



Mood of America

NIQ Consumer Life Roper Reports® US

July 2026



Table of contents

Summary	3
State of the nation	4
Consumer sentiment	14
Shopping & buying decisions	28
Appendix: Methodology	38

Note: Most survey data presented in this report are drawn from the 2026 NIQ Consumer Life US, Consumer Life Global, and MRI-Simmons studies. Data from the NIQ Consumer Life 2026 US study and MRI-Simmons were collected prior to February 28, 2026, when the U.S./Israel attack on Iran began. The U.S. portion of the NIQ Consumer Life 2026 Global study was fielded between early February and early April 2026. Where relevant and feasible, selected slides compare responses collected before and after February 28, 2026, to highlight shifts in consumer attitudes and behaviors following the conflict.

A record-setting first half of highs and lows

Extraordinary challenges, extraordinary milestones

Jan.
US attacks
Venezuela



Jan.
Anti-ICE protests follow
fatal shootings



Feb.
US and Isreal attack Iran, causing
biggest-ever oil market disruption



May
Gas prices reaches nearly \$4.5,
up more than 50% from late Feb.



Jun.
US and Iran sign a peace
Memorandum of
Understanding (MoU)
aiming to end the war



Jun.-Jul.
Dangerous heat wave
scorches much of U.S. ahead
of nation's 250th anniversary;
Jul. U.S. and Iran reignite war
over strait of Hormuz



Feb.
NBCUniversal draws
biggest Winter Games
audience since 2014



Apr.
Artemis astronauts make
history—traveling farther than
any human has gone before



Jun.
S&P 500 reaches all-time high,
SpaceX raises \$75 billion in record-setting IPO



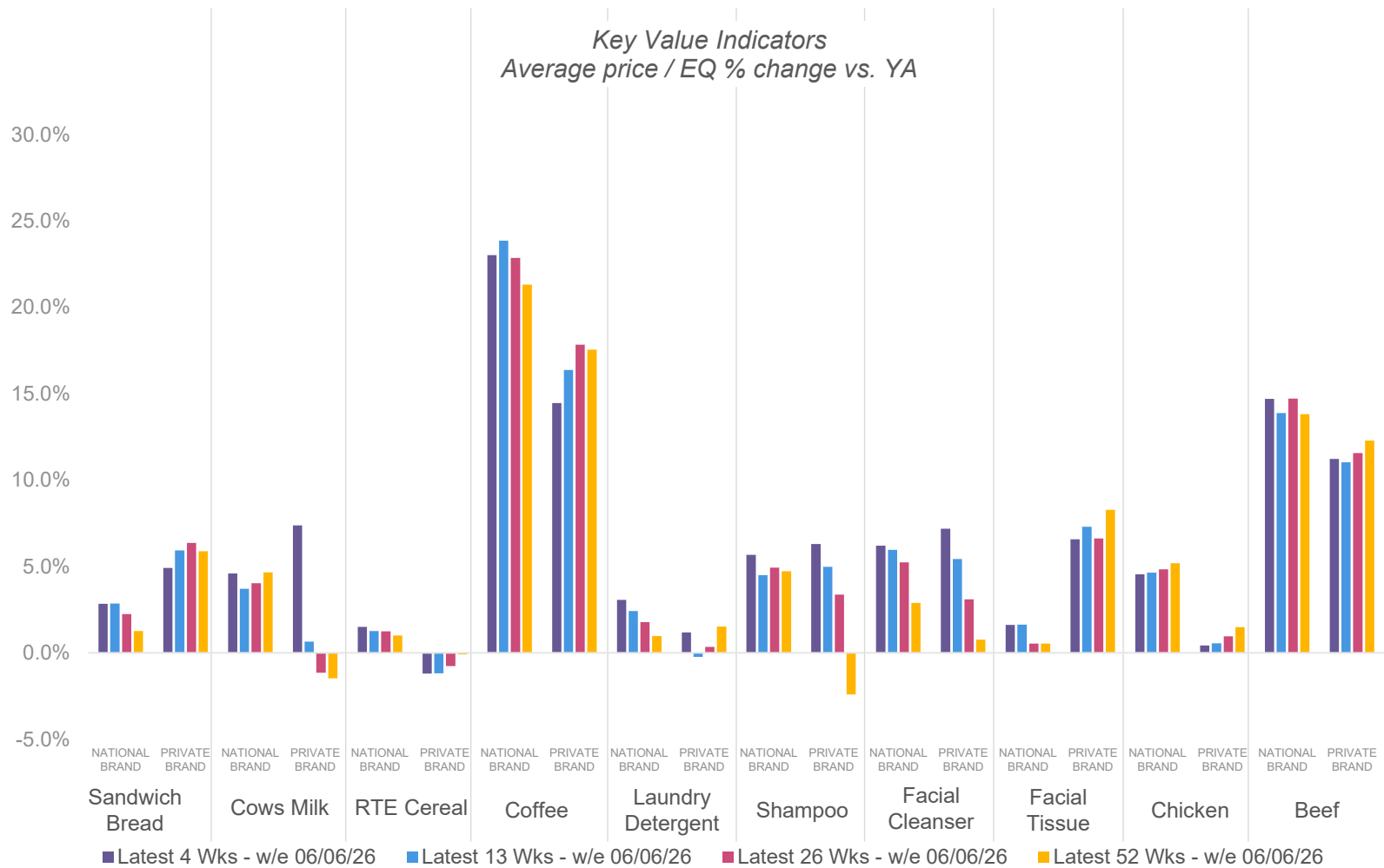
Jun.-Jul.
Fans show up for the World Cup
in record-breaking numbers



