The holiday season is always an important time for consumer industries, and retail in particular. This year, following the upheaval of the pandemic, it's even more so. But consumers are already thinking about the year ahead, and where their post-pandemic spending might be directed.

**Capitalizing on consumer excitement for the year ahead**

**Getting 2022 ready**

In fact, as the pandemic subsides, consumers are looking forward to their travel options opening up…

Does this mean consumers are anticipating a return to previous habits in 2022? Some behaviors that weren't possible or were less appealing during the pandemic are returning. Over the next year…

- 29% are likely to take a cruise or a trip abroad
- 35% are planning to take a local trip or vacation in 2022
- 94% are focused on having attentive and friendly staff
- 99% are focused on having knowledgeable staff to help customers
- 84% have taken special measures to reinforce surety of supply
- 99% have taken "extraordinary" measures to ensure supply
- 48% are likely to buy clothes to look good and feel good (53% of younger consumers)
- 38% are likely to buy cosmetics and similar products (44% of younger consumers)
- 34% are likely to indulge in things that were restricted recently, like dining out (44% of younger consumers)
- 40% will prioritize saving for a vacation or trip away in 2022
- 44% will be reevaluating the household budget in light of rising prices
- 39% will make saving for retirement a top 5 financial priority for 2022
- 31% will make paying down debt a top 5 financial priority for 2022

And travel companies have it in their power to help reignite the travel bug among their customers…

- Nearly 1/3 want timely information and help understanding where and how they're allowed to travel
- 1/4 want better flow management in airports and transports
- More than 1/3 of consumers want more clarity on refunds in case of cancellations

And, after two summers of limited or zero travel, one of the biggest consumer priorities is saving for a vacation or a trip away…

- 40% of retailers have felt pressure to improve company culture and public image
- 71% of retailers have felt pressure to improve positive treatment of employees
- 83% of retailers have felt pressure to improve the inclusivity of the store environment and diversity of the workforce
- 38% of retailers have altered training processes

In fact, as the pandemic subsides, consumers are looking forward to further travel options opening up…

- 36% expect to travel for leisure, to visit family or friends, and/or for business
- 38% expect to travel for leisure, to visit family or friends, and/or for business
- 32% expect to travel for leisure, to visit family or friends, and/or for business

And travel companies have it in their power to help mitigate the travel bug among their customers…

- 40% more than 1/3 of consumers said they’re more likely to travel because the travel options are opening up
- 29% said they’re more likely to travel because the travel options are opening up
- 25% said they’re more likely to travel because the travel options are opening up

(Percentage of respondents who would be persuaded back to travel by each of the above…)

Source: Accenture Consumer Holiday Survey 2021. Accenture Retail Executive Holiday Survey 2021. Copyright © 2021 Accenture. All rights reserved.