

01.06.2022, United States

# appinio hype tracker

Your fast track to consumer insights

## 01

### Weekly Insights

This week —  
[Inflation](#)

How do Americans perceive changes in the cost of living and how concerned are they about the financial situation? How are they trying to reduce expenses? Are they borrowing money or adopting new payment options?

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## 02

### Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

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## 03

### Consumer Behavior Tracker

Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

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# 01

## Weekly Insights

This week —  
Inflation



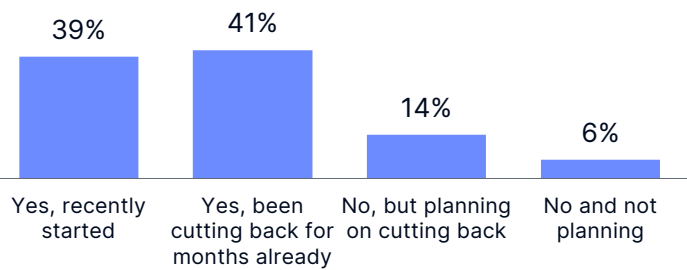
Weekly Insights —  
Inflation

9 out of 10 Americans have noticed price increases within the past 6 months



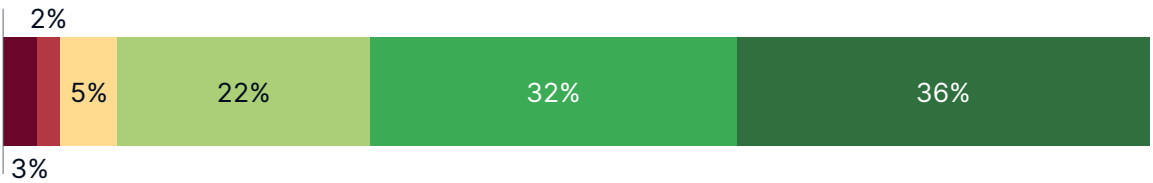
70% have the feeling that they can afford less than before.

Did they cut back spending due to the inflation?



Americans are concerned...

"I am worried about the overall financial situation of the country."



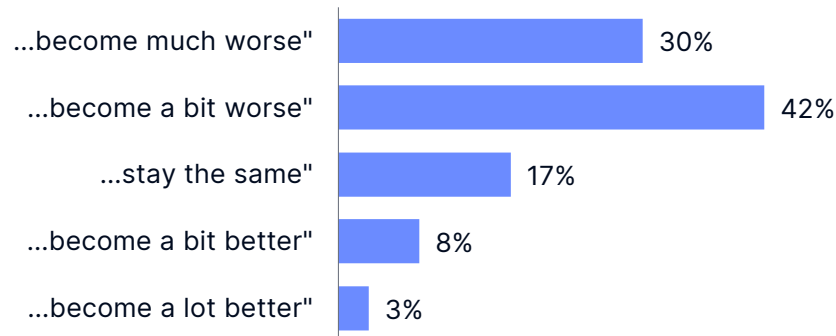
"I am worried about my personal financial situation."



- Strongly disagree
- Disagree
- Somewhat disagree
- Somewhat agree
- Agree
- Strongly agree

What do respondents think about their financial situation in the upcoming six months?

