

01.06.2022, United Kingdom

appinio hype train

Your fast track to consumer insights

01

Weekly Insights

This week —

[Cost of living crisis – saving and cutting back on expenses](#)

How do Brits navigate the cost-of-living crisis? Are they cutting back and what are they cutting back? How worried are they about their and Britain's financial situation?

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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

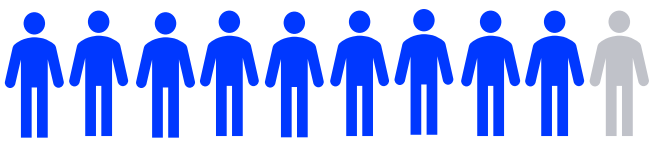
This week —

Cost-of-living crisis –
saving and cutting back on
expenses



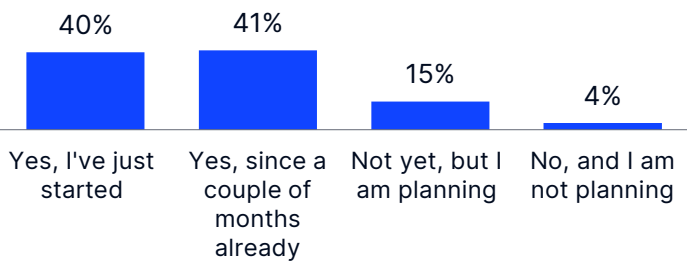
Weekly Insights —
Cost-of-living crisis

9 out of 10 Brits noticed an increase in prices



75% have the feeling they can afford less now than 6 months ago.

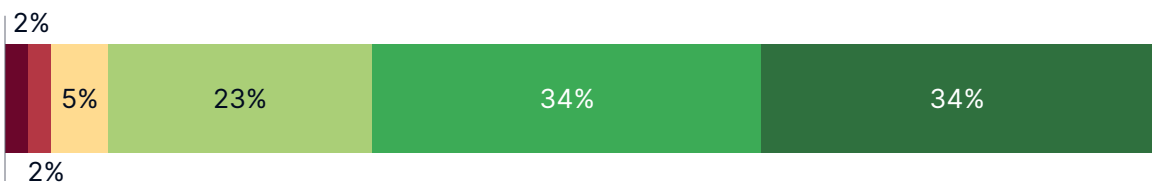
Are Brits reducing their normal spending because of the cost-of-living crisis?



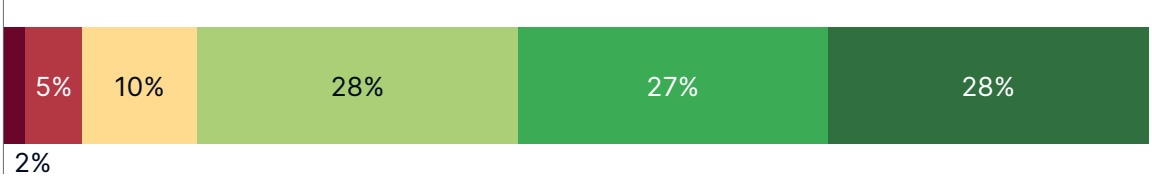
Did you notice an increase in prices for the products you've been buying lately? // Do you have the feeling that you can afford less now? // Have you already cut back your usual spending due to the current climate (e.g. cost of living crisis, high inflation, high prices)? // To what extent do you agree or disagree with the following statements? // Thinking about the next 6 months, which of the following statements applies to you? (N=1000)

Brits worry about the cost-of-living crisis.

