

SUPPLY CHAIN IMPACTS IN 2022

during COVID-19



This week's insights were collected Friday, November 19 – Monday, November 21, 2021, among a general population of n=1000 U.S. consumers age 21+.

Availability Issues are Widespread; Price Increases are Universal. Nearly all have experienced price increases, with expectations they will continue to rise in 2022. Availability of finding desired items has impacted many, again with expectations it will get worse. The primary change in behavior to compensate for these issues will be to stock up on routine purchases like paper products, groceries, cleaning and personal care/beauty. Consumers are likely to wait until prices go down before purchasing clothing. Similarly, purchases of bigger items like tech, electronics, cars, and furniture are likely to be put off until prices come down.

Price Increases

% of Total Respondents who shop for items

94%

I have noticed prices increases recently



90%

I expect prices to rise into 2022

Availability of Items

% of Total Respondents



I have found it hard to find some of the specific products I am looking for



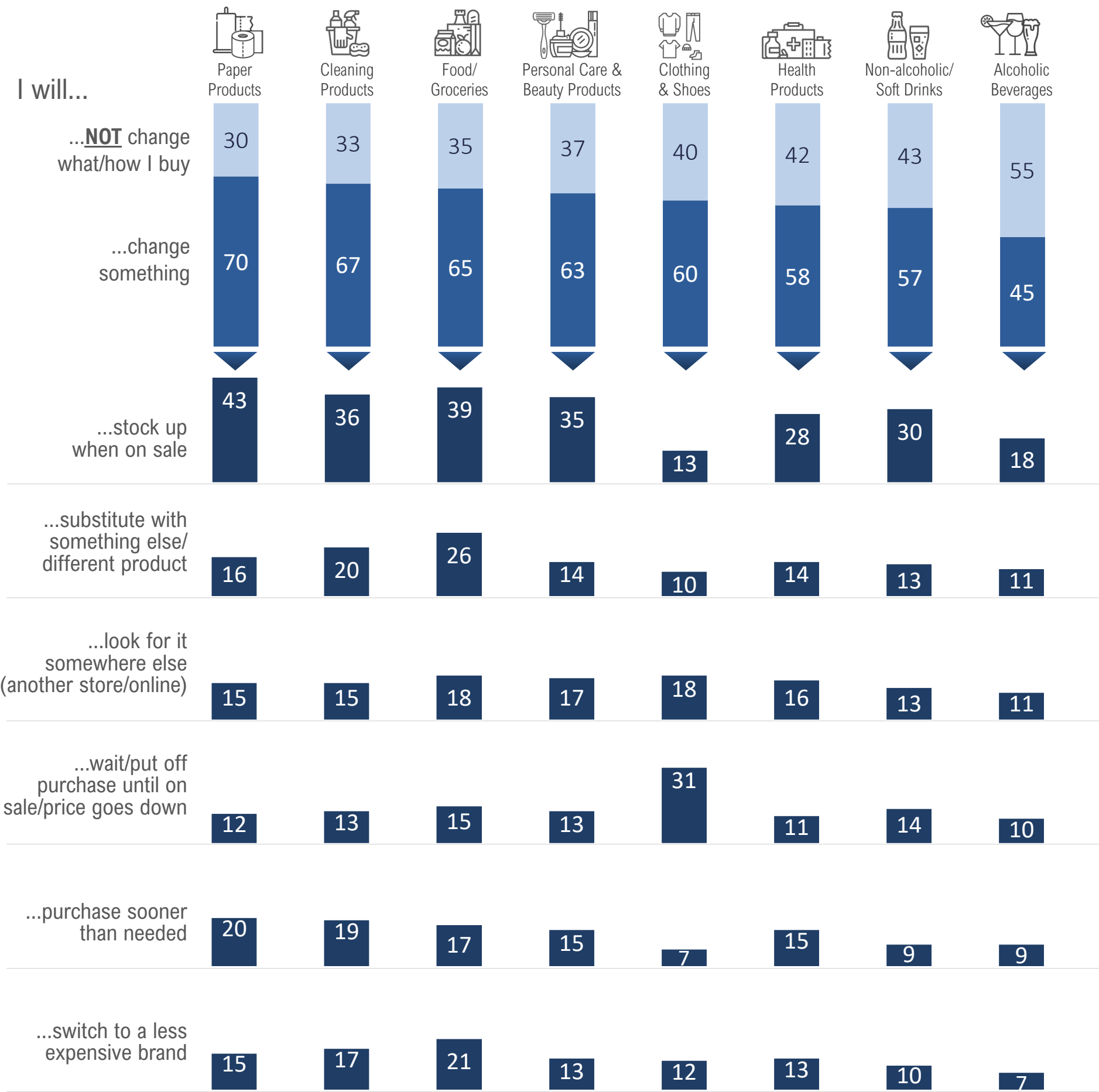
I expect availability of many items to get worse in 2022

