GLOBAL CONSUMER TRENDS

THE NEW EXPERIENCE ECONOMY

dynata™

OVERVIEW

Global Consumer Trends: The New Experience Economy

Nearly everyone's lives have been changed by the pandemic, and for almost half of the global population, the change was profound. The pandemic also led to widespread digital adoption as people were empowered to work, shop, and connect with others from the comfort of their own homes.

New mindsets and behaviors have emerged as people redefined their values and reconfigured their lives to put renewed priorities first. Ongoing isolation, stress and health concerns led people to prioritize quality time with loved ones and to focus more on their physical or mental health. Being able to work from home or have a flexible schedule has helped people find balance, and now it's the most desired job quality.

The pandemic also moved more people to shop online, and while most appreciate the convenience, not being able to touch a product or ensure its quality are seen as the major drawbacks. Could augmented reality shopping fill the gaps? Among shoppers who expressed some interest in an AR-shopping experience, 3 out of 4 say it could lead to a purchase.

Demand for virtual culture and entertainment during the pandemic also grew as people moved online to work out, take classes, see concerts, travel or experience culture. About 1 in 4 consumers globally are interested in these types of virtual experiences but say it's just not the same as being there in person. Will immersive technology be able to replicate the feeling of being there in person in the metaverse?

How we pay and get paid may also evolve as more people are becoming invested in alternative currencies. Globally, 1 in 5 people have bought or invested in a cryptocurrency, and 1 in 4 are open to getting paid in crypto.

Dynata's newest report, Global Consumer Trends: The New Experience Economy, uses responses from 11,000 consumers across 11 countries –the US, Canada, the UK, France, Spain, Germany, Italy, the Netherlands, China, Japan and Australia – for innovators looking to shape the future of work, shopping, payments and culture.

KEY FINDINGS

1

Globally, people say their lives have changed profoundly compared to pre-pandemic.

MOST IMPORTANT AREAS IN LIFE NOW

57%	55%
QUALITY TIME WITH LOVED ONES	TAKING CARE OF YOUR PHYSICAL/ MENTAL HEALTH

Time with loved ones and caring for physical/mental health are higher priorities now than before the pandemic.

2

The pandemic opened up remote working possibilities for workers globally.

Global workers view a flexible schedule or remote option as their top qualities in an ideal employer, followed by good pay and benefits.

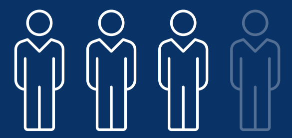
GLOBALLY

57%	44%
IDEAL WAY TO WORK IS HYBRID OR ENTIRELY REMOTE	BELIEVE THAT GOOD JOBS ARE PLENTIFUL RIGHT NOW

3

The pandemic pushed more people to shop online, which consumers appreciate for its convenience and prices.

Its main drawback is not being able to touch and feel products, but augmented reality could bridge the gap.



3 in 4

expressed some interest in augmented reality shopping experiences – and among them, 3 out of 4 would be at least somewhat likely to make a purchase.

KEY FINDINGS

4

Consumers believe the *metaverse* has the most potential to transform how they experience culture, entertainment, and travel.

% “extremely” or “very” interested in:

28% VIRTUAL TRAVEL

27% VIRTUAL CONCERTS

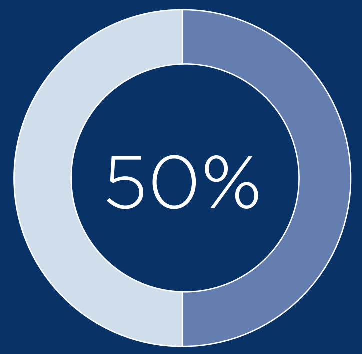
26% VIRTUAL MUSEUMS

5

Alternative currencies are taking off- 1 in 5 global consumers have bought or invested in a cryptocurrency.

27% **Gen Z** (37% of Males)

36% **Millennials** (46% of Males)



OF GEN Z MALES ARE INTERESTED IN BEING PAID IN CRYPTOCURRENCY.

“Digital technology became a necessity for consumers during the pandemic – and these new-found habits are here to stay. In response, service providers are delivering personalised and seamless digital experiences across all channels whether in-store or online.

Digital technology is also rapidly changing the nature of physical commerce, with advances such as Just Walk Out payments, carbon impact programs and crypto wallets gaining acceptance. We expect these types of experiences to accelerate as people become comfortable with new ways to pay.”

MEHRET HABTEAB

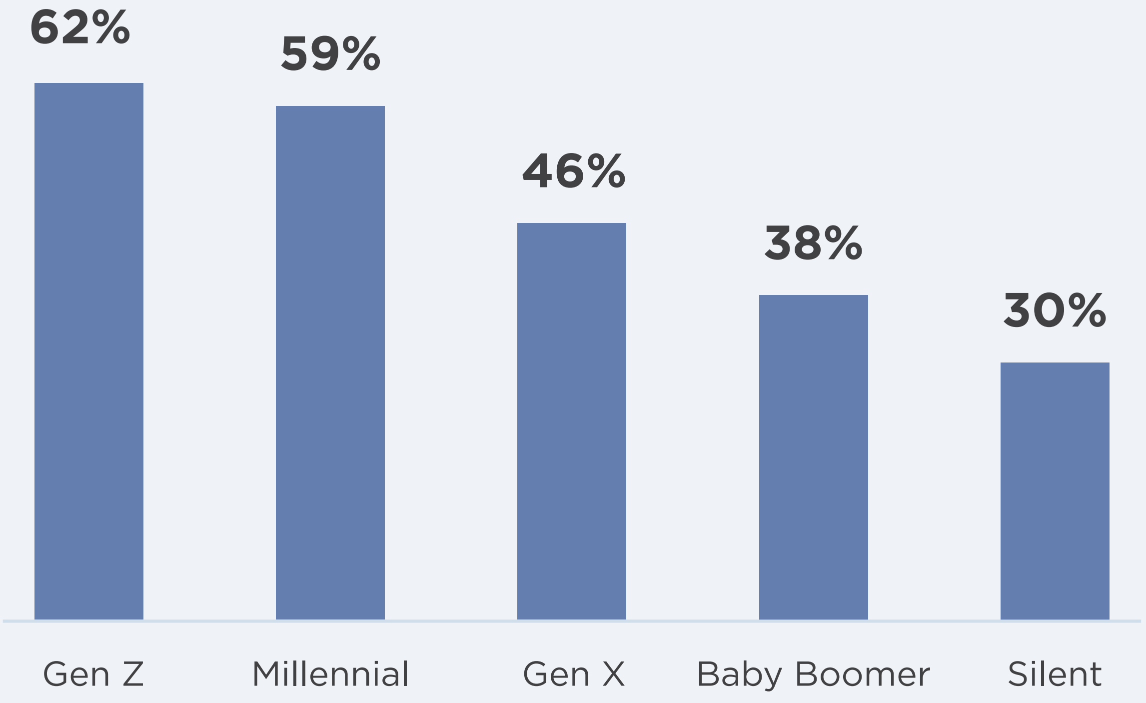
VP DIGITAL PRODUCTS, VISA EUROPE

GLOBALLY, PEOPLE SAY THEIR LIVES HAVE CHANGED PROFOUNDLY COMPARED TO PRE-PANDEMIC

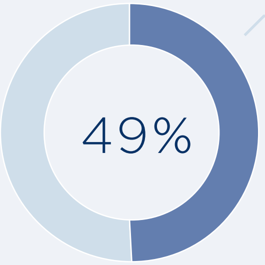
Spending quality time with loved ones and taking care of physical and mental well-being are now the top two priorities in life

MOST PEOPLE – ESPECIALLY THOSE WHO ARE YOUNG – FEEL **THE PANDEMIC HAS CHANGED THEIR LIVES PROFOUNDLY**

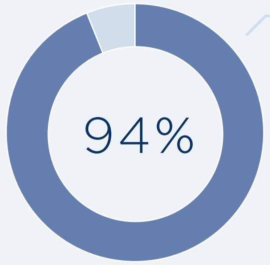
% BELIEVE THE PANDEMIC CHANGED THEIR LIVES "COMPLETELY" OR "A LOT"



YOUNGER PEOPLE FEEL THE IMPACT of the pandemic on their lives the most



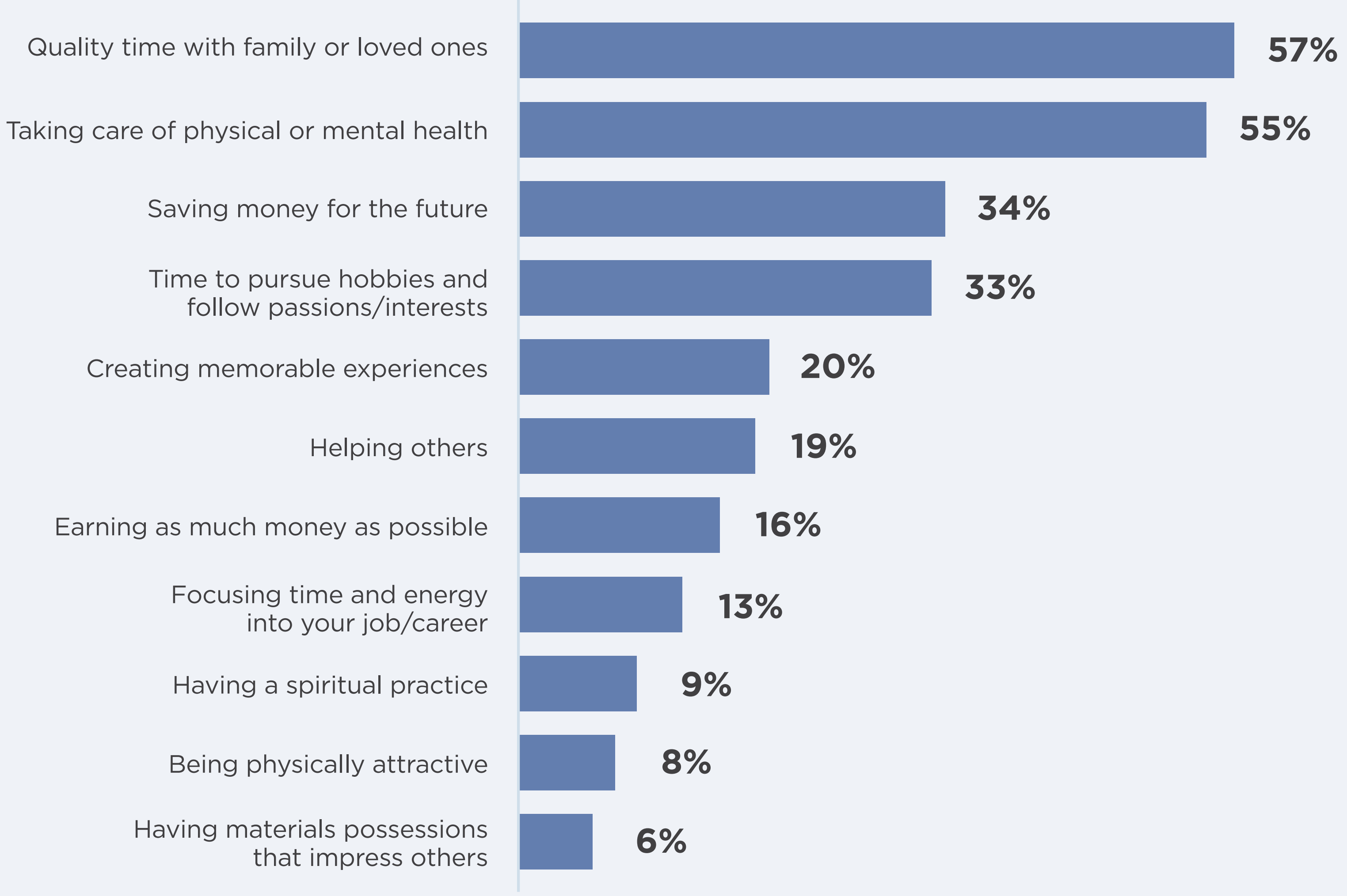
of people globally feel their everyday lives have changed "completely" or "a lot" as a result of the pandemic