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

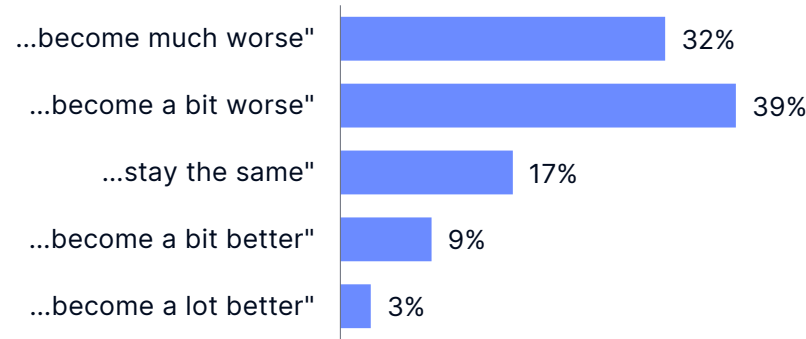


"I am worried about my personal financial situation."



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

Thinking about the next 6 months, which of the following statements applies to you?
"I expect my financial situation to..."

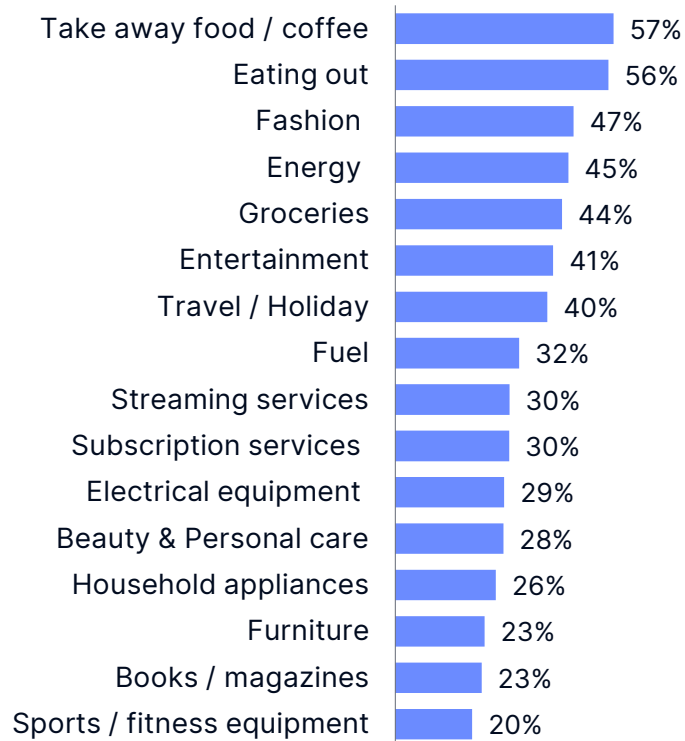


The older the respondents, the more likely they are to expect their financial situation to worsen.

92% (somewhat to likely) agree that companies should communicate price increases transparently.

In which areas do Brits save?

Respondents who have indicated that they are already reducing or plan to reduce their spendings

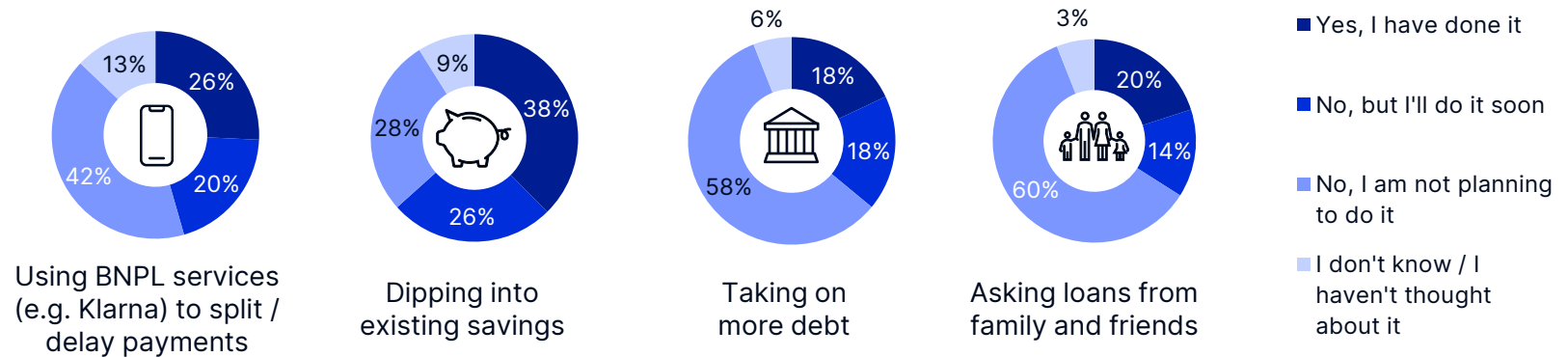


How do men and women differ when it comes to savings?