67%

66%

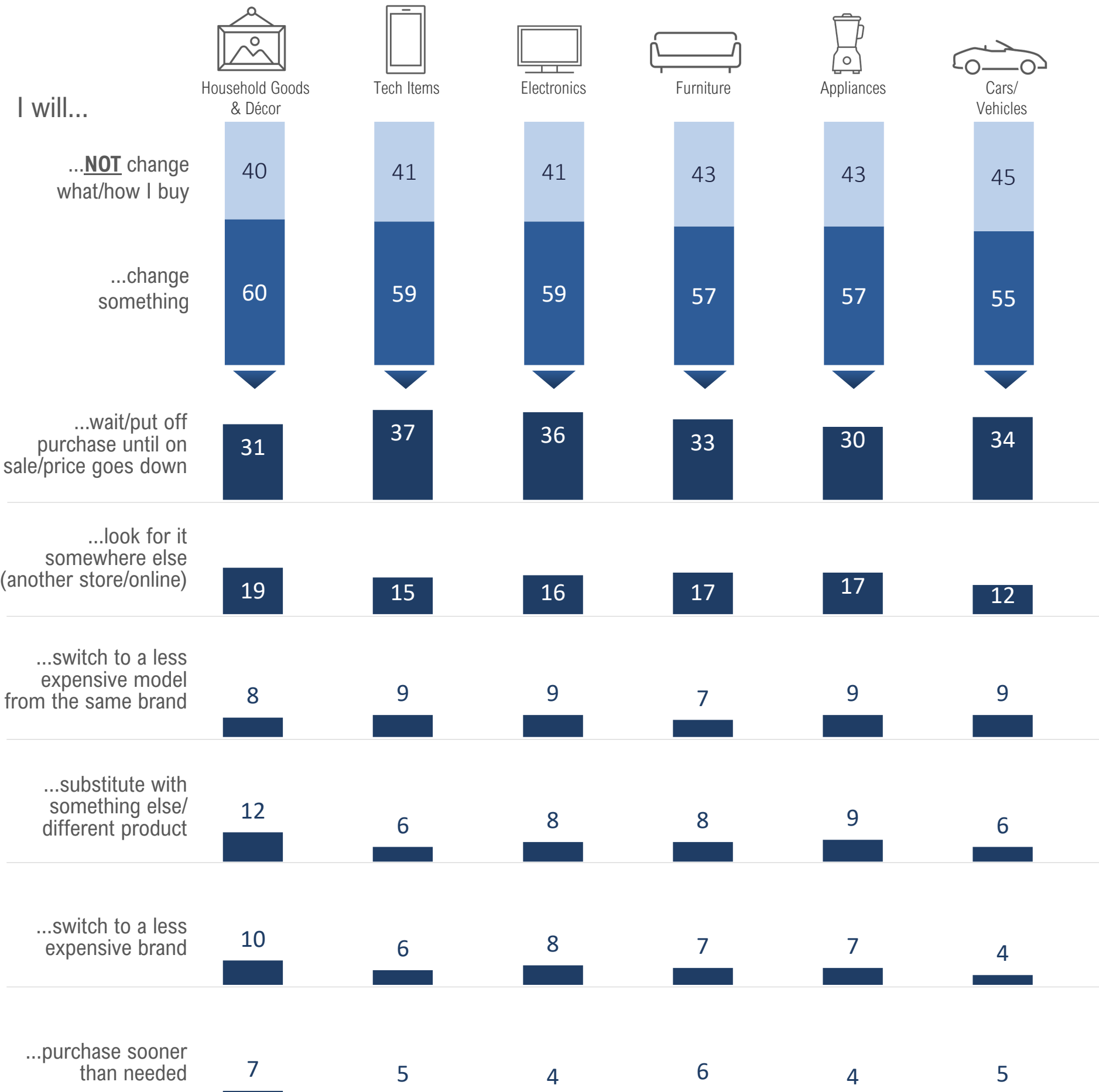
2022 Shopping for Routine Purchases

% of Total Respondents who shop for items



2022 Shopping for Special Purchases

% of Total Respondents who shop for items



Base: Total (n=1000)
 Q1: Current supply chain issues have impacted the availability of certain products as well as increasing prices. How do you think you will change your behavior, if at all, when shopping for these items in 2022?
 Q2: And how about these larger items? How do you think you will change your behavior, if at all, when shopping for these items in 2022?
 Q4: How much do you agree or disagree with the following statements: