



EDUCATION & INSIGHTS

The Insights Briefing

A monthly look at changing
behaviors around the globe.

July 2022

At a glance

Inflation, coupled with pent-up post-pandemic demand, has resulted in conflicting consumer priorities when it comes to spending. Many consumers seem reluctant to give up discretionary spending but may be looking for more economical ways to indulge themselves.

As summer activities begin in many parts of the world, discretionary shopping related to travel and entertainment is rising. This may be evidence of a seasonal “grace period” as some defer the financial reckoning and celebrate the “end of the pandemic.” Meanwhile, younger consumers are looking to YouTube for information about products they plan to buy.

To offset these costs, many are using Google Search for ideas on how to be more conservative about everyday expenses – energy and food consumption, for example. We’re also seeing that some are postponing the purchase of expensive items in preparation for life’s unknowns.



What people are searching for

This month – in the midst of economic uncertainty – consumers seem reluctant to give up discretionary spending while searching for cheaper ways to indulge. Others are looking for ways to combat industrial- and energy-cost increases by reducing their environmental footprint. As food expenses rise, many are weighing their options by searching for information on free or more affordable meals. Consumers are also looking to Google to prepare themselves financially for life’s unknowns.

Balancing price and quality	Conscious consumption	Managing food costs	Planning for unforeseen life events
<p>YoY searches for cheap holidays have grown globally by over 400% (cheap holidays 2022, cheap holidays abroad, cheap holidays to turkey, cheap holidays to spain).</p> <p>YoY searches for designer outlet have grown globally by over 90% (mcarthurglen designer outlet, designer outlet roermond, york designer outlet).</p> <p>YoY searches for cheap and best have grown globally by over 40% (cheap and best salon, cheap and best restaurants near me, cheap and best mobile, cheap and best laptop).</p> <p>YoY searches for specials this week have grown globally by over 60% (shoprite specials this week, pick n pay specials this week, aldi specials this week, coles specials this week).</p>	<p>YoY searches for solar panel price in have grown globally by over 50% (solar panel price in pakistan, 1kw solar panel price in india, 540 watt solar panel price in pakistan, solar panel price in sri lanka).</p> <p>YoY searches for say no to plastic have grown globally by over 200% (say no to plastic, poster say no to plastic drawing competition, creative poster on say no to plastic).</p> <p>YoY searches for how much electricity does a have grown globally by over 40% (how much electricity does a tv use, how much electricity does a fan use, how much electricity does a ac use, how much electricity does a tesla use).</p> <p>YoY searches for fuel economy have grown globally by over 70% (tvs raider 125 fuel economy, suzuki access 125 fuel economy, bajaj ct 100 fuel economy).</p>	<p>YoY searches for food pantry near have grown globally by over 100% (food pantry near me, drive thru food pantry near me, free food pantry near me open today).</p> <p>YoY image searches for menu with prices have grown globally by over 50% (kfc menu with prices, texas roadhouse menu with prices 2022, chick fil a menu with prices, debonairs menu with prices 2021).</p> <p>YoY searches for buffet price have grown globally by over 300% (golden corral buffet price, bacchanal buffet price, barbeque nation buffet price).</p> <p>YoY searches for food stamp app have grown globally by over 80% (ebt food stamp app, ebt food stamp app california, ebt food stamp app florida).</p>	<p>YoY searches for job vacancy near me have grown globally by over 100% (job vacancy near me, teacher job vacancy near me, any job vacancy near me).</p> <p>YoY searches for personal injury lawyer have grown globally by over 100% (personal injury lawyer los angeles czrlaw com, personal injury lawyer, personal injury lawyer near me).</p> <p>YoY searches for cost without insurance have grown globally by over 50% (single tooth implant cost without insurance, labor and delivery cost without insurance, wisdom teeth removal cost without insurance 2021).</p> <p>YoY searches for whole life insurance have grown globally by over 40% (what is whole life insurance, whole life insurance policy, term vs whole life insurance).</p>

Sourcing for all claims: Google Data, Global English, Apr 19, 2022 - Jun 17, 2022 vs Apr 19, 2021 - Jun 17, 2021



What people are watching

Globally, YouTube drives consumer purchase intent by providing comprehensive and informative insights around products, such as videos about “thrifting” for example. Particularly for Gen Z, YouTube is the top resource they go to for the variety of information on products.