Respondents who have indicated that they are already reducing or plan to reduce their spendings



How are Brits dealing with the cost-of-living crisis?



Millennials and respondents aged 35-44 years-old are the most likely to have already used BNPL methods (both at 34%).

On which of the following categories have you already cut back or are planning on cutting back your spending? (N=965) // 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? // Have you dipped into your existing savings to cope with rising living costs? // Have you taken on more debt to cope with rising living costs? // Have you asked family and friends for financial support to cope with rising living costs? (N=1000)

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.



Deep / Heard court trial

Actress Amber Heard is being sued by actor and former husband Johnny Depp for \$50m for implying he abused her in a 2018 Washington Post op-ed. Although she didn't name him, he claims her allegations impacted his ability to work. The dispute has been gaining attention as it brings to light the challenges men face when coming out as victim of violence and domestic abuse.

Dyson Airwrap

The Airwrap is a hair-styling tool by Dyson that can dry and style simultaneously. It features various attachments to achieve different looks. The Airwrap uses a special technology similar to jet engines that creates a vortex to pull the hair towards the barrels or attachments, keeping strands firmly against their surfaces while also monitoring and adjusting the heat so that the hair never burns.

Impossible Foods "Chicken" Nuggets

The brand that invented the plant-based alternative to burger patties, the Impossible burger, brings new food innovation to the table: plant-based chicken nuggets.

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. It's been discussed heavily in the media as The Spanish government is planning to offer several days of leave per month to people who experience severe pain during their periods.

Queen's Jubilee

This year, Her Majesty Queen Elizabeth II became the first British Monarch to celebrate a Platinum Jubilee – marking 70 years of service to the Commonwealth. This is a bank holiday and the whole country will celebrate by joining parades, concerts, festivals and organizing private dinner parties with family and friends,

Top Gun: Maverick (2022)

