

10.08.2022, United States

appinio hype tracker

Your fast track to consumer insights

01

Weekly Insights

This week —

[Back to school and inflation](#)

Are American parents ready for their kids to “go back to school”? How will the current environment affect spending on school supplies? How are American parents planning to deal with increasing prices?

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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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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 —

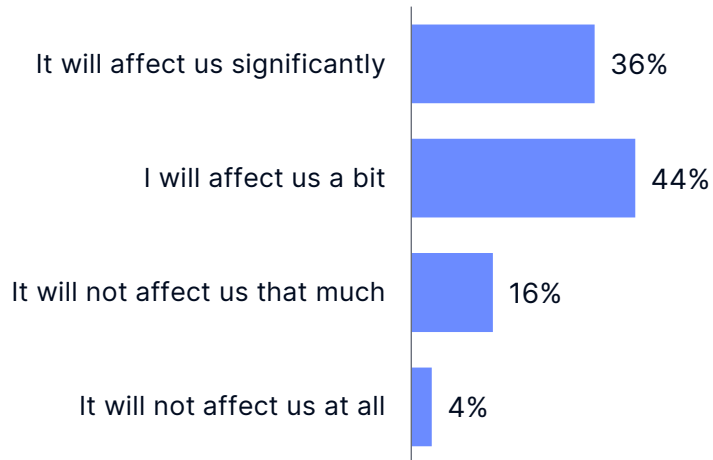
Back to school and
inflation



Weekly Insights— Back to school and inflation

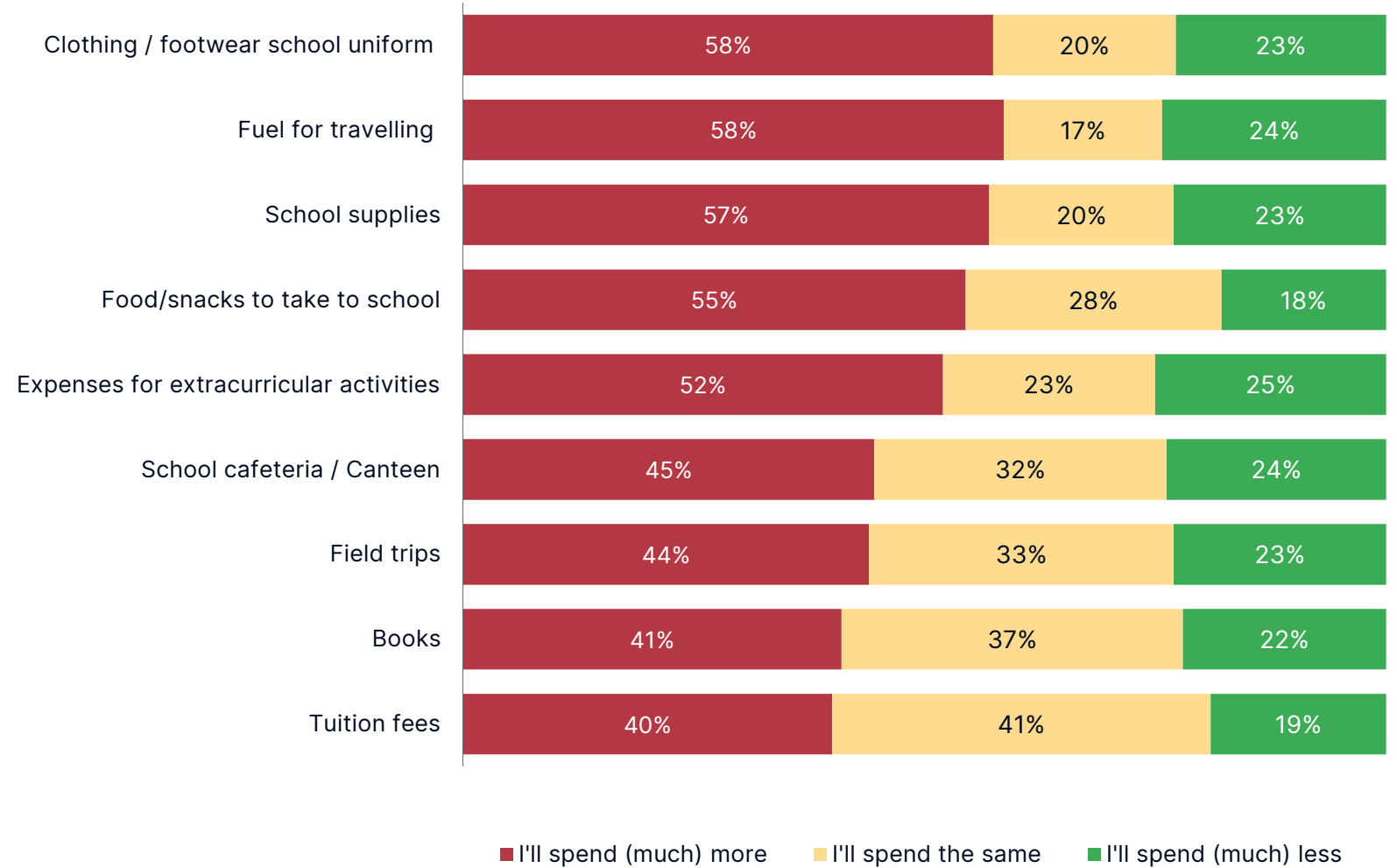
80%

of American parents of school children think that the cost-of-living crisis will affect the finances available to prepare their children to go back to school.



How much do you think inflation will affect you with regard to your child(ren) going back to school? *Respondents who said that the cost-of-living crisis will impact their finances*

Weekly Insights **01**

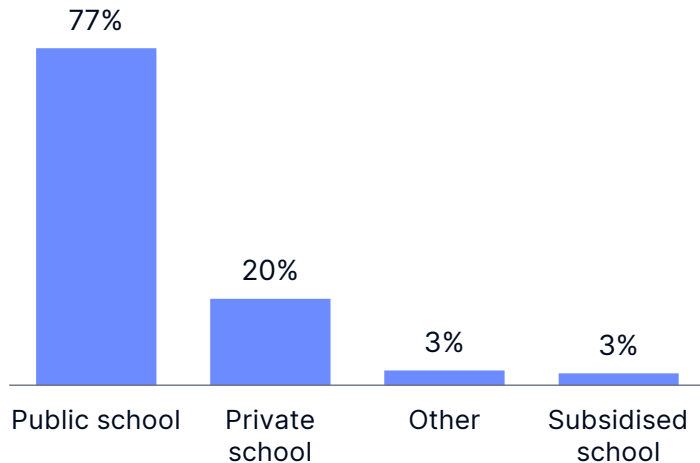


44%

of American parents of school children going to a private school have thought of switching to a public one in order to save some money.

What type of school does/do your child/ren attend?

Respondents who have children either in elementary, middle and high school

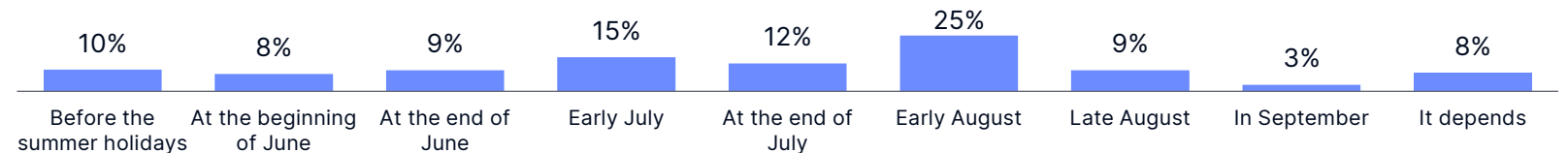


What measure would you take to save as much as possible currently as inflation rates are very high? *Respondents who have children either in elementary, middle and high school. Multiple answers possible*

- 55%** Making use of promotions, discount coupons or offers to buy school materials
- 41%** Reusing school supplies from other years (notebooks, folders, pencils, etc.)
- 30%** Using government subsidies for the purchase of books (e.g. book vouchers, etc.).
- 28%** Buying second-hand school supplies (textbooks, etc.)
- 23%** Avoiding extra curricular activities
- 20%** Using government subsidies for the purchase of books (e.g. book vouchers)
- 14%** Borrowing supplies from friends, relatives, etc.
- 11%** Deferring payments for school supplies / books

When do you usually start buying supplies and books for the new school year in your household?

Respondents who have children either in elementary, middle and high school.



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.



The Hypes

Balenciaga x Bang and Olufsen

The Bang & Olufsen collaborative 'Speaker Bag' is crafted to resemble the sculptural form of Balenciaga's handbags, the speaker bag is fully functional as both a bag and a portable speaker.

DALL-E produced Magazine covers

DALL-E 2, Open AI's recently-released text-to-image AI, has generated its first-ever image used as a magazine cover by Cosmopolitan, an American fashion and entertainment magazine for women. The project was made collaboratively by Cosmopolitan editors, OpenAI's workers, and a Digital Artist Karen X. Cheng.

Leafly

Leafly is a website focused on cannabis use and education. The company says it has more than 120 million annual visitors and over 10 million monthly active users.

Magnum x Iris Van Herpen

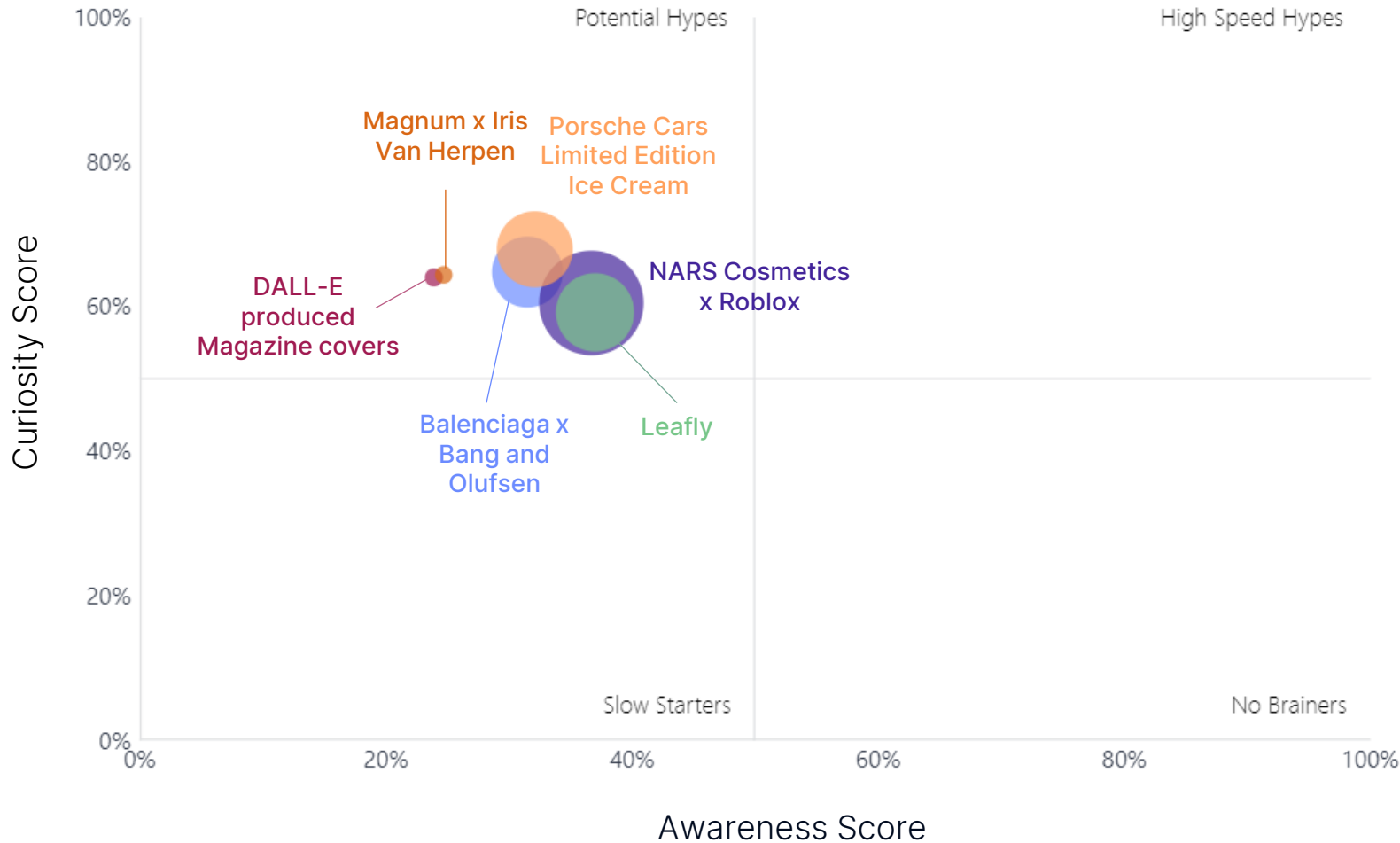
The premium brand Magnum ice cream has partnered with the Dutch fashion designer Iris van Herpen to create a wearable and vegan dress made of coco beans and upcycled organza.

NARS Cosmetics x Roblox

Lovers of adventure, video games and makeup can now enjoy NARS Color Quest on Roblox. Roblox players can explore islands to collect shades, complete a virtual makeup palette, create unique looks that express personality and share them with the world.

Porsche Cars Limited Edition Ice Cream

Porsche has teamed up with Chicago-based Pretty Cool Ice Cream to launch five unforgettable flavors based on the brand's famous car colors and celebrate National Ice Cream Day.



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.

03

Consumer Behavior Tracker

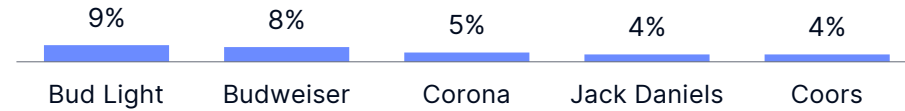


Top of Mind Brands

What brands do consumers spontaneously recall when prompted?



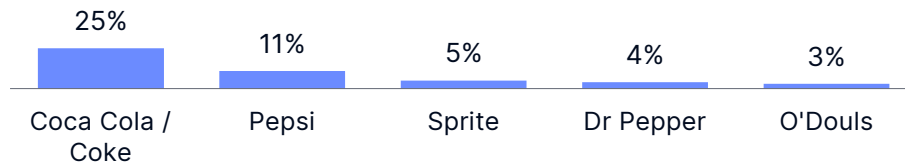
Alcoholic beverages



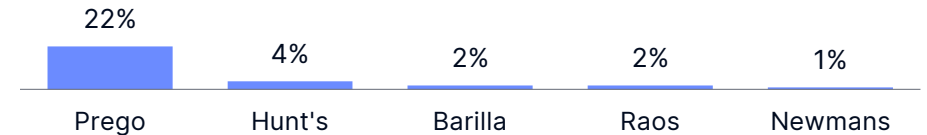
Flower delivery



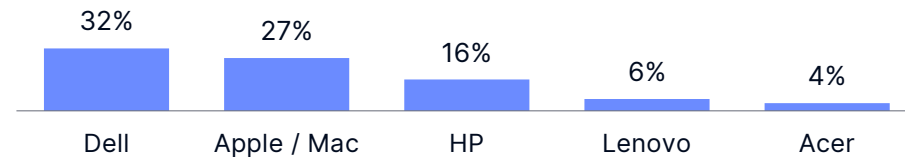
Non-alcoholic beverages



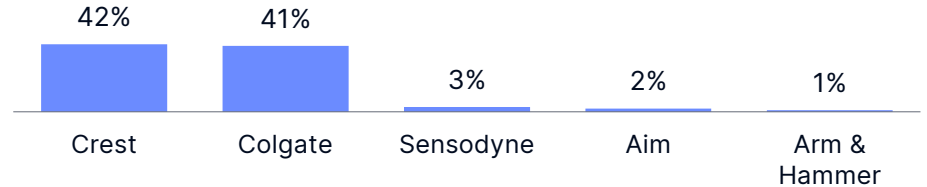
Pasta sauce



Laptops



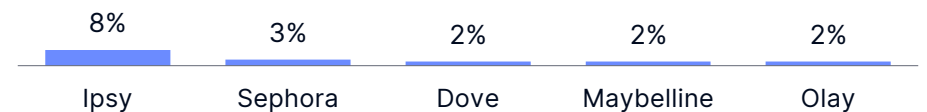
Toothpaste



Suitcases









Beauty/self-care subscription boxes









How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	6 May	25 May	15 June	29 June	13 July	27 July	10 Aug
1.	 Groceries	94%	96%	95%	96%	95%	94%	96%	96%	94%	95% (+1)
		9%	12%	8%	11%	9%	11%	9%	12%	10%	10%
		65%	59%	65%	58%	63%	60%	62%	62%	59%	65%
2.	 Personal care/ Hygiene	79%	81%	82%	81%	77%	79%	80%	78%	80%	79% (-1)
		14%	15%	15%	13%	12%	14%	13%	14%	15%	12%
		49%	47%	48%	45%	47%	46%	45%	44%	47%	50%
3.	 Non-alcoholic drinks	74%	80%	80%	81%	77%	76%	77%	76%	76%	75% (-1)
		8%	9%	9%	9%	8%	8%	7%	7%	10%	5%
		54%	55%	57%	53%	53%	53%	53%	54%	50%	56%
4.	 Medicine	62%	68%	68%	71%	66%	64%	65%	62%	62%	57% (-5)
		8%	10%	8%	7%	9%	9%	8%	8%	8%	7%
		44%	44%	50%	47%	44%	43%	43%	42%	41%	39%
5.	 Clothes	60%	70%	70%	70%	67%	65%	67%	65%	66%	64% (-2)
		16%	22%	20%	20%	17%	16%	17%	19%	21%	19%
		23%	24%	27%	23%	27%	26%	25%	21%	23%	23%
6.	 Alcoholic drinks	46%	58%	53%	60%	53%	52%	55%	54%	50%	50% (=)
		5%	7%	5%	7%	5%	6%	5%	5%	6%	4%
		34%	40%	38%	38%	37%	37%	37%	37%	34%	38%






How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	6 May	25 May	15 June	29 June	13 July	27 July	10 Aug
