



EDUCATION & INSIGHTS

# The Insights Briefing

A monthly look at changing  
behaviors around the globe.

May 2022

# At a glance

As prices rise, consumers are increasingly cautious in budgeting for essentials and nonessentials alike: 70% across surveyed countries say they are concerned about the rising costs of items they need or want to buy. Even with cost concerns in mind, people are not writing off their travel and summer celebrations altogether, searching instead for affordable ways to make the most of the months to come. Looking to commit to more environmentally conscious transportation, people are also searching for the best-rated and most affordable electric vehicles.

This month, people are looking for ways to save on necessities like food, searching for **cheap food near me** and **party finger food ideas budget**. Consumers are taking a more spendthrift approach to their vacation planning, too, searching for **cheapest countries to visit** and **cheap flight tickets**. In the spirit of planning ahead, people are also shopping for flip-flops and sundresses as they search for **water park tickets** and **places to visit in summer**. When it comes to personal transportation, there remains a growing interest in electric vehicles. Consumers are searching for the best and cheapest electric cars, in addition to electric bikes and trucks.

1 Google-commissioned Ipsos COVID-19 Tracker, US, CA, UK, FR, DE, IT, AU, JP, IN, CN, BR, MX, ES, ZA ~n=500-1000 online consumers 18+ per market. Mar 10-13, 2022.



# What people are searching for

This month, rising costs are driving consumers to keep a close eye on their essential and nonessential spending as they plan for the months ahead. Consumers are searching for **cheap food near me** and **party finger food ideas budget** for summer entertaining. In planning upcoming vacations, people are watching their wallets, too, searching for **places to visit in summer** in addition to **cheapest countries to visit** and **cheap flight tickets**. As temperatures rise, consumers are looking to stay cool with **water park tickets**, while searches for **flip flops for men** and **sundress** have grown globally as well. People are also researching the **best electric cars**, trucks, and bikes – a growing trend in light of increasing gas prices and concern around climate change.

Living on a budget	Planning celebrations	Getting ready for summer	Embracing EVs
<p>WoW searches for <b>cheapest countries to visit</b> have grown globally by over 7,000% (cheapest countries to visit from india, cheapest countries to visit in europe, cheapest countries to visit from uk).</p> <p>YoY searches for <b>cheapest electric car</b> have grown globally by over 100% (cheapest electric car 2022, cheapest electric car in india, cheapest electric car uk, what is the cheapest electric car).</p> <p>YoY searches for <b>cheap food near me</b> have grown globally by over 70% (good cheap food near me, best cheap food near me, healthy cheap food near me, cheap food near me open now).</p> <p>YoY searches for <b>cheap flight tickets</b> have grown globally by over 100% (book cheap flight tickets, cheap flight tickets to india, how to get cheap flight tickets, how to book cheap flight tickets).</p>	<p>YoY image searches for <b>party finger food ideas budget</b> have grown globally by over 100% (cold party finger food ideas budget, birthday party party finger food ideas budget, buffet party finger food ideas budget, party finger food ideas budget philippines).</p> <p>YoY Maps searches for <b>party venues</b> have grown globally by over 50% (party venues near me, kids birthday party venues near me, birthday party venues near me).</p> <p>YoY image searches for <b>graduation party</b> have grown globally by over 30% (graduation party ideas, table graduation party ideas, backyard graduation party ideas, graduation party, graduation party invitations).</p> <p>YoY Maps searches for <b>party places</b> have grown globally by over 100% (kids birthday party places, birthday party places near me, birthday party places).</p>	<p>YoY searches for <b>water park ticket</b> have grown globally by over 400% (imagica water park ticket price 2022, wow water park ticket price, bliss water park ticket price, shirdi water park ticket).</p> <p>YoY searches for <b>flip flops for men</b> have grown globally by over 80% (flip flops for men, best flip flops for men).</p> <p>YoY searches for <b>sundress</b> have grown globally by over 90% (sundress, white sundress, sundress for women, yellow sundress).</p> <p>YoY searches for <b>places to visit in summer</b> have grown globally by over 200% (best places to visit in summer in india, places to visit in summer, best places to visit in summer, best places to visit in summer in india with family).</p>	<p>YoY searches for <b>electric truck</b> have grown globally by over 100% (electric truck, ford electric truck, chevy electric truck, rivian electric truck, electric truck rivian).</p> <p>YoY searches for <b>best electric cars</b> have grown globally by over 100% (best electric cars 2022, best electric cars 2021, best electric cars 2022 uk, best electric cars australia).</p> <p>YoY searches for <b>electric cars for sale</b> have grown globally by over 200% (used electric cars for sale, electric cars for sale near me, cheap electric cars for sale, used electric cars for sale near me).</p> <p>YoY searches for <b>electric bike price</b> have grown globally by over 40% (electric bike price, electric bike price in india, hero electric bike price in india, komaki electric bike price).</p>

Sourcing for all claims: Google Data, Global English, Feb 22–Apr 22, 2022 vs. Feb 22–Apr 22, 2021.



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