of people say the pandemic has changed their lives at least slightly

THE MOST IMPORTANT AREAS OF LIFE TODAY ARE **QUALITY TIME WITH LOVED ONES** AND **STAYING HEALTHY**

MOST IMPORTANT AREAS OF LIFE RIGHT NOW



RIGHT NOW, PEOPLE AROUND THE WORLD ARE FOCUSED ON THEMSELVES AND THOSE THEY CARE ABOUT

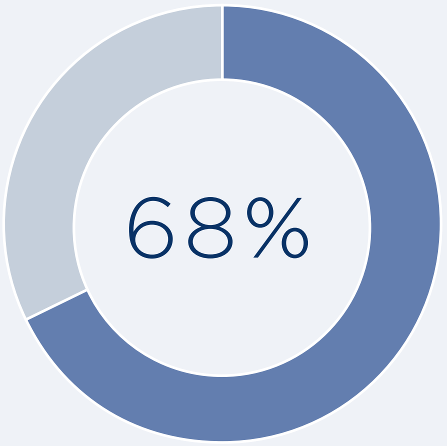
Impressing others, looking good, having a spiritual practice, and focusing on work are not as important

TAKING CARE OF ONE'S PHYSICAL OR MENTAL HEALTH IS THE #1 PRIORITY IN THE USA, CANADA, AND JAPAN

Among people who say these areas of life are important to them, **MORE THAN 2 OUT OF 3 SAY THEY ARE A HIGHER PRIORITY THAN BEFORE THE PANDEMIC**

THE PANDEMIC INSPIRED MANY TO **MAINTAIN CLOSE CONNECTIONS THROUGH VIDEO CALLING PLATFORMS**

VIDEO CALLING PLATFORMS LIKE **ZOOM**, **FACETIME**, **WHATSAPP** AND **WECHAT** HAVE BECOME A STAPLE OF LIFE – A WAY TO STAY CLOSE TO FRIENDS AND FAMILY



GLOBALLY HAVE USED VIDEO CALLING SINCE THE PANDEMIC BEGAN

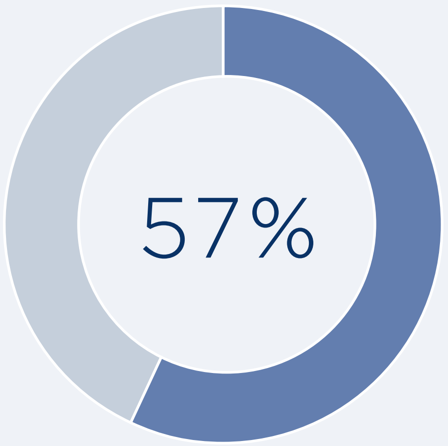
And of this group, 54% stay in touch with family and friends through video calling more often than before the pandemic

THOSE WHO USE VIDEO CALLING SERVICES USE THEM REGULARLY –

39%
at least twice a week

61%
weekly

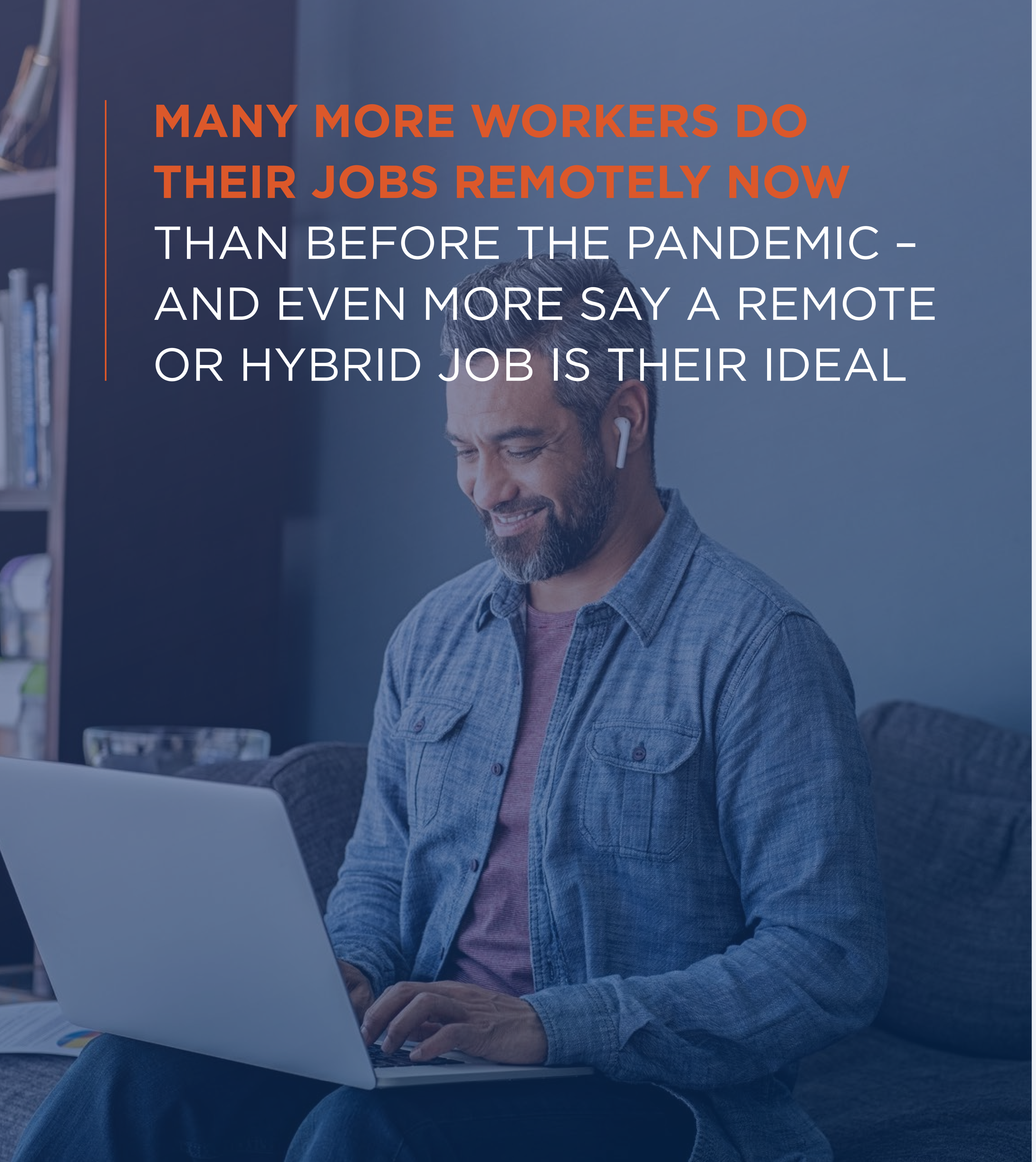
80%
monthly



OF PEOPLE WHO USE VIDEO CALLING SAY IT MAKES THEM FEEL MORE CONNECTED TO FAMILY AND FRIENDS

THE PANDEMIC OPENED UP REMOTE WORKING POSSIBILITIES FOR GLOBAL WORKERS

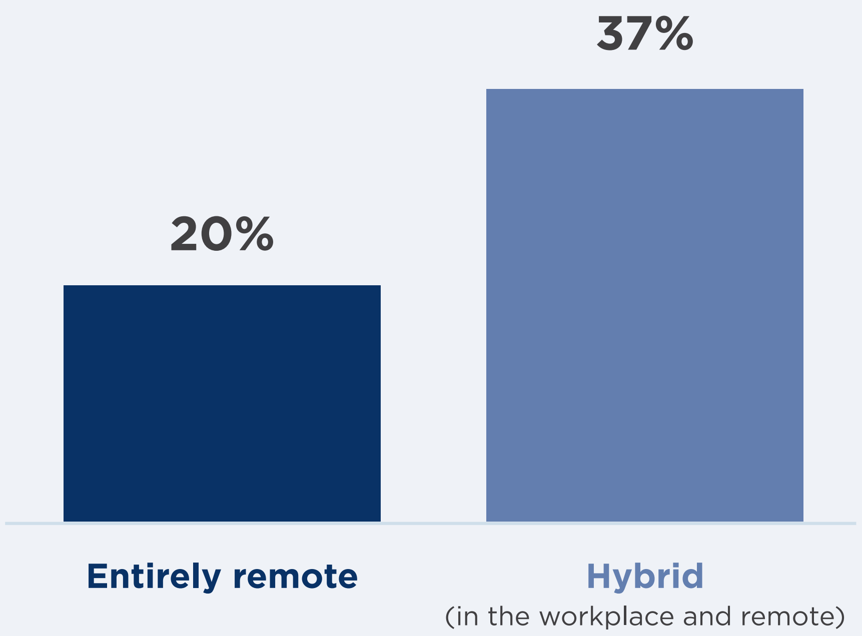
A flexible schedule or remote option is the #1 ideal quality in a job right now, followed by good pay and benefits



MANY MORE WORKERS DO THEIR JOBS REMOTELY NOW THAN BEFORE THE PANDEMIC – AND EVEN MORE SAY A REMOTE OR HYBRID JOB IS THEIR IDEAL

57% of workers say their **ideal way to work** is either **fully or partially remote**

IDEAL WAY TO WORK



BEFORE THE PANDEMIC

30%

of global workers did their jobs remotely at least some of the time

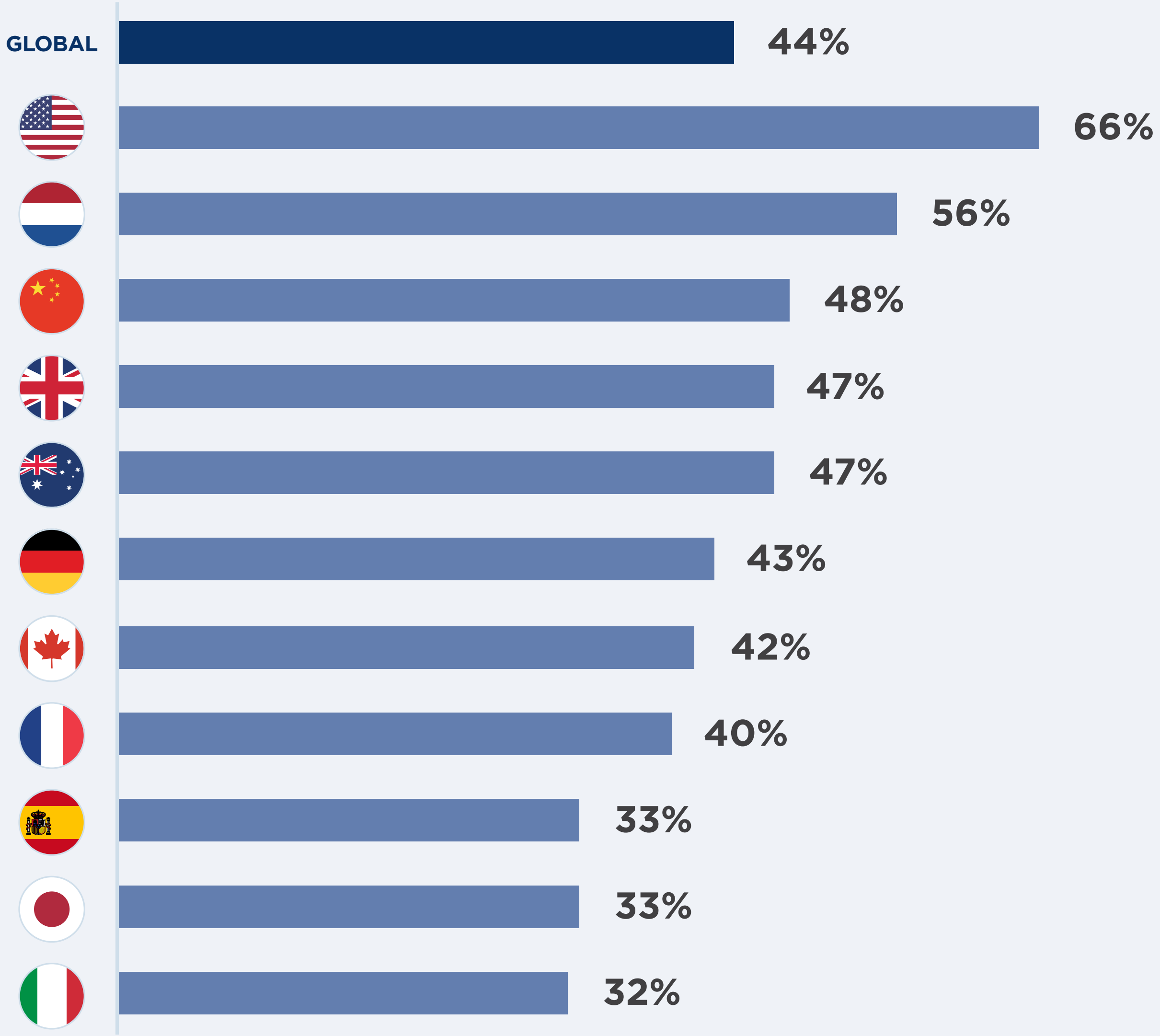
TODAY

49%

do their jobs remotely at least some of the time

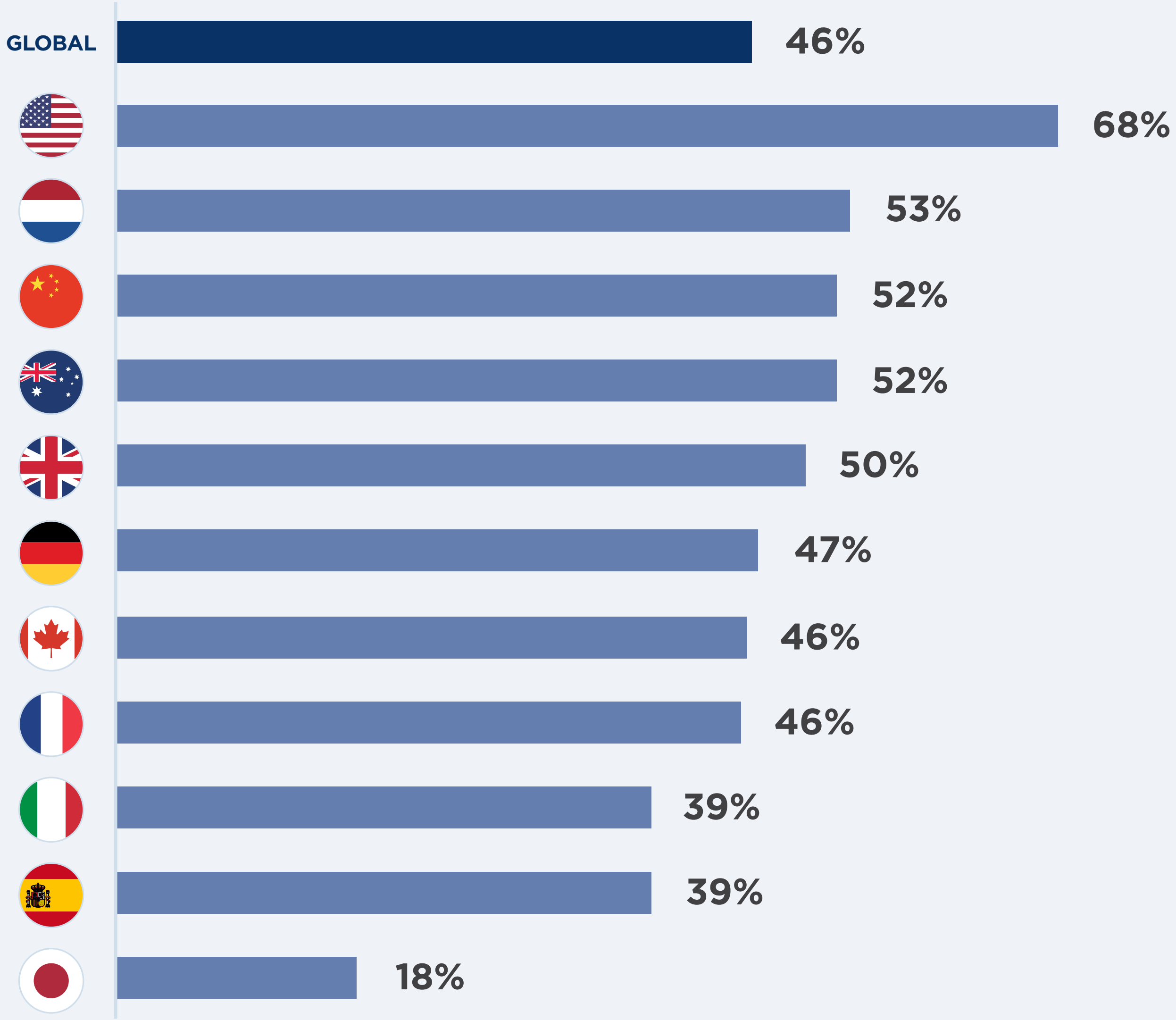
GOOD JOBS ARE SEEN AS PLENTIFUL,
ESPECIALLY IN THE US AND THE NETHERLANDS

% OF WORKERS WHO BELIEVE THERE ARE PLENTY OF GOOD JOBS OUT THERE RIGHT NOW



STRONGEST AMONG GEN Z AND MILLENNIAL WORKERS
(53% and 50%, respectively)

% OF WORKERS WHO ARE CONFIDENT THEY COULD GET ANOTHER JOB QUICKLY IF THEY TRIED

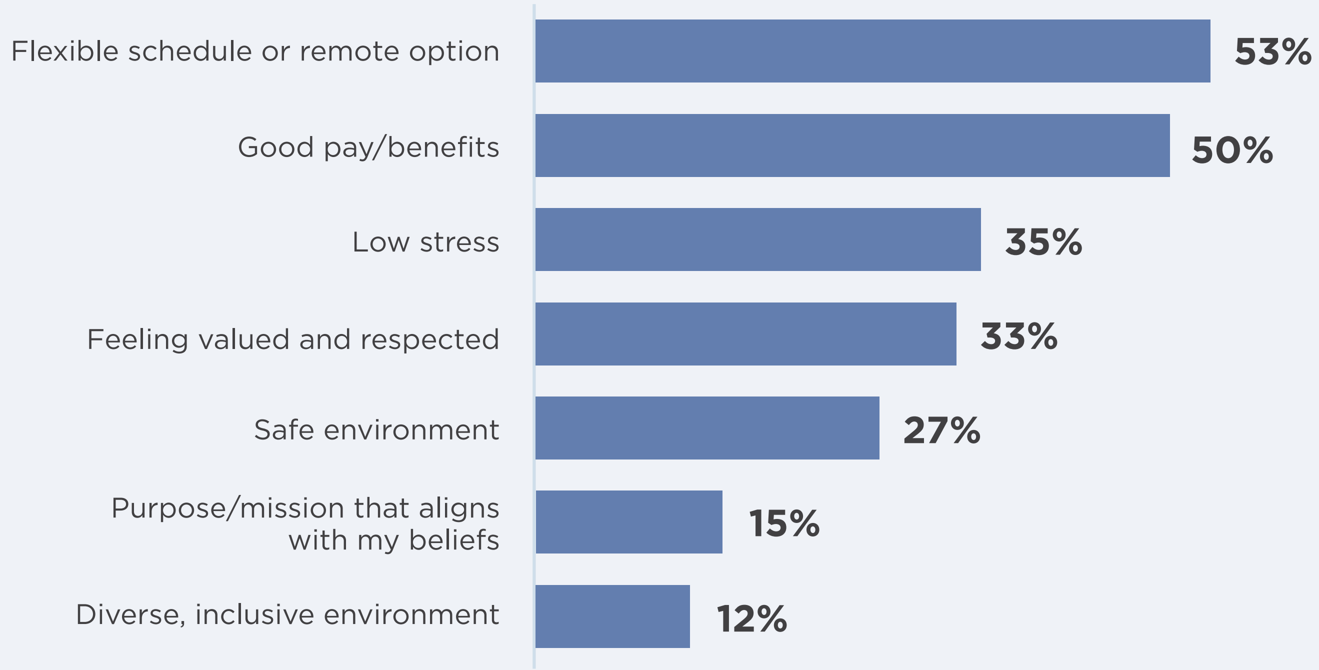


STRONGEST AMONG GEN Z AND MILLENNIAL WORKERS
(56% and 53%, respectively)

