

Getting 2022 ready

Capitalizing on consumer excitement for the year ahead



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.



Retailers are ready for the holidays...

94%

are focused on having **attentive** and **friendly staff**

84%

are focused on having **knowledgeable staff** to **help customers**

99%

have taken special measures to **reinforce surety of supply**

52%

have taken "extraordinary" measures to **ensure supply**

...but they're feeling the pressure of increased expectations from consumers...



82% 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**

(Percentage of retail executives reporting increased pressure from customers over the last 12 months regarding each of the above...)

...and they're taking action to change their approach...

48%

of retailers surveyed have altered or **enhanced hiring processes**

38%

of retailers surveyed have **altered training processes**

34%

of retailers surveyed have **changed role descriptions** to attract different candidates

What about consumers? Unsurprisingly, after a tough year, many are focused on fixing their personal finances...

44%

will make **paying down debt** a **top 5 financial priority for 2022**

39%

will make **saving for retirement** a **top 5 financial priority for 2022**

31%

will be reevaluating the **household budget in light of rising prices**

But our survey finds there'll be room for fun, indulgence and big-ticket spending over the next year too:



1 in 3 (31%) will make **spending on new clothes** a top 5 financial priority in the new year



Over 1 in 4 (27%) will make **dining out, theatre, cinema, and other experiences** a top 5 financial priority in the new year



1 in 5 (21%) will make spending on **treats and little luxuries** a top 5 financial priority in the new year



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...

36%

expect to indulge in things that were restricted recently, like dining out (**44% of younger consumers**)

38%

expect to buy clothes to look good and feel good (**53% of younger consumers**)

32%

expect to buy cosmetics and similar products (**44% of younger consumers**)

(Younger consumers are Gen Z and Younger Millennials)

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%

will **prioritize saving for a vacation or trip away** in 2022



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



35% are planning to take a local trip or vacation in 2022

29% are likely to take a cruise or a trip abroad

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

34%

more than 1/3 of consumers want **more clarity on refunds** in case of cancellations

29%

Nearly 1/3 want **timely information and help** understanding where and how they're allowed to travel

25%

1/4 want **better flow management** in airports and transports

(Percentage of respondents who could be persuaded back to travel by each of the above...)