardships – making their road to financial recovery all the more difficult in the future.



“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive.”

– Amr Hamdi, Finance Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: US context
- Economic and other assumptions

EXECUTIVE SUMMARY

- Top takeaways
- As the US economy continues its rapid recovery, 36% say they are better off when it comes to their financial situations

Figure 1: Change in financial situation in the past 12 months, 2021

- Consumers are looking to put their savings to work through domestic travel

Figure 2: Future spending behaviors, 2021

- Minorities remain most concerned over their financial future, with the pandemic only making their road to recovery all the more grueling

Figure 3: Concern over financial future, by race and ethnicity, 2021

- Market overview
- Opportunities and challenges
- FIs who use personalized tools and a proactive approach to improving financial literacy and management will come out ahead in the next normal

Figure 4: Fifth Third Early Pay, 2021

Figure 5: Digit, 2021

- BNPL is providing many younger consumers with a competitive alternative to using a credit card

Figure 6: Affirm Card, 2021

Figure 7: Tommy Hilfiger x Klarna email 2021

STATE OF THE ECONOMY

- Economic overview
- Unemployment rates continue to improve in line with the country's reopening
- Consumer confidence surges amid vaccination efforts and a healthier US economy

Figure 8: Key economic indicators, 2021

Figure 9: Unemployment and underemployment, 2007-21

Figure 10: Consumer Sentiment Index, 2007-21

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- DPI dips as effects from March's financial assistance fade**

Figure 11: Disposable Personal Income change from previous period, 2007-21

- Personal savings rate falls as consumers put their savings to work**

Figure 12: Personal saving rate, seasonally adjusted, 2007-21

- GDP expands and primed for further growth, as the US shows signs of a strong economy**

Figure 13: GDP change from previous period, Q1 2007-Q1 2021

THE CONSUMER – KEY TAKEAWAYS

- Over half of unemployed adults are not financially worse off than before**
- 38% of consumers expect to financially recover within 1-2 years**
- Home renovations to remain a popular outlet among consumers**

CHANGE IN FINANCIAL SITUATION

- 36% of consumers have seen their financial situation change for the better over the past 12 months**

Figure 14: Change in financial situation in the past 12 months, 2021

- Almost half of unemployed adults are financially worse off than before**

Figure 15: Change in financial situation in the past 12 months, by employment status, 2021

FINANCIAL SITUATION RECOVERY

- 38% of consumers expect to financially recover within 1-2 years**

Figure 16: Expectation for financial recovery, 2021

- Almost a quarter of financially struggling consumers don't expect to ever recover**

Figure 17: Expectation for financial recovery, by financial situation, 2021

DEFINITION OF FINANCIAL SUCCESS

- Perception of financial success changes with age**

Figure 18: Definition of financial success, by generation, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

PAST SPENDING BEHAVIORS

- **Consumers cut back on overall spending as they add to their savings**
Figure 19: Past spending behaviors, 2021
- **Lower-income households continue their financial struggle throughout the pandemic**

Figure 20: Three past spending behaviors, by income level, 2021

FUTURE SPENDING BEHAVIORS

- **Domestic travel primed for mass demand as consumer confidence surges**
Figure 21: Willingness to travel domestically since December 2020, 2021
Figure 22: Visa Direct, 2021
- **Home renovations to remain a popular outlet among consumers**

Figure 23: Spending behaviors – Past and future, 2021

CONCERN OVER FINANCIAL FUTURE

- **Despite an improving economy, financial concerns still loom over half of consumers**
Figure 24: Concern over financial future, 2021
- **Minorities most concerned over their financial future, as they bear the brunt of the pandemic**

Figure 25: Concern over financial future, by race and ethnicity, 2021

Figure 26: Greenwood, 2021

ASPECTS OF FUTURE FINANCIAL CONCERN

- **Providing for the family and healthcare costs are the two biggest areas of concerns for consumers**
Figure 27: Aspects of financial future concern, 2021
- **The lack of income has over half of unemployed consumers concerned over their ability to provide for their families**

Figure 28: Aspects of financial future concern, by employment status, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Marketing creative
- Abbreviations and terms
- Abbreviations

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.