A FLEXIBLE SCHEDULE OR REMOTE OPTION IS THE #1 IDEAL QUALITY IN A JOB RIGHT NOW, FOLLOWED BY GOOD PAY AND BENEFITS

Other important qualities in an ideal job: **not too stressful, feeling valued, safety**

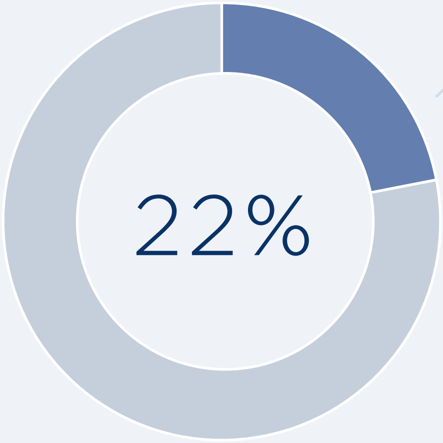
WORKERS' IDEAL QUALITIES IN A JOB



Low stress is ranked as the #1 ideal job quality in Japan (66%)

Baby Boomers are the only generation of workers to **value good pay and benefits** (54%) **over a flexible schedule or remote option** (50%)

MORE THAN **1 IN 5 WORKERS GLOBALLY** EXPECT TO HAVE A **DIFFERENT JOB IN A YEAR**, WITH CAREER CHANGE AS A GOAL FOR MANY

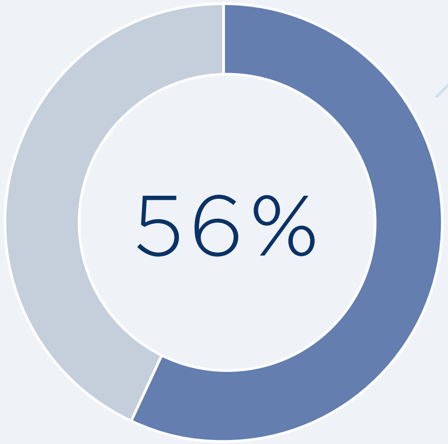


of workers globally expect to be in a different job a year from now

ESPECIALLY YOUNGER WORKERS

Gen Z	Millennials
40%	**27%**

JOB CHANGERS WANT NEW CAREERS



of workers who expect to be in a different job a year from now hope to be doing something new

WORK/LIFE BALANCE IS A CHALLENGE FOR MANY

36% of global workers **struggle to balance their responsibilities outside the workplace** with their jobs

HIGHEST AMONG COUNTRIES

China	United States
56%	46%

HIGH AMONG YOUNGER WORKERS GLOBALLY

Gen Z	Millennial
48%	45%

THE PANDEMIC PUSHED MORE PEOPLE TO SHOP ONLINE, WHICH CONSUMERS APPRECIATE FOR ITS CONVENIENCE

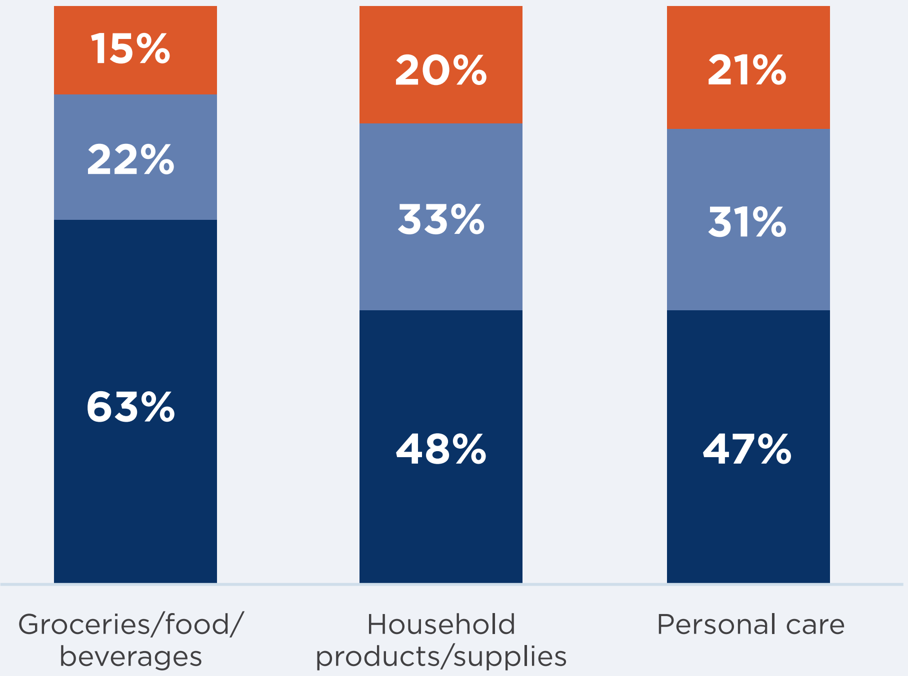
Its main drawback is not being able to touch and feel products - but augmented reality could bridge that gap

CONSUMERS TEND TO PURCHASE NECESSITIES LIKE **GROCERIES IN STORES** AND “ONE TIME” ITEMS LIKE **ELECTRONICS AND TOYS/GAMES/BOOKS ONLINE**

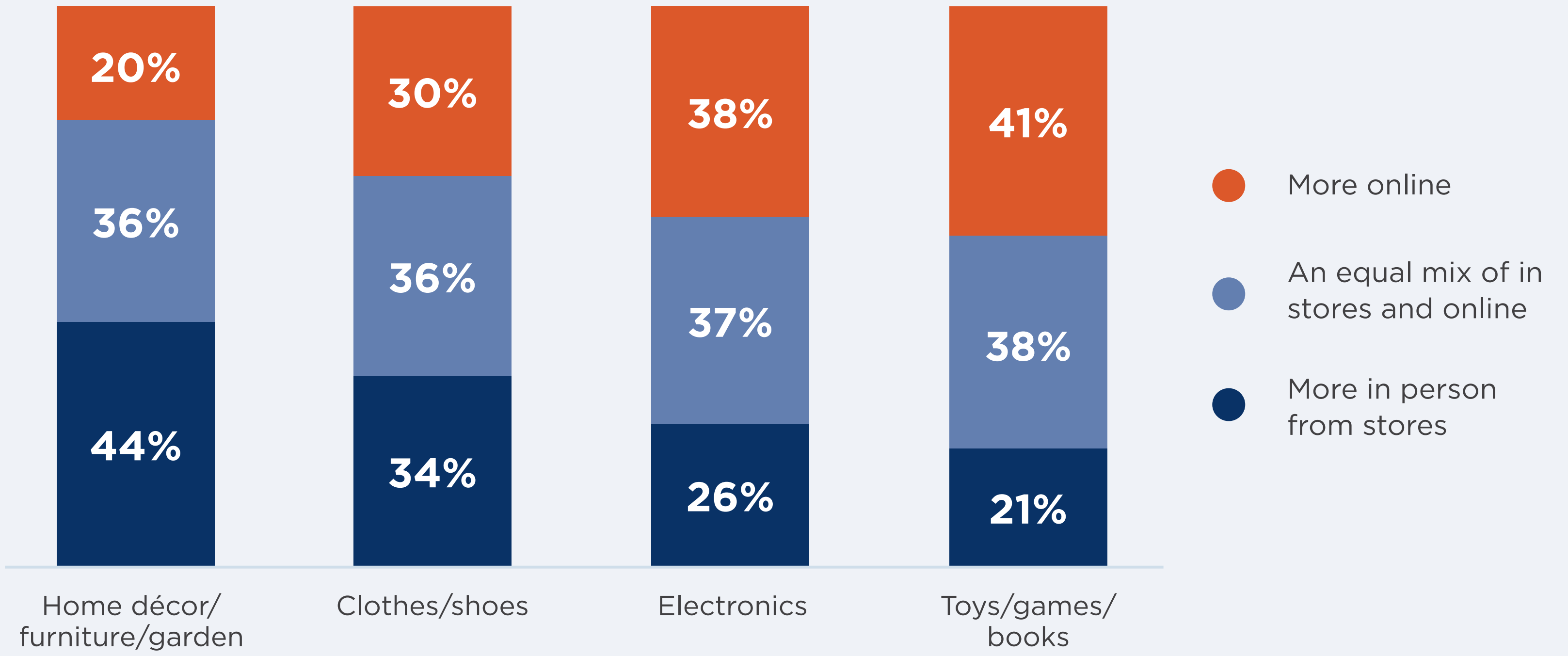
58% of consumers globally say they **shop online more now than before the pandemic began**