- According to Talk Shoppe, in the countries surveyed, 83% say when shopping/browsing on YouTube they feel like they get the highest-quality information about products.
Google/Talk Shoppe, Shopping at the Speed of Culture study, 24 markets (US, IN, JP, KR, ID, AU, TH, VN, PH, NZ, DE, UK, FR, IT, ES, NL, SE, UAE, BR, MX, AR, CL, CO, PE), 2022, n=48,000 A18-64 GenPop video users, survey in field Aug 20, 2021–Feb 19, 2022.
- According to a YPulse survey, YouTube (45%) ranked #1 versus key social media competitors among Gen Z 18-24 who agree the platform is the first they use when researching a product they want to buy.
Source: Google/YPulse, Understanding the Gen Z Shopper Journey, US n=302 Gen Z 18-24. Survey in field Jun 10–14, 2022.
- According to a YPulse survey, 90% Gen Z 18-24 say they appreciate the variety of information on products that they can find on YouTube.
Source: Google/YPulse, Understanding the Gen Z Shopper Journey, US n=302 Gen Z 18-24. Survey in field Jun 10–14, 2022.
- Over the past 12 months, YouTube videos with “thrift” and “haul” in the title were viewed over 100 million times.
YouTube Data, Global, Jan 1–Aug 15, 2021.



The why: Inflation spotlight

Consumer reaction to the uncertainty surrounding inflation is mixed. While many are pausing spending and taking action to manage costs, there's evidence of a summer grace period as some defer the financial reckoning and celebrate the "end of the pandemic" with travel and entertainment. Interest in sustainable practices appears to be holding, as people pause to reflect on their purchase and consumption behaviors.

- Across surveyed countries, more than half (55%) of consumers say they are holding off from buying certain items because things are too expensive right now.
Google-commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, CN, BR, MX, ES, ZA, KR, ~n=500-1000 online consumers 18+ per market, May 5-8, 2022.
- Most (81%) have changed the way they shop in the past two weeks to help manage costs, regardless of whether they feel they have a high (88%), medium (80%), or low/no (72%) personal risk as a result of rising prices and inflation.
Ipsos Essentials COVID-19 tracker, AU, BR, CA, CN, DE, ES, FR, IN, IT, JP, MX, KR, UK, US, ZA, ~n=500-1000 online consumers per market age 16-75 or 18-75 in US and Canada, Jun 10-12, 2022.
- In the past month, despite rising prices, there has been an uptick in shopping for travel (18% to 23%) and entertainment outside of the home (25% to 31%) as those in the Northern Hemisphere head into the summer season.
Ipsos Essentials COVID-19 tracker, AU, BR, CA, CN, DE, ES, FR, IN, IT, JP, MX, KR, UK, US, ZA, ~n=500-1000 online consumers per market age 16-75 or 18-75 in US and Canada, Jun 10-12, 2022.
- Despite global challenges, interest in sustainability has remained strong: 60% feel they can make a difference through their choices and actions and 48% say they are prepared to invest their time and money to support companies that try to do good.
Kantar, Global, [Can the inflation stir us toward a more climate-conscious consumption?](#), Jun 15, 2022.
- On average, 43% of US shoppers agree that they like to buy secondhand items because it's more affordable, and 76% say they want to buy high-quality apparel, electronics, or home and garden items that are durable and need to be replaced less often.
Google/Ipsos, Shopping Tracker, online survey, n=1,232 Americans 18+ who conducted shopping activities in past two days, May 19-26, 2022.



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