

# American Lifestyles - US - 2022

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## This report looks at the following areas:

- An overview of the US today, including population trends, economic indicators and key issues currently affecting the lifestyles of Americans
- A review of consumer spending across 2022 with category-specific takeaways from Mintel's sector analysts
- A spotlight on Mintel's Global Trend Driver Value and implications for inflation-era brand strategy
- Consumers' response to inflation, including perceptions of their current financial wellbeing, changes to their spending and shopping behaviors, and their understanding of "value" in the marketplace today

As the COVID-19 pandemic begins its transition to an endemic, the US now turns its attention to the faltering economy. After two and a half years of the pandemic, plus supply chain disruptions and the ongoing conflict in Ukraine, the US is experiencing a period of economic volatility and uncertainty. Inflation reached a 40-year high this year, and levels continue to remain elevated. The possibility of a recession remains and consumers are struggling to contend with high prices, high interest rates and overall economic uncertainty. As consumers are forced to make tough choices around how they spend their incomes, brands should find creative ways to demonstrate their value and reward customers in tangible ways.



"As prices continue to rise and economic uncertainty continues, financial concerns are widespread among US consumers. Not all consumers consider themselves financially struggling at this time, but many are already adjusting their shopping behaviors regardless of their level of financial comfort."

**- Lisa Dubina, Associate Director – Culture and Identity**

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