WHERE CONSUMERS WHO SHOP ONLINE TYPICALLY PURCHASE THESE CATEGORIES

Essential purchases



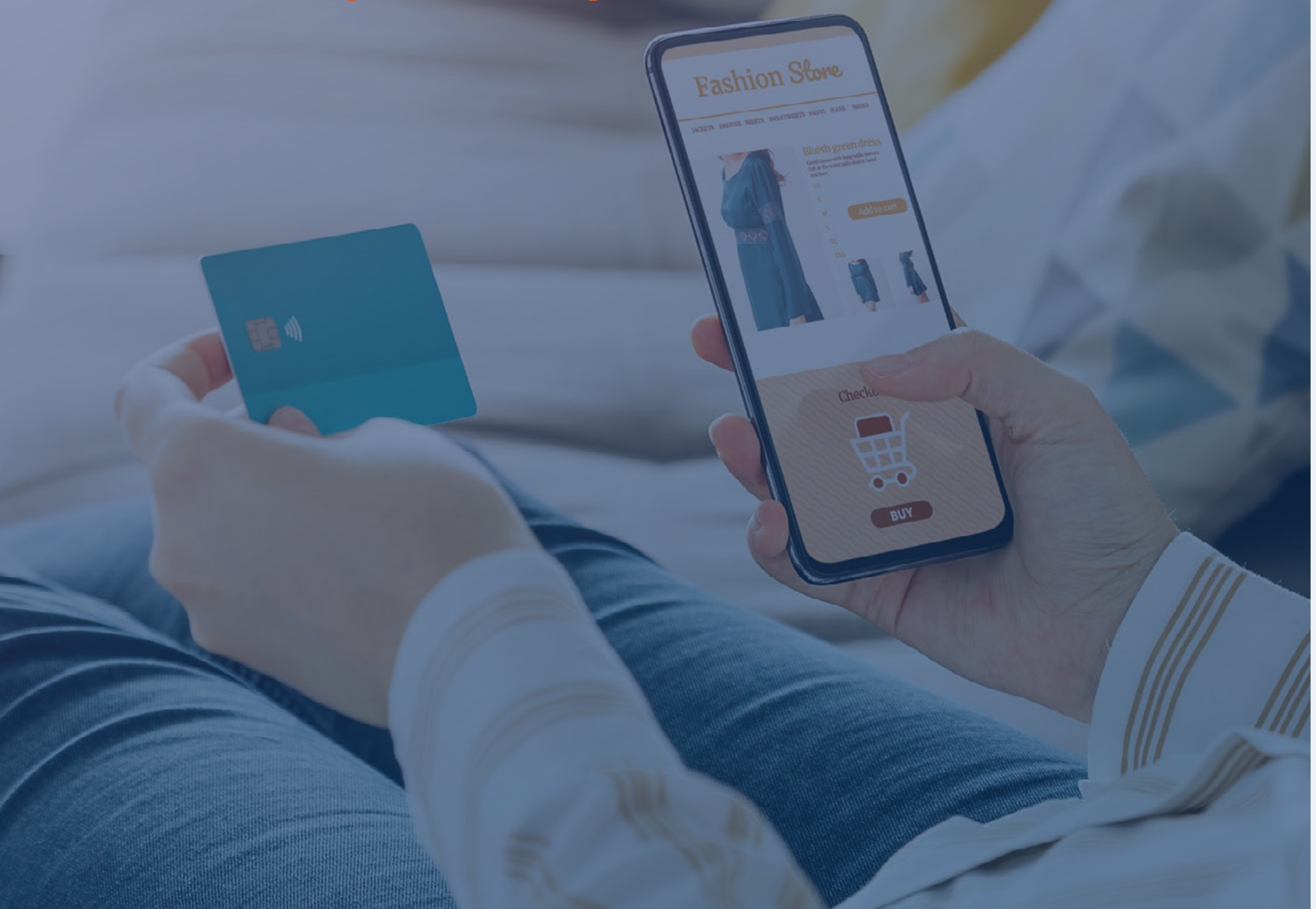
Non-essential purchases



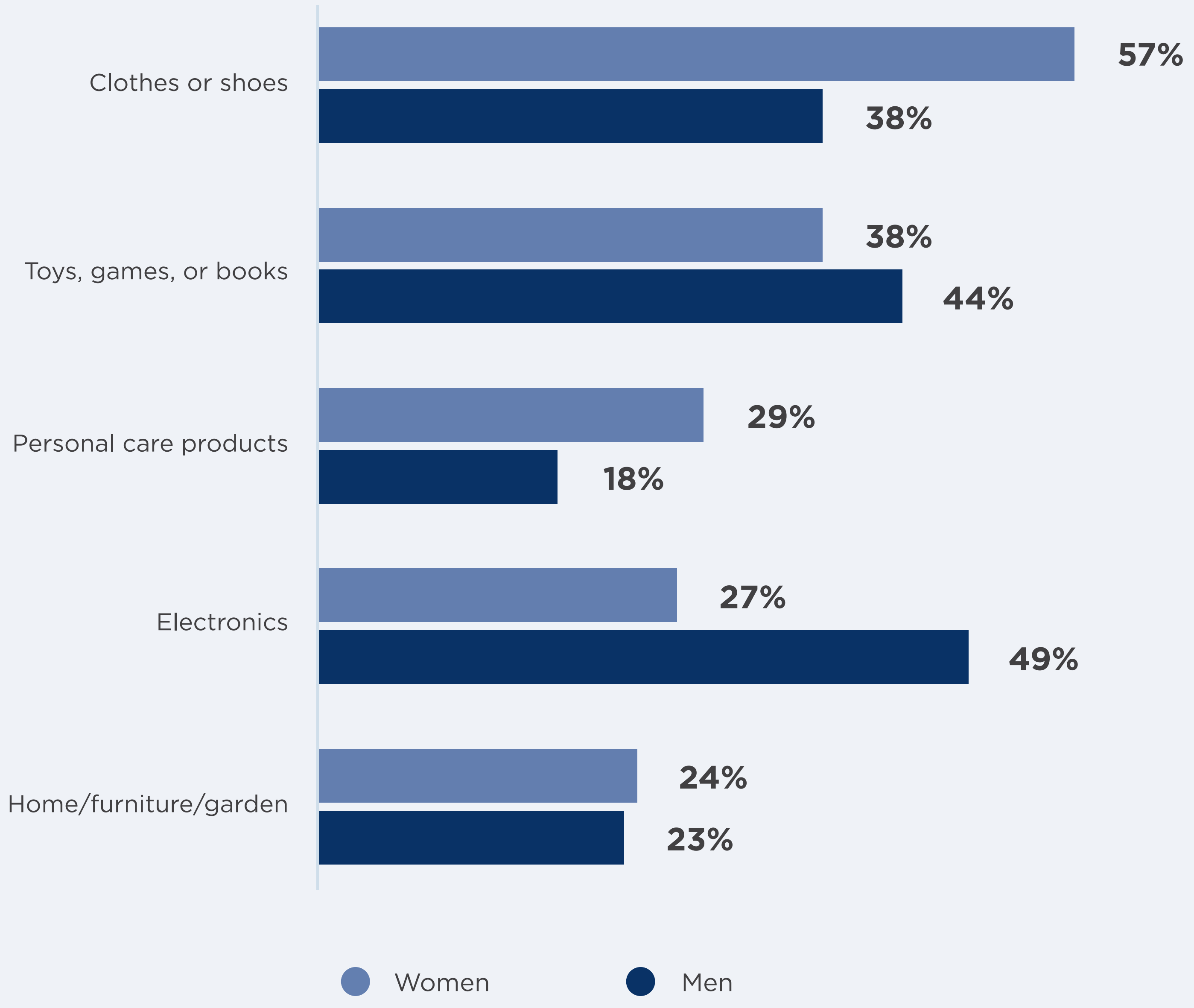
Essential purchases like **groceries, household products and personal care items** are most likely to happen in stores

Home décor and clothing/shoes purchases tend to be in stores; **electronics and toys/games/books** are mainly bought online

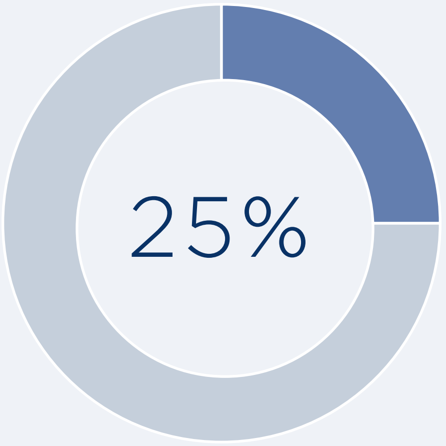
WOMEN'S ONLINE IMPULSE PURCHASES ARE MOST OFTEN **CLOTHES OR SHOES**, WHILE MEN MOST OFTEN CHOOSE **ELECTRONICS OR TOYS/GAMES/BOOKS**



ONLINE IMPULSE PURCHASES



1 IN 4 CONSUMERS GLOBALLY SUBSCRIBE FOR DELIVERY OF PRODUCTS TO THEIR HOME; GROCERIES AND PERSONAL CARE PRODUCTS ARE THE MOST COMMON TYPES



of consumers globally subscribe to a service that delivers products to their home on a regular schedule

Most common among:

36%
Millennials

&

29%
Gen Z

And in:

USA 33%

Spain 31%

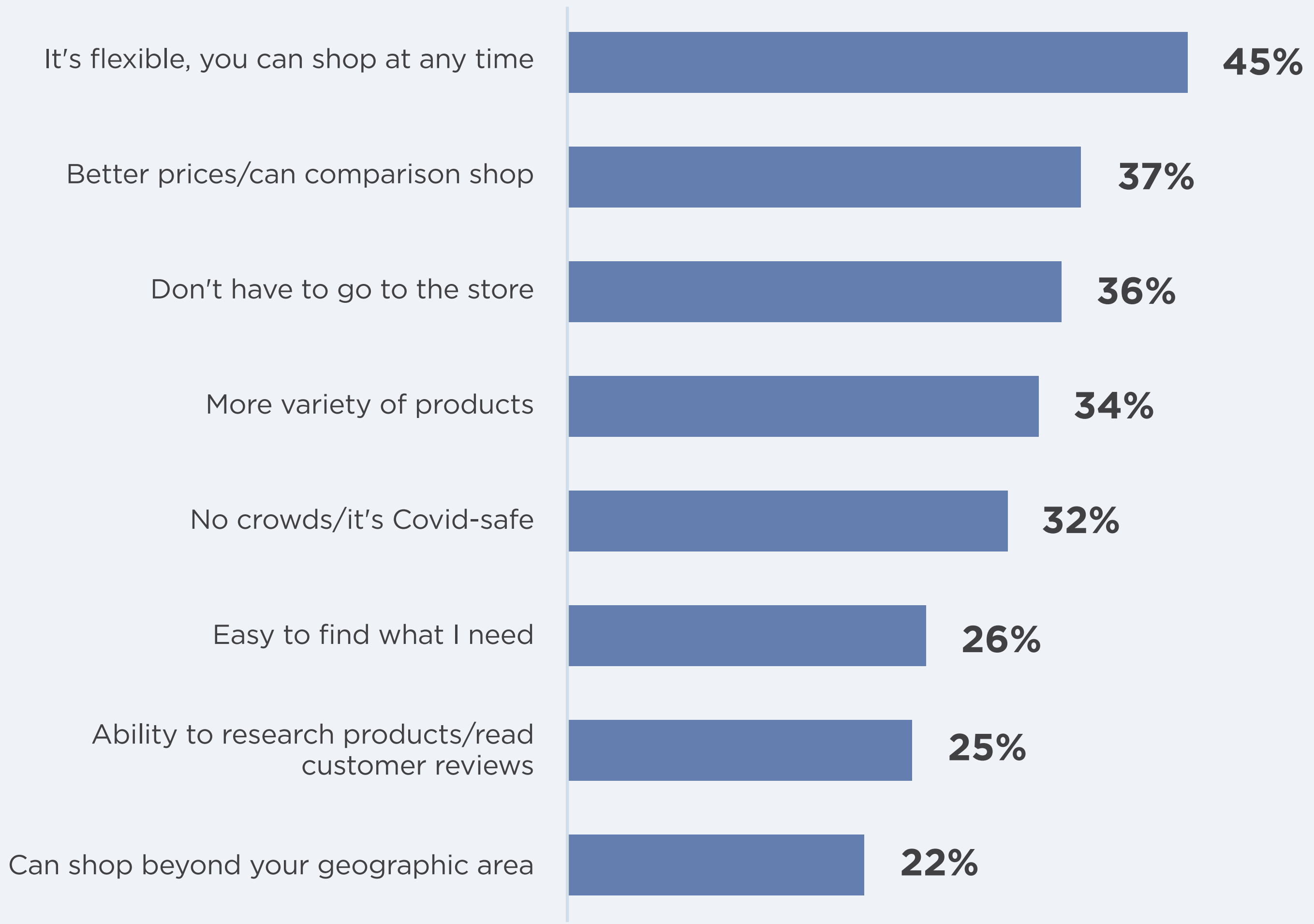
UK 29%

TOP SUBSCRIPTION TYPES:

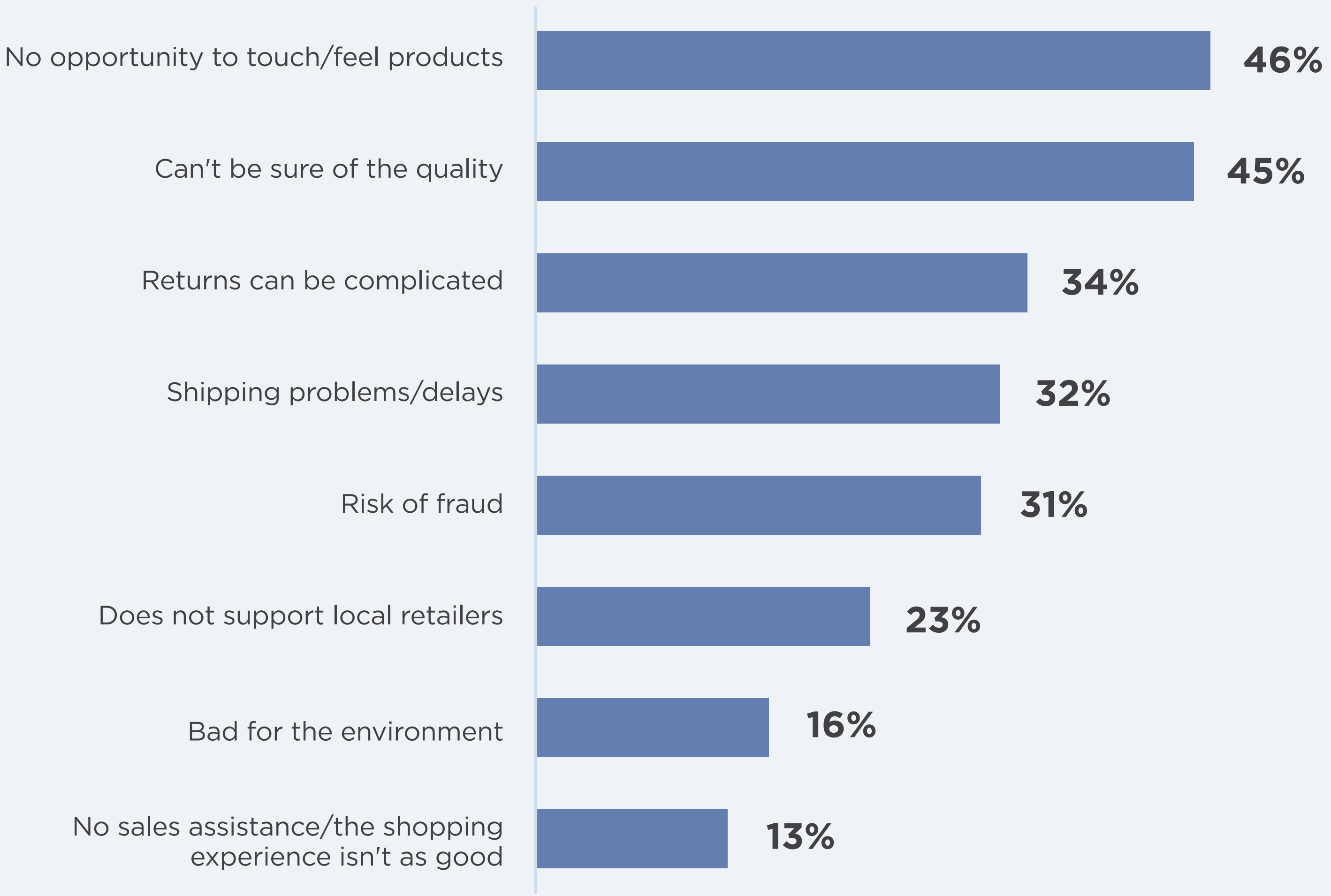
1. 41% Groceries/food/beverages
2. 38% Personal care products
3. 34% Household products
4. 32% Clothing
5. 26% Toys/games/books
6. 26% Pet products

CONSUMERS APPRECIATE ONLINE SHOPPING FOR ITS CONVENIENCE, BUT **NOT BEING ABLE TO TOUCH AND FEEL PRODUCTS** IS A KEY DRAWBACK

BENEFITS OF ONLINE SHOPPING

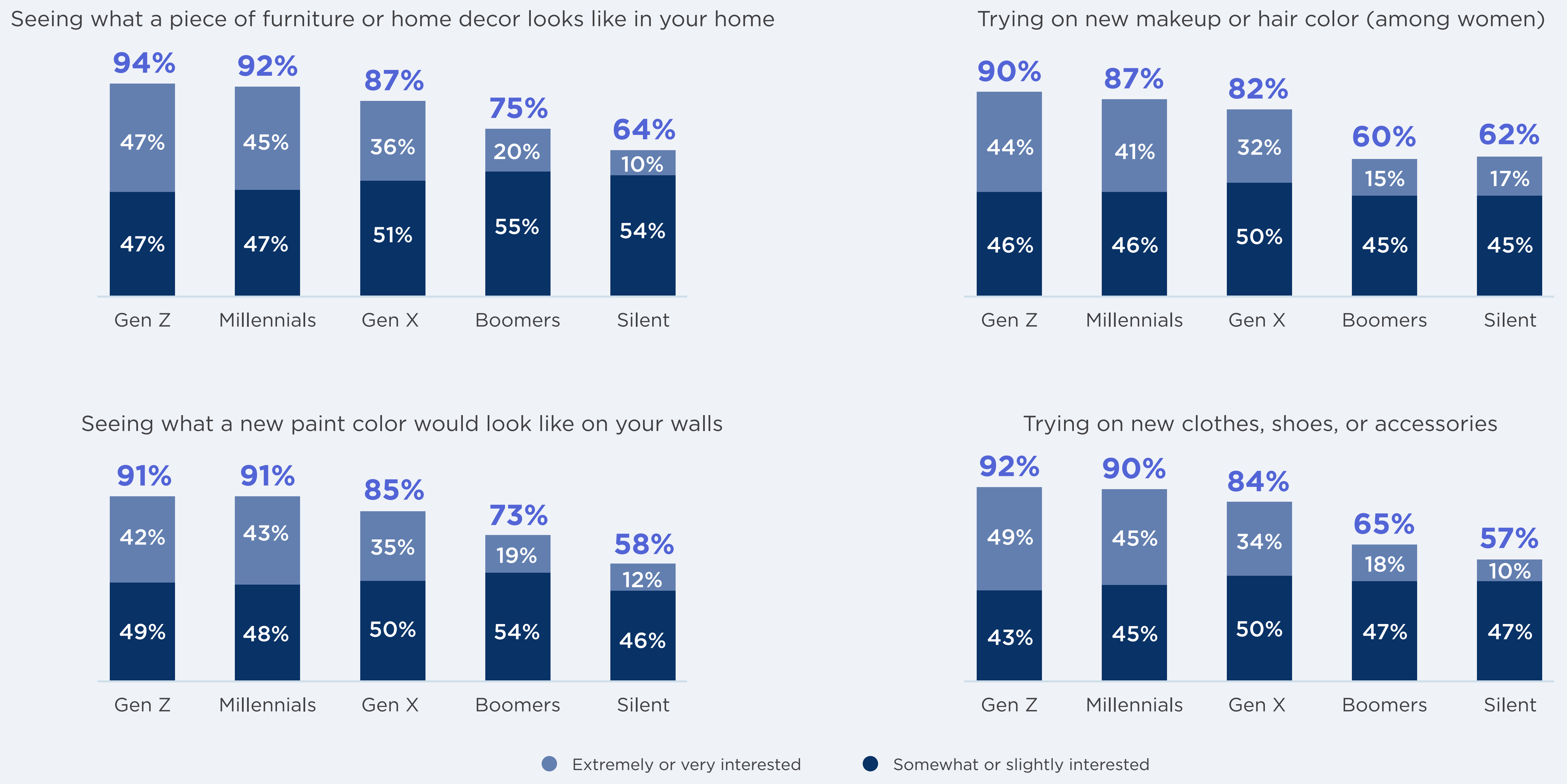


DRAWBACKS OF ONLINE SHOPPING



AUGMENTED REALITY OFFERS SHOPPERS **CONVENIENCE AND AN OPPORTUNITY TO EXPERIENCE PRODUCTS** – AND MANY SAY IT COULD LEAD TO PURCHASES

INTEREST IN AUGMENTED REALITY SHOPPING EXPERIENCES



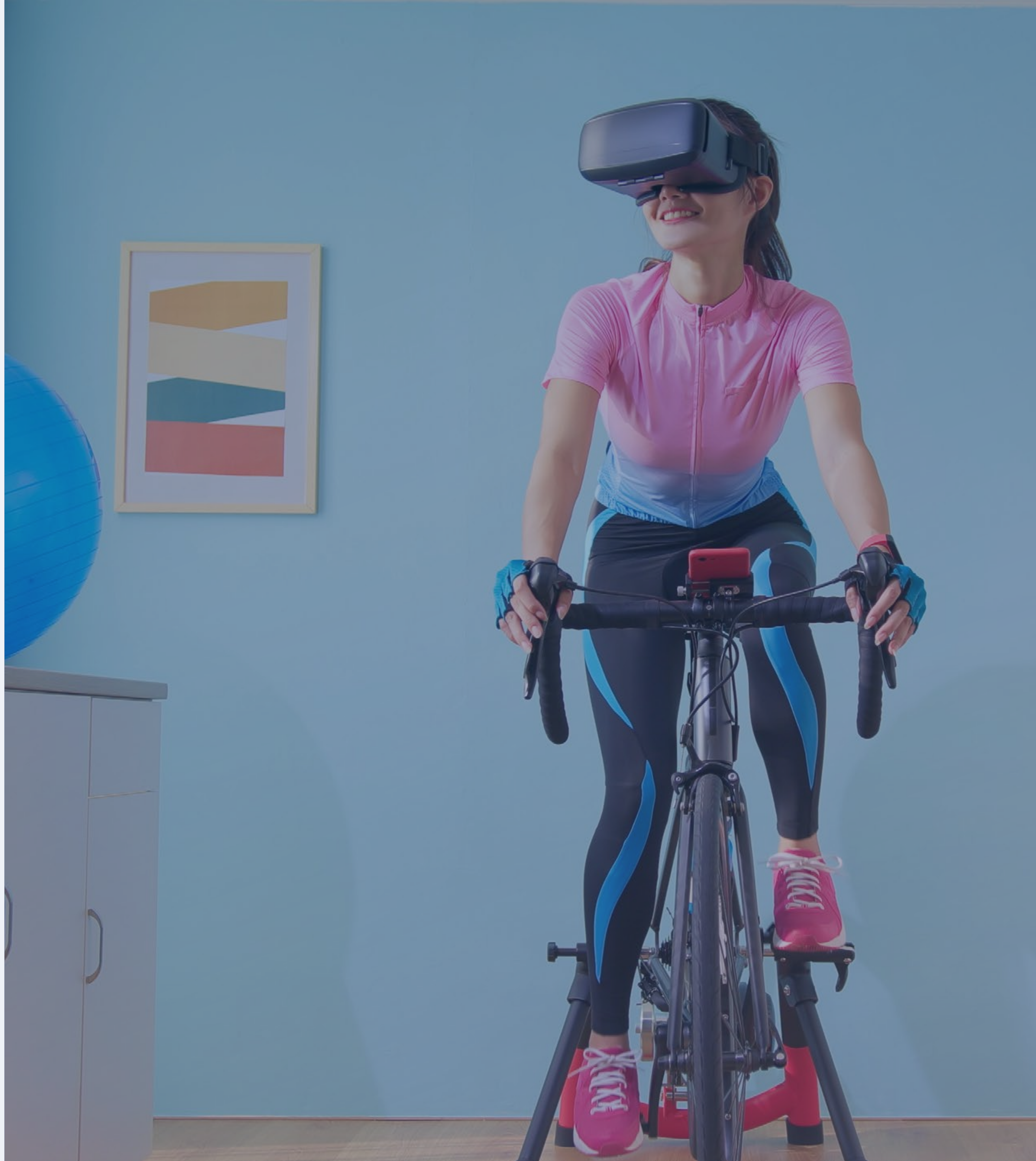
CONSUMERS SEE POTENTIAL FOR METAVERSE CULTURAL EXPERIENCES

1 IN 4 CONSUMERS GLOBALLY ARE INTERESTED IN VIRTUAL EXPERIENCES, FROM CULTURE, TO TRAVEL, TO FITNESS

% 'EXTREMELY' OR 'VERY' INTERESTED IN THESE TYPES OF VIRTUAL OR ONLINE EXPERIENCES

Museum/ art tour	28%
Music concert	28%
Classes for fun (dance, cooking, etc)	28%
Safari, zoo tour,etc.	27%
Theatre/opera/dance performance	26%
Fitness classes	25%
Travel	26%

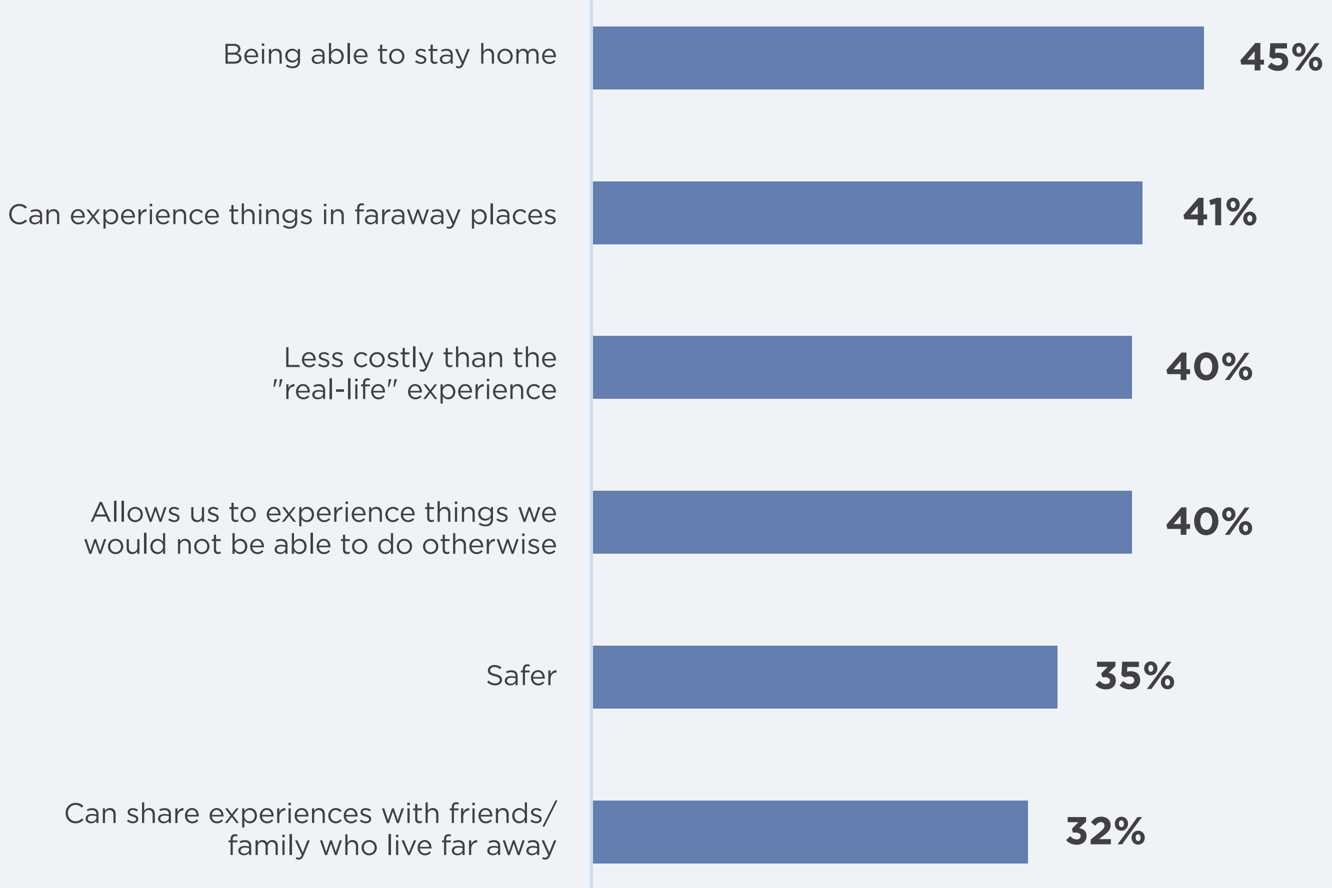
CHINA AND SPAIN ARE MOST INTERESTED IN THESE KINDS OF VIRTUAL EXPERIENCES



CONSUMERS FIND VIRTUAL ENTERTAINMENT EXPERIENCES **CONVENIENT AND COST-EFFECTIVE**, BUT ULTIMATELY NOT THE SAME AS BEING THERE