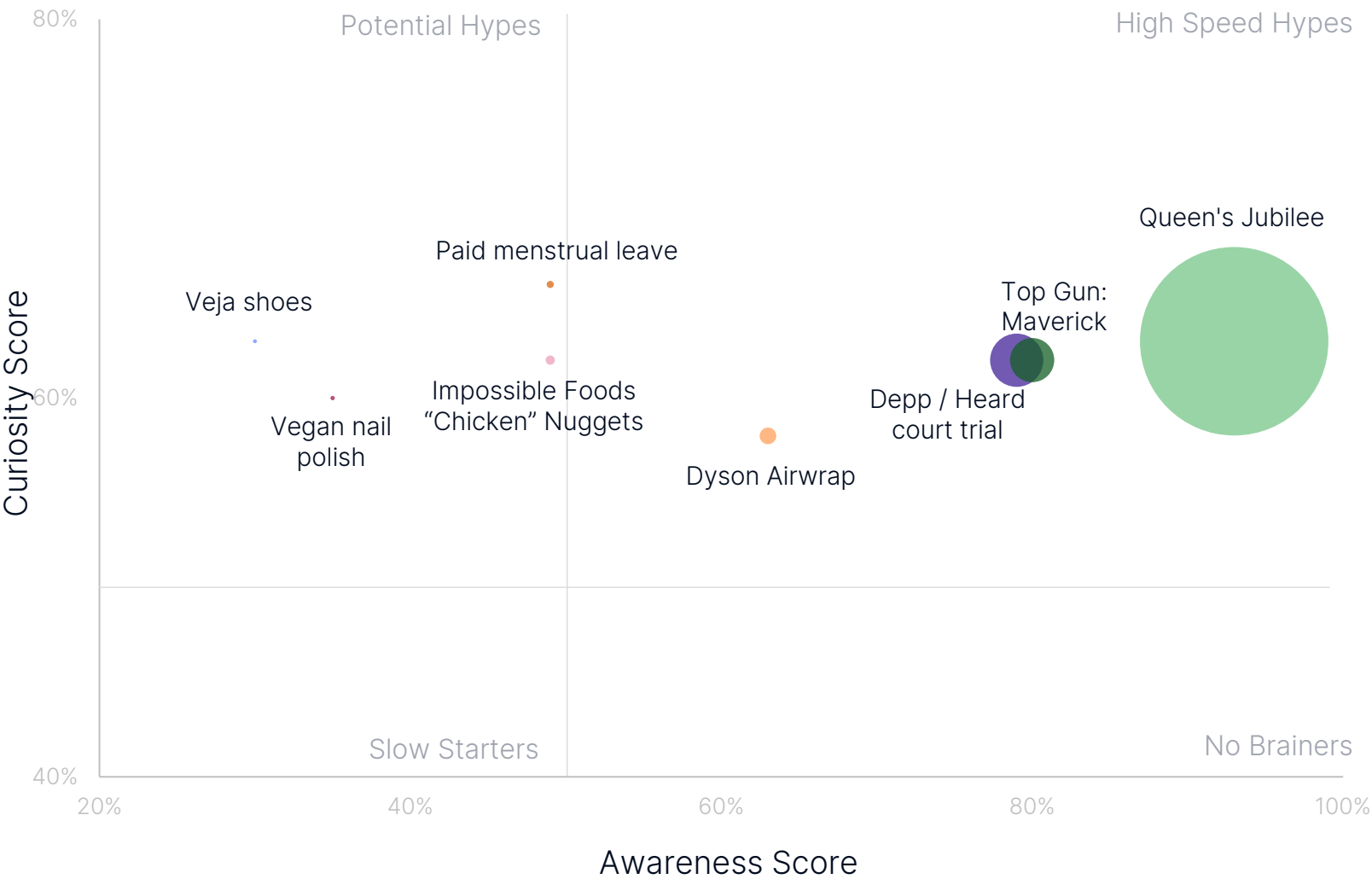
The sequel of the uber successful movie Top Gun starring actor Tom Cruise.

Vegan nail polish

Vegan nail polish simply means that there are no animal-derived ingredients present in the formulation of that nail polish. If a nail polish is certified vegan-friendly, it also means that it is cruelty-free. This is because using animal-derived ingredients to formulate products is a form of animal cruelty.

Veja shoes

Veja is a French footwear and accessories brand. Veja trainers and accessories are made of organic cotton, wild rubber from the Amazon, vegetable-tanned leather, and recycled plastic bottles.



Awareness Score
How many consumers have heard about the hype?

Curiosity Score
Among those who have heard about the hype, how big is the share of those who find it interesting?

Appinio Buzz (Size of the bubble)
The bigger the size of the bubble, the more mainstream a product is. So, the smaller the bubble, the more niche it is. Buzz is calculated by the proportion of people who have heard about a particular topic to people versus those who have never heard about it.