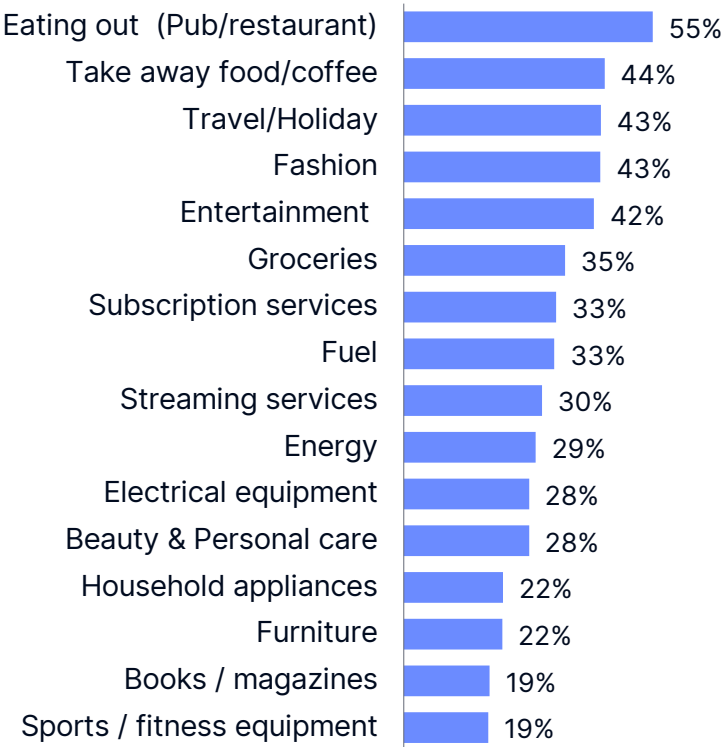
„I expect my financial situation to...



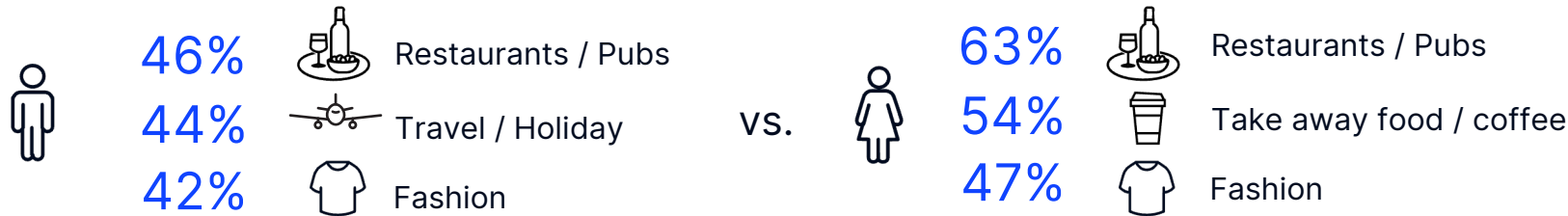
The older the respondent, the more likely they are to expect their financial situation to deteriorate.

# 90% agree that companies and brands should be transparent about price increases

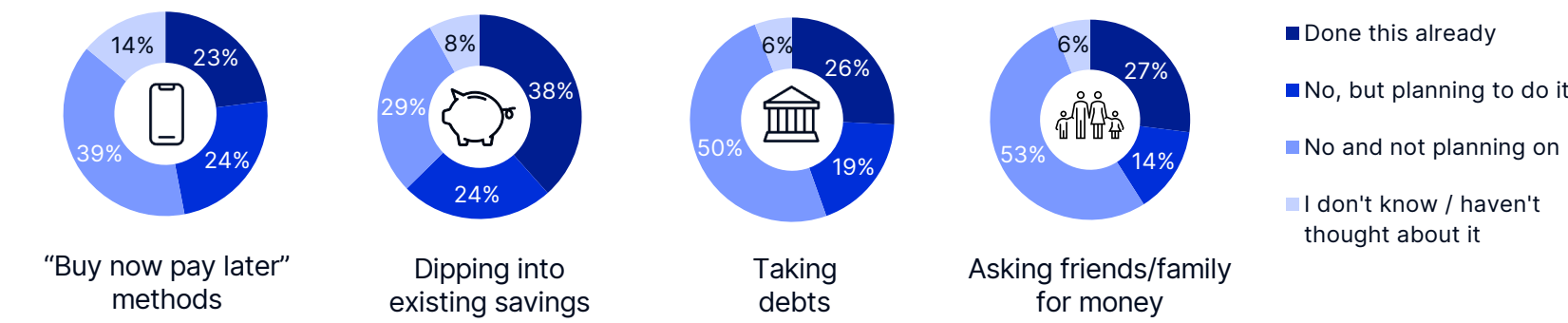
On which product categories do they already cut back spendings? *Only respondents who cut back spending already*



In which categories do men and women save?  
*Only respondents who cut back spending already*



What measures are Americans taking as a result of the higher cost of living?



