

# Which products won't consumers scrimp on, even as prices rise?

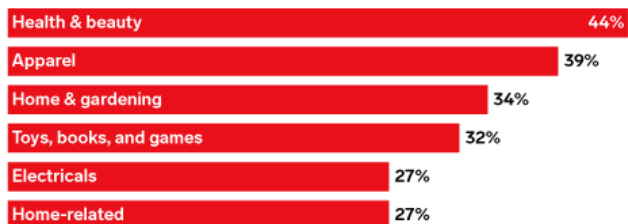
Article

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Forty-four percent of US adults plan to spend their normal amount on health and beauty products this year, according to a MetaPack survey. More than two-thirds said they're not changing their spending on apparel (39%) or on DIY and gardening (34%).

## Product Categories That US Adults Plan to Continue Their Normal Spending Amount in 2023

% of respondents



Note: ages 18+

Source: Metapack, "Ecommerce Delivery Benchmark," Feb 8, 2023

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**Beyond the chart:** Many consumers are adjusting their spending habits to high inflation, by either trading down or stopping discretionary spending.

These behaviors will likely continue in the coming months unless costs begin to come down, which seems unlikely. Last week, the Commerce Department reported that the personal consumption expenditures price index—the **Federal Reserve's preferred measure for inflation**—rose 5.4% year over year in January.

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*Methodology: Data is from a February 2023 Metapack report titled "Ecommerce Delivery Benchmark." 8,000+ adults ages 18+ in Australia, Canada, France, Germany, Italy, Spain, the UK, and the US were surveyed by Retail Economics during November 2022.*