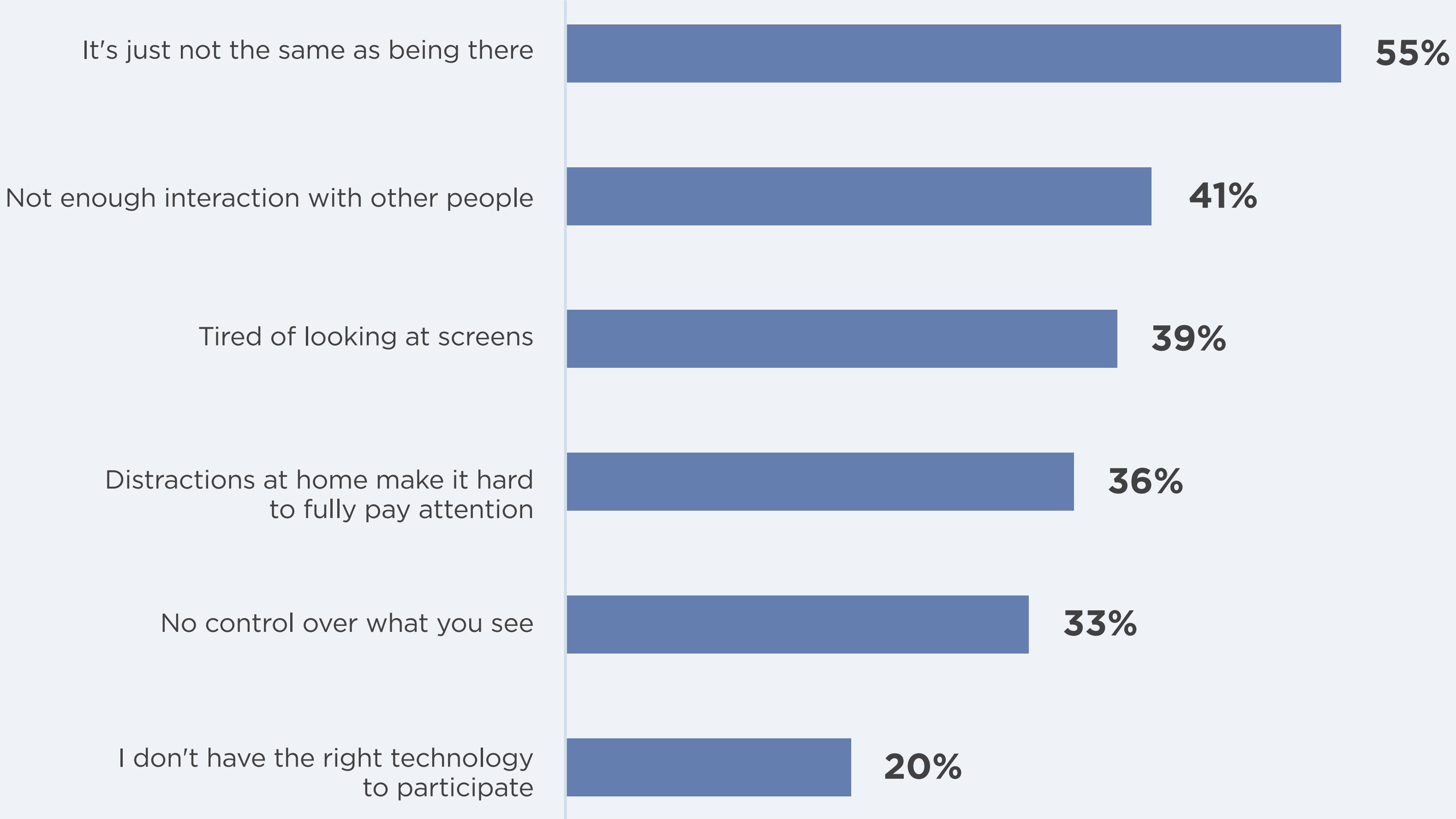
BENEFITS OF ONLINE/VIRTUAL ENTERTAINMENT EXPERIENCES

Among those who have participated

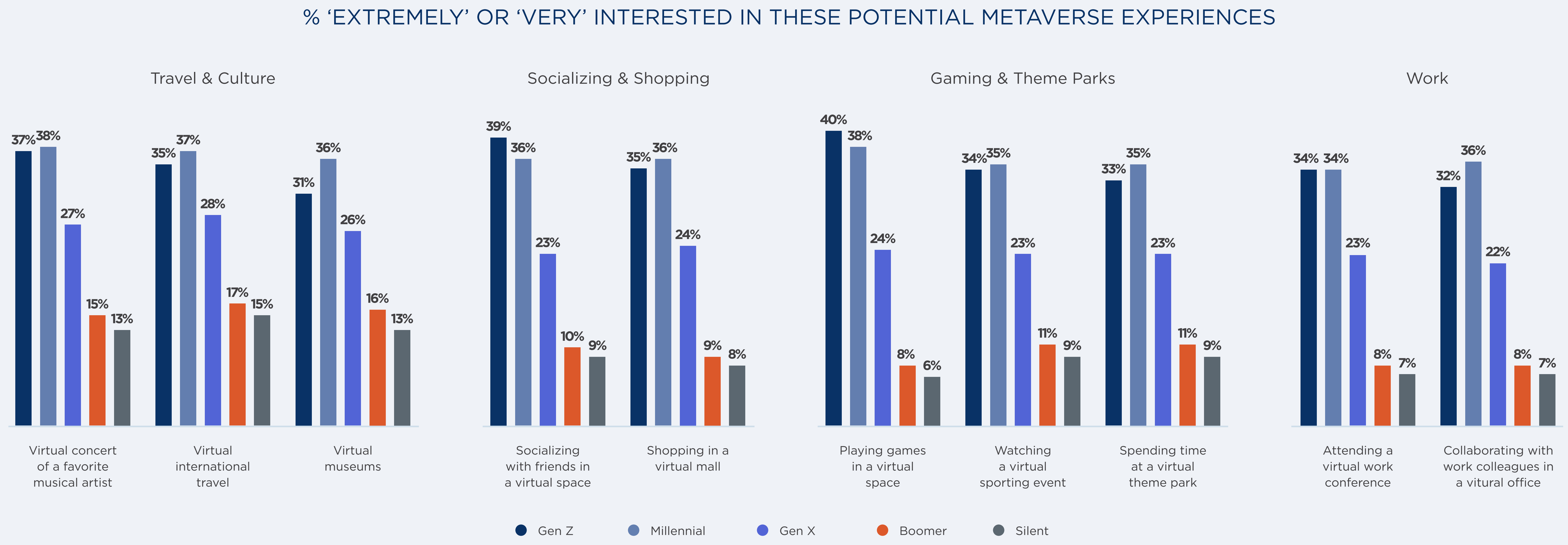


DRAWBACKS OF ONLINE/VIRTUAL ENTERTAINMENT EXPERIENCES

Among those who have participated



INTEREST IN **METAVERSE EXPERIENCES CENTERS ON YOUNGER PEOPLE** AND IS HIGHEST FOR CONCERTS, TRAVEL, SOCIALIZING AND GAMING



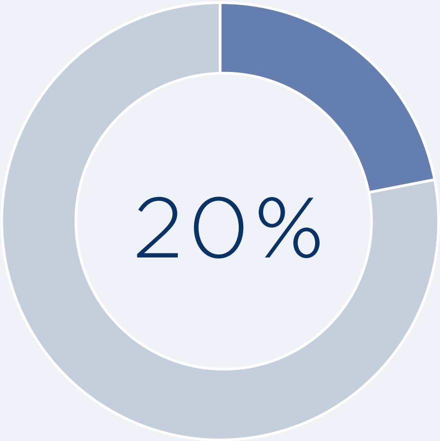
When asked which areas of life the metaverse has the potential to transform, **"cultural experiences" was the most popular choice**

ALTERNATIVE CURRENCIES ARE TAKING OFF

1 in 5 consumers globally have bought or invested in cryptocurrency, highest among Millennial and Gen Z males

1 IN 5 CONSUMERS GLOBALLY HAVE BOUGHT OR INVESTED IN CRYPTOCURRENCY

Bought or invested



of consumers globally have bought or invested in a cryptocurrency

Highest among:

46%
Millennial Males

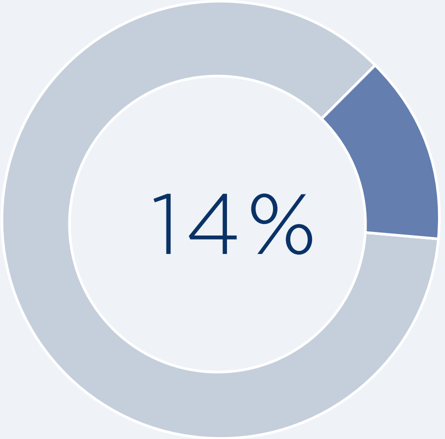
&

37%
Gen Z Males

Most common in:

USA	32%
Netherlands	26%
Canada	25%

Have purchased something



have bought something with an alternative or cryptocurrency

Highest among:

34%
Millennial Males

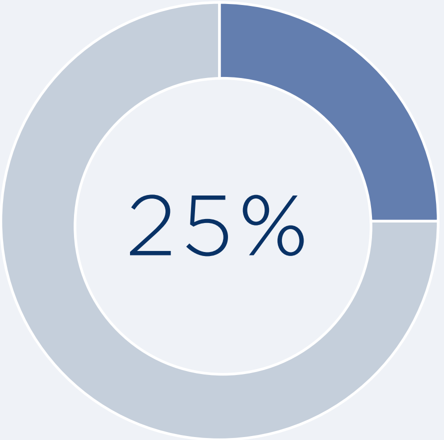
&

29%
Gen Z Males

Top purchases (among all):

- **32%** - Gift cards
- **24%** - Clothing/shoes/accessories
- **24%** - Electronics
- **23%** - NFTs
- **21%** - Groceries
- **21%** - Luxury goods

INTEREST IS STRONG IN CRYPTO PAYCHECKS AND NFTS, ESPECIALLY AMONG YOUNGER MEN



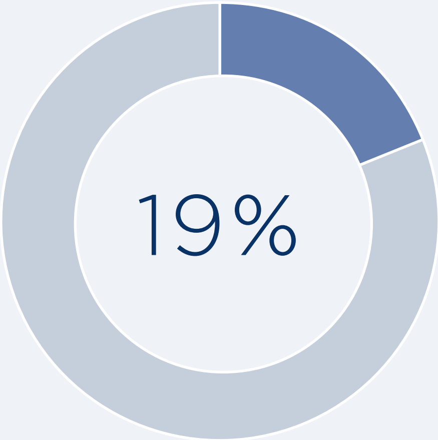
of workers would be interested (extremely/very) in receiving a paycheck in cryptocurrency

Most common among:

50%
Gen Z Males

&

44%
Millennial Males



of consumers globally are interested (extremely/very) in buying NFTs

Most common among:

43%
Millennial Males

&

36%
Gen Z Males

METHODOLOGY

Dynata's *Global Consumer Trends: The New Experience Economy* survey covered the USA, Canada, the UK, France, Spain, Germany, The Netherlands, Italy, China, Japan, and Australia from February 4 to February 10, 2022.

Participants were selected across all Dynata's research panel assets, and the samples quota-controlled to reflect the population on Age, Gender and Region. Generations were broken out as follows: Gen Z - age 16-24; Millennial - 25-39; Gen X - 40-55; Baby Boomer - 56-74; and Silent - 75+.

Sample sizes were USA (1,001), Canada (1,000), UK (1,000), Spain (1,000), France (1,001), Germany (1,000), The Netherlands (1,000), Italy (1,000), China (1,000), Japan (1,000) and Australia (1,000) – Total 11,002. The margin of error (at the 95% confidence level) is +/- 3% at the country level, +/-1% at the total level.

For more information, please visit **www.dynata.com**
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