Baby boomers are by far the least likely to use "buy now pay later" methods to split or delay payments (62% vs. 39% on average)

"On which of the following categories have you already cut back or are planning on cutting back your spending?" (Basis N=937) // Have you used "Buy Now Pay Later" methods (e.g. Klarna, Zilch) to cope with rising living cost and split your payments in instalments or delaying them?(Basis N=1000) // Have you dipped into your existing savings to cope with rising living costs?" // Have you asked family and friends for financial support to cope with rising living costs?" // „Have you taken on more debt to cope with rising living costs?// To what extent do you agree or disagree with the following statements?"



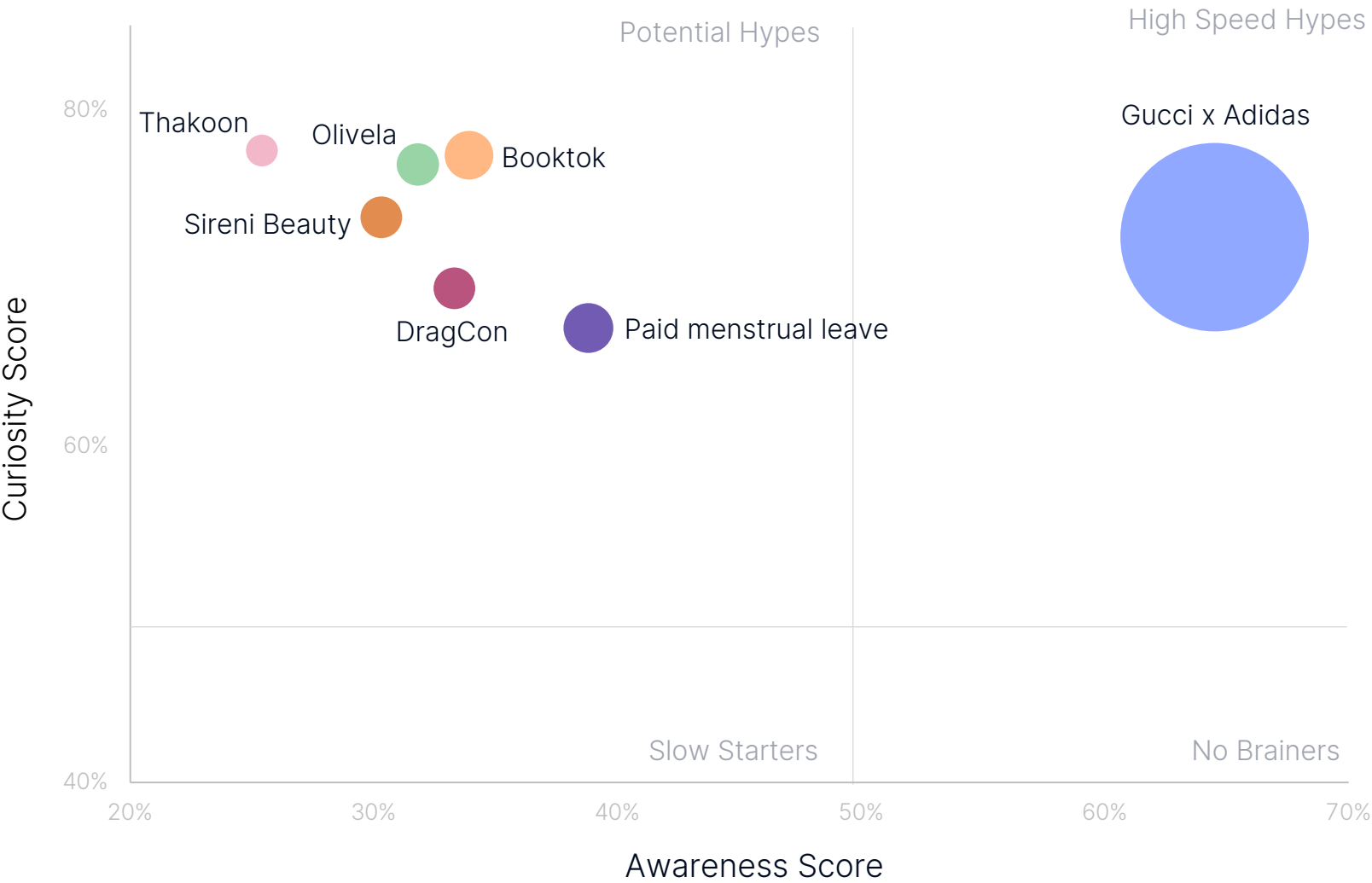
# 02

## Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.





**Awareness Score**  
How well known is the hype topic among consumers? What percentage of respondents have heard of it at least once?

**Curiosity Score**  
How curious are consumers who have heard about hype topics? The Curiosity Score shows what percentage of respondents say “I find (rather) interesting.”

**Appinio Buzz (Size of the bubble)**  
The larger the bubble, the more often the participants have recently talked about it or heard about the topic in their private or professional environment. The score is calculated based on the ratio of people who have heard about a particular topic regularly or often lately to those who have never heard about it.

