



American Lifestyles - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 across 16 consumer markets.
- Economic indicators to watch as the economic recovery continues.
- The pandemic's effects on consumers' work, financial status and personal life events in the past year.
- Consumers' outlook on COVID-19 vaccines, plans for life after COVID and their expectations for brands in a post-pandemic world.

Although the country continues to contend with the COVID-19 pandemic and its social repercussions, America's economic recovery is well underway after the initial lockdown phase of the pandemic. Thanks to the reopening of businesses, the distribution of COVID vaccines and significant improvements in the labor market, consumer spend is spiking across categories as Americans eagerly spend their pandemic-era savings and satisfy their pent-up demand for experiences. However, supply chain disruptions, bottlenecks in production and labor shortages are limiting the speed of economic recovery, while the threat of COVID-19 variants increases the risk of further economic setbacks. Meanwhile, the experience of the pandemic instigated change throughout consumers' everyday lives, forcing many to re-evaluate their priorities and assess their expectations for a post-COVID world.



"With the country's economic recovery underway yet the threat of COVID-19 variants continuing to obscure the conclusion of the pandemic, America currently resides in a limbo state. While the isolated, lockdown phase of the pandemic is past, the country eagerly waits for when the pandemic will be fully in the rearview mirror."
– Lisa Dubina, Senior Culture and Identity Analyst

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