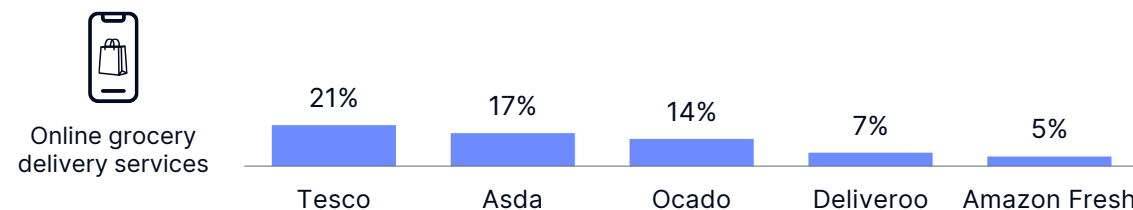
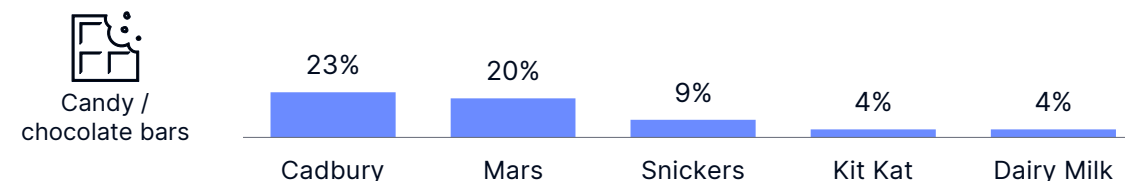
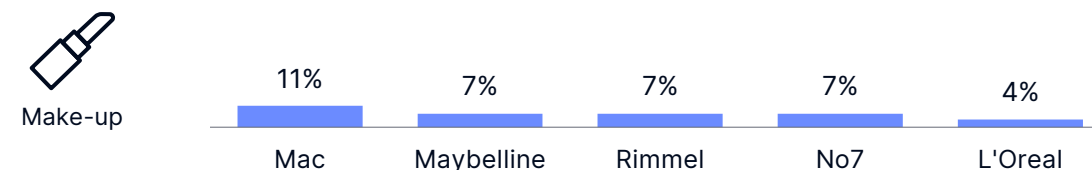
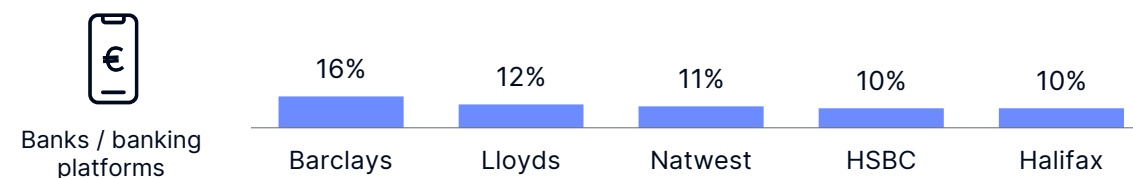
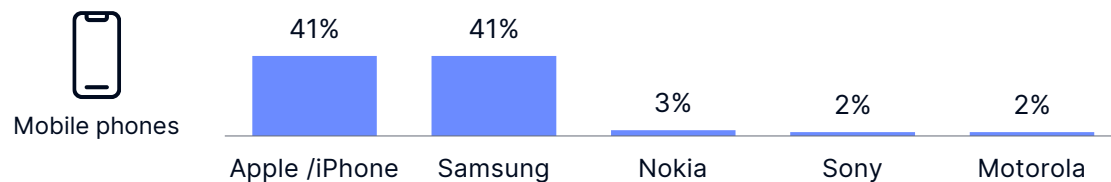
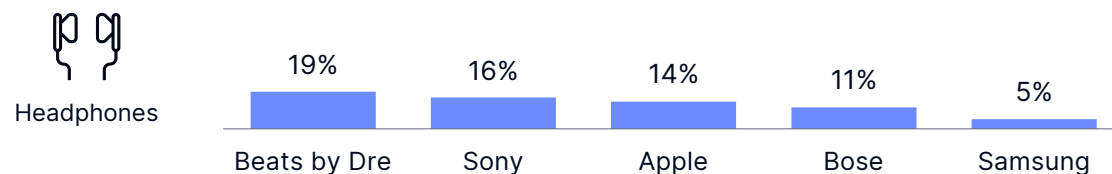
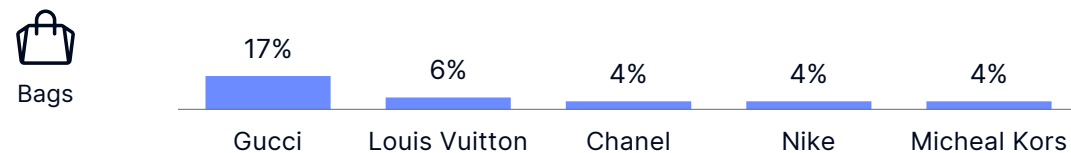
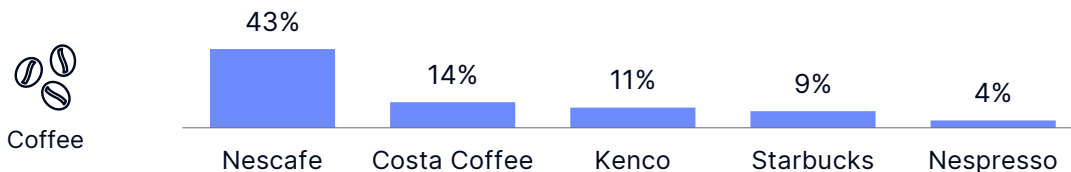
03

Consumer Behaviour 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	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	13 April	27 April	11 May	1 June
1.	 Groceries	92%	93%	92%	93%	93%	92%	90%	90%	93%	95%	95%	95%	96%	96% (=)
		19%	20%	19%	21%	19%	18%	21%	21%	16%	15%	16%	14%	14%	15%
		60%	61%	60%	58%	61%	60%	53%	53%	59%	60%	59%	57%	56%	59%
2.	 Non-alcoholic drinks	67%	68%	67%	66%	64%	63%	67%	66%	69%	71%	72%	77%	78%	74% (-4)
		13%	13%	14%	13%	14%	13%	16%	14%	13%	13%	11%	12%	13%	11%
		46%	48%	46%	45%	44%	42%	44%	44%	47%	46%	49%	47%	48%	51%
3.	 Personal care/ Hygiene	66%	68%	67%	69%	68%	69%	72%	69%	70%	75%	74%	74%	75%	75% (=)
		18%	19%	17%	19%	16%	19%	22%	21%	17%	18%	16%	18%	15%	18%
		41%	41%	43%	41%	45%	41%	40%	40%	43%	42%	45%	42%	44%	44%
4.	 Medicine	43%	41%	43%	43%	47%	47%	49%	47%	48%	51%	55%	57%	57%	55% (-2)
		12%	11%	10%	10%	11%	10%	13%	12%	12%	12%	12%	10%	9%	9%
		26%	26%	28%	28%	31%	30%	30%	29%	29%	30%	32%	35%	33%	34%
5.	 Clothes	48%	49%	52%	49%	52%	50%	58%	52%	55%	55%	59%	62%	64%	61% (-3)
		24%	26%	27%	24%	23%	24%	32%	26%	24%	23%	22%	20%	20%	23%
		15%	15%	17%	16%	21%	17%	16%	16%	17%	19%	21%	23%	21%	22%
6.	 Alcoholic drinks	57%	54%	53%	54%	51%	52%	58%	50%	55%	54%	57%	60%	58%	58% (=)
		12%	10%	11%	12%	11%	12%	13%	10%	10%	9%	10%	10%	8%	9%
		37%	38%	37%	37%	35%	35%	37%	34%	38%	36%	37%	37%	36%	39%






How often are product categories bought?

● total ● online ● offline

Rank	Product category	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	13 April	27 April	11 May	1 June
7.	 Books/ Magazines	32%	33%	38%	32%	34%	34%	42%	37%	41%	42%	45%	49%	49%	45% (-4)
		14%	14%	16%	15%	15%	16%	20%	17%	18%	14%	14%	14%	15%	14%
		14%	14%	17%	13%	16%	13%	15%	14%	15%	20%	19%	20%	19%	19%
8.	 Beauty/ Make-up	31%	33%	34%	32%	34%	35%	40%	35%	39%	39%	47%	44%	49%	45% (-4)
		11%	14%	12%	15%	15%	15%	20%	14%	12%	12%	12%	11%	13%	14%
		15%	14%	15%	14%	15%	14%	15%	15%	16%	18%	22%	20%	20%	17%
9.	 Shoes	29%	30%	34%	31%	32%	31%	38%	35%	34%	38%	41%	45%	45%	44% (-1)
		15%	16%	16%	14%	14%	15%	18%	17%	14%	15%	14%	14%	14%	14%
		10%	10%	13%	11%	14%	10%	14%	13%	12%	13%	15%	16%	16%	17%
10.	 Electrical devices	24%	26%	28%	24%	25%	30%	34%	29%	31%	37%	39%	42%	45%	40% (-5)
		13%	15%	15%	12%	13%	15%	18%	14%	14%	15%	15%	14%	14%	13%
		8%	7%	8%	8%	8%	9%	9%	9%	9%	14%	13%	14%	14%	14%
11.	 Decoration	24%	29%	25%	25%	27%	30%	39%	31%	34%	36%	40%	40%	43%	38% (-5)
		10%	13%	11%	9%	11%	12%	15%	14%	12%	9%	10%	19%	10%	12%
		10%	11%	9%	11%	11%	12%	16%	12%	14%	17%	18%	17%	18%	14%
12.	 Toys	25%	27%	29%	28%	29%	35%	42%	31%	34%	34%	39%	38%	44%	37% (-7)
		11%	14%	13%	13%	13%	19%	22%	15%	13%	11%	14%	11%	13%	12%
		9%	8%	11%	10%	12%	10%	13%	10%	12%	13%	15%	14%	16%	14%

How often are product categories bought?

● total ● online ● offline

Rank	Product category	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	13 April	27 April	11 May	1 June
13.	 Household devices	23%	26%	27%	24%	26%	27%	30%	30%	33%	35%	39%	42%	44%	40% (-4)
		10%	12%	12%	11%	10%	11%	12%	14%	13%	11%	11%	12%	17%	12%
		9%	9%	9%	9%	10%	11%	13%	12%	12%	15%	16%	16%	10%	15%
14.	 Furniture	17%	18%	19%	16%	18%	19%	23%	23%	26%	29%	33%	34%	37%	31% (-6)
		7%	10%	8%	8%	7%	6%	10%	10%	9%	9%	10%	7%	8%	7%
		6%	5%	8%	5%	7%	7%	9%	9%	9%	13%	12%	16%	15%	14%
15.	 Kitchen devices	21%	21%	24%	21%	22%	24%	26%	26%	28%	31%	35%	38%	40%	38% (-2)
		10%	8%	10%	7%	8%	9%	13%	10%	10%	10%	10%	9%	8%	10%
		7%	9%	10%	10%	11%	9%	12%	11%	11%	13%	15%	17%	16%	15%
16.	 Jewelry	18%	19%	22%	18%	19%	23%	27%	24%	26%	29%	33%	32%	38%	32% (-6)
		10%	10%	10%	8%	9%	12%	13%	11%	9%	9%	10%	12%	13%	9%
		6%	7%	7%	6%	7%	7%	9%	8%	10%	12%	12%	16%	10%	13%
17.	 Sport equipment	20%	21%	21%	19%	19%	21%	26%	24%	27%	30%	33%	33%	39%	33% (-6)
		9%	11%	11%	8%	10%	9%	12%	11%	11%	11%	10%	10%	10%	9%
		6%	5%	7%	6%	7%	8%	8%	8%	8%	9%	11%	11%	14%	12%

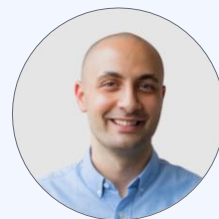
Sample & Method

Sample	1.000 Brits
Country	United Kingdom
Age	16-65
Date of the survey	20-27 May 2022

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

View and analyse the data
on research.appinio.com

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