7.	 Shoes	50%	56%	60%	59%	54%	53%	54%	55%	52%	53% (+1)
		14%	19%	19%	15%	15%	15%	15%	17%	17%	16%
		21%	20%	23%	21%	22%	22%	20%	22%	18%	21%
8.	 Beauty/ Make-up	47%	55%	54%	58%	50%	50%	53%	49%	48%	46% (-2)
		10%	15%	13%	13%	11%	12%	13%	13%	11%	10%
		23%	20%	25%	22%	23%	22%	22%	20%	21%	22%
9.	 Books / Magazines	41%	46%	51%	55%	47%	42%	46%	45%	44%	38% (-6)
		14%	17%	16%	16%	14%	14%	14%	14%	15%	15%
		15%	14%	20%	19%	19%	15%	15%	17%	17%	12%
10.	 Household devices	42%	48%	49%	53%	46%	44%	44%	45%	41%	39% (-2)
		10%	10%	11%	12%	10%	11%	12%	11%	10%	11%
		18%	21%	24%	22%	21%	18%	17%	18%	17%	16%
11.	 Electrical devices	42%	48%	50%	53%	46%	48%	47%	46%	45%	40% (-5)
		14%	17%	15%	15%	14%	16%	16%	14%	14%	14%
		15%	15%	18%	19%	18%	16%	14%	18%	16%	14%
12.	 Toys	40%	47%	49%	50%	43%	45%	44%	45%	44%	38% (-6)
		11%	15%	14%	14%	10%	14%	14%	14%	13%	11%
		15%	15%	20%	17%	17%	16%	15%	17%	15%	13%

How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	06 May	25 May	15 June	29 June	13 July	27 July	10 Aug
13.	 Kitchen devices	38%	44%	47%	50%	40%	44%	43%	39%	42%	35% (-7)
		11%	11%	11%	11%	7%	11%	11%	11%	11%	8%
		18%	19%	24%	22%	20%	21%	18%	18%	18%	15%
14.	 Decorations	42%	48%	48%	50%	45%	44%	45%	43%	44%	40% (-4)
		11%	12%	12%	12%	12%	11%	11%	11%	12%	11%
		19%	20%	22%	18%	20%	18%	19%	19%	18%	16%
15.	 Jewelry	37%	44%	44%	48%	45%	39%	42%	40%	37%	33% (-4)
		10%	13%	13%	12%	12%	9%	12%	12%	11%	10%
		14%	15%	17%	17%	15%	16%	15%	16%	12%	12%
16.	 Furniture	32%	40%	40%	44%	37%	37%	36%	35%	34%	31% (-3)
		7%	8%	9%	9%	7%	10%	7%	7%	8%	8%
		14%	20%	20%	19%	19%	16%	18%	18%	16%	14%
17.	 Sport equipment	32%	40%	40%	43%	37%	35%	36%	39%	33%	33% (=)
		9%	12%	11%	12%	10%	9%	10%	10%	9%	10%
		13%	14%	16%	14%	14%	12%	11%	12%	10%	12%

Sample & Method

Sample 1.000 Americans
Country USA
Age 16-65
Date of the survey 4-5 August 2022

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

View and analyze the data
on research.appinio.com

Contacts



Benedikt Helbach
Sales Director US

Office +49 15 16 46 22 622
E-Mail benedikt.helbach@appinio.com



Jessica Poon
Growth, US

Office +44 77 91 68 48 37
E-Mail jessica.poon@appinio.com