

## CONSUMERS ARE NAVIGATING AN UNCERTAIN ECONOMY WITH FUTURE OPTIMISM—BUT USING DIFFERENT METHODS

As consumers navigate current and future financial concerns, brands must understand how their customers are adapting their shopping habits against their perceptions of the macroeconomy.

Digital River surveyed 3,000 consumers across the US, UK, and Germany to understand their current and future economic concerns, how their financial situation compares to previous years, and how they are adjusting to accommodate uncertainty.

### #1 CONSUMERS ARE LESS CONCERNED ABOUT PERSONAL FINANCES

Despite facing heightened financial strain, consumers anticipate a brighter financial future ahead compared to previous years.



of consumers are concerned about their country's economy



of consumers say their financial situation has gotten better over the last 12 months



two in five respondents expect their financial situation to improve over the next 12 months

### #2 CONSUMERS ARE CHANGING THEIR SPENDING HABITS

Some resort to 'doom spending' to cope, while others are scaling back spending to control budget variance.



of consumers have been spending less over the last 6 months due to the economy and geopolitical events



of consumers describe their current spending habits as "budget-conscious spending"



of Gen Z were more likely to admit to "doom spending" than other generations

### #3 SHOPPERS ARE DIVIDED ON THEIR APPROACH TO SAVINGS

Many consumers have pursued side hustles to add to their savings or plan to in the future.



One fourth of consumers have taken on an additional job or "side hustle" to increase their income in the last 12 months

Just under one third of consumers admit to "doom saving"



Three fifths of German consumers focused on increasing their emergency savings, compared to 41% of US and 48% of UK consumers

Amid global economic concerns, consumers are demonstrating cautious optimism about their financial outlook, signaling a shift towards greater cost-consciousness and strategic savings. While facing the pressure of rising prices, the trend of decreased spending and increased savings underscores a prudent approach to navigating economic uncertainty, with encouraging signs of price stabilization in certain markets that brands must take notice of and action towards.