## Booktok

BookTok is a subcommunity on the app TikTok, focused on books and literature. Creators make videos reviewing, discussing, and joking about the books they read.

## DragCon

DragCon is a drag exposition or fan convention. One of the most famous is RuPaul's DragCon LA, held in Los Angeles. It is billed as a "convention that celebrates 'the art of drag, queer culture and self-expression for all'", which debuted in 2015.

## Gucci x Adidas

Adidas and Gucci are partnering up for an exclusive collection. It will be available on June 7th across selected Gucci stores, Pop-ups, the adidas CONFIRMED app and on Gucci.com for those with a MY GUCCI account.

## Olivela

Olivela is a luxury retailer that, for every designer item sold, donates a portion of its proceeds to children in need. It was founded in 2017 by philanthropist Stacey Boyd, who has also served as a consultant for the Nelson Mandela Foundation and the World Economic Forum.

## Paid menstrual leave

Menstrual leave is a type of leave where a person may have the option to take paid or unpaid leave from their employment if they are menstruating and are unable to go to work because of this. The topic has recently been a topic of political discussion.

## Sireni Beauty

Sireni Beauty by Chloe Morello is a beauty brand promoting a "nighttime treatment to completely overhaul your skin's appearance while you sleep".

## Thakoon

THAKOON is a direct-to-consumer line by Thakoon Panichigul, a Thai-American designer. It offers luxury quality pieces at an accessible price.



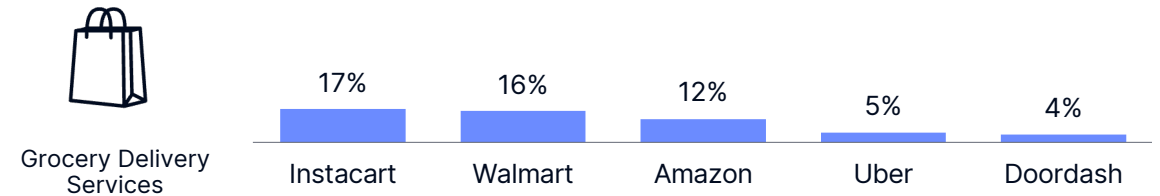
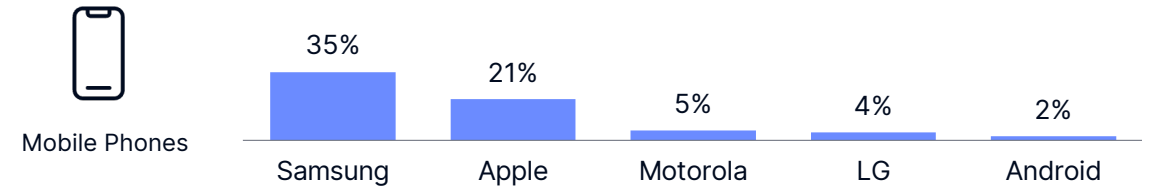
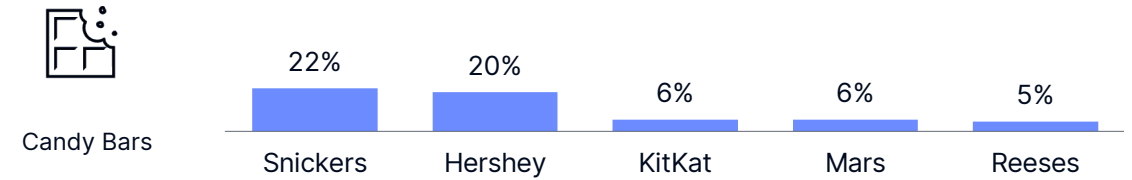
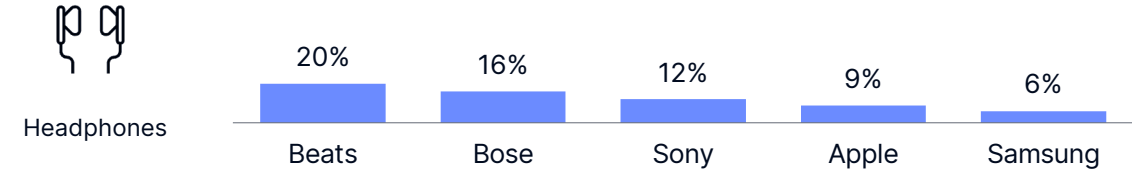
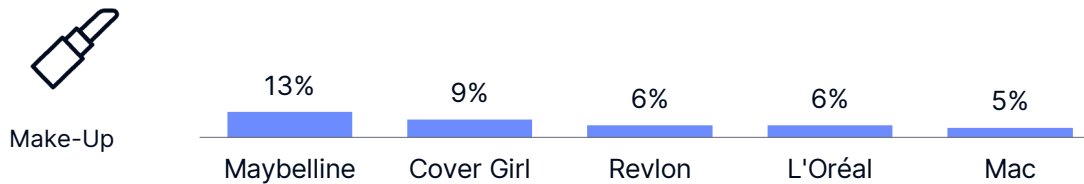
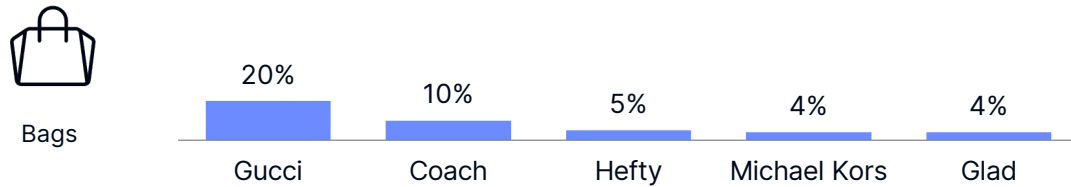
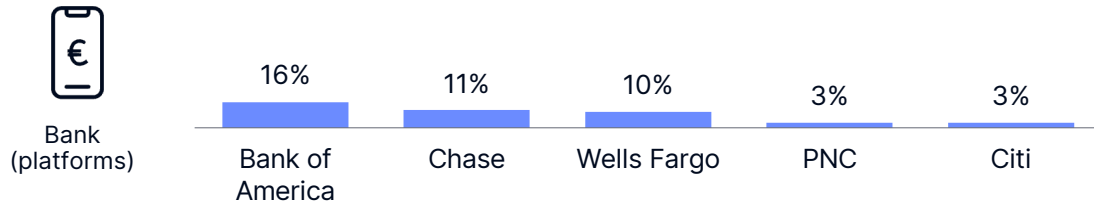
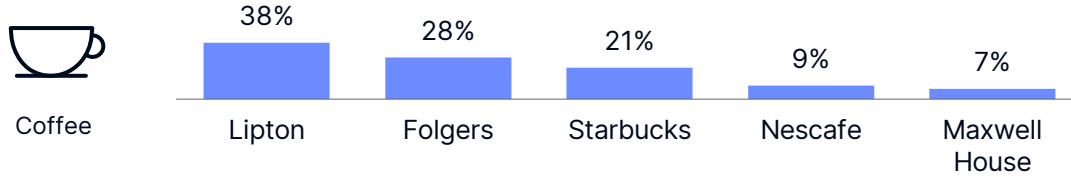
# 03

## Consumer Behavior Tracker









# Top of Mind Brands







What brands do consumers spontaneously recall when prompted?



# How often are product categories bought?

● total ● online ● offline






Rank	Product category	30 Mar	13 April	27 April	06 May	25 May
1.	 Groceries	94% 9% 65%	96% 12% 59%	95% 8% 65%	96% 11% 58%	95% 9% 63%
2.	 Personal care/ Hygiene	79% 14% 49%	81% 15% 47%	82% 15% 48%	81% 13% 45%	77% 12% 47%
3.	 Non-alcoholic drinks	74% 8% 54%	80% 9% 55%	80% 9% 57%	81% 9% 53%	77% 8% 53%
4.	 Medicine	62% 8% 44%	68% 10% 44%	68% 8% 50%	71% 7% 47%	66% 9% 44%
5.	 Clothes	60% 16% 23%	70% 22% 24%	70% 20% 27%	70% 20% 23%	67% 17% 27%
6.	 Alcoholic drinks	46% 5% 34%	58% 7% 40%	53% 5% 38%	60% 7% 38%	53% 5% 37%

Rank	Product category	30 Mar	13 April	27 April	06 May	25 May
7.	 Shoes	50% 14% 21%	56% 19% 20%	60% 19% 23%	59% 15% 21%	54% 15% 22%
8.	 Beauty/ Make-up	47% 10% 23%	55% 15% 20%	54% 13% 25%	58% 13% 22%	50% 11% 23%
9.	 Books / Magazines	41% 14% 15%	46% 17% 14%	51% 16% 20%	55% 16% 19%	47% 14% 19%
10.	 Household devices	42% 10% 18%	48% 10% 21%	49% 11% 24%	53% 12% 22%	46% 10% 21%
11.	 Electrical devices	42% 14% 15%	48% 17% 15%	50% 15% 18%	53% 15% 19%	46% 14% 18%
12.	 Toys	40% 11% 15%	47% 15% 15%	49% 14% 20%	50% 14% 17%	43% 10% 17%



# How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	06 May	25 May
13.	 Kitchen devices	38%	44%	47%	50%	40%
		11%	11%	11%	11%	7%
		18%	19%	24%	22%	20%
14.	 Decorations	42%	48%	48%	50%	45%
		11%	12%	12%	12%	12%
		19%	20%	22%	18%	20%
15.	 Jewelry	37%	44%	44%	48%	45%
		10%	13%	13%	12%	12%
		14%	15%	17%	17%	15%
16.	 Furniture	32%	40%	40%	44%	37%
		7%	8%	9%	9%	7%
		14%	20%	20%	19%	19%
17.	 Sport devices	32%	40%	40%	43%	37%
		9%	12%	11%	12%	10%
		13%	14%	16%	14%	14%

## Sample & Method

Sample	1.000 Americans
Country	USA
Age	16-65
Date of the survey	20 April 2022

Nationally representative – quoted by age  
& gender based on the 2011 census

View and analyze the data  
on [research.appinio.com](https://research.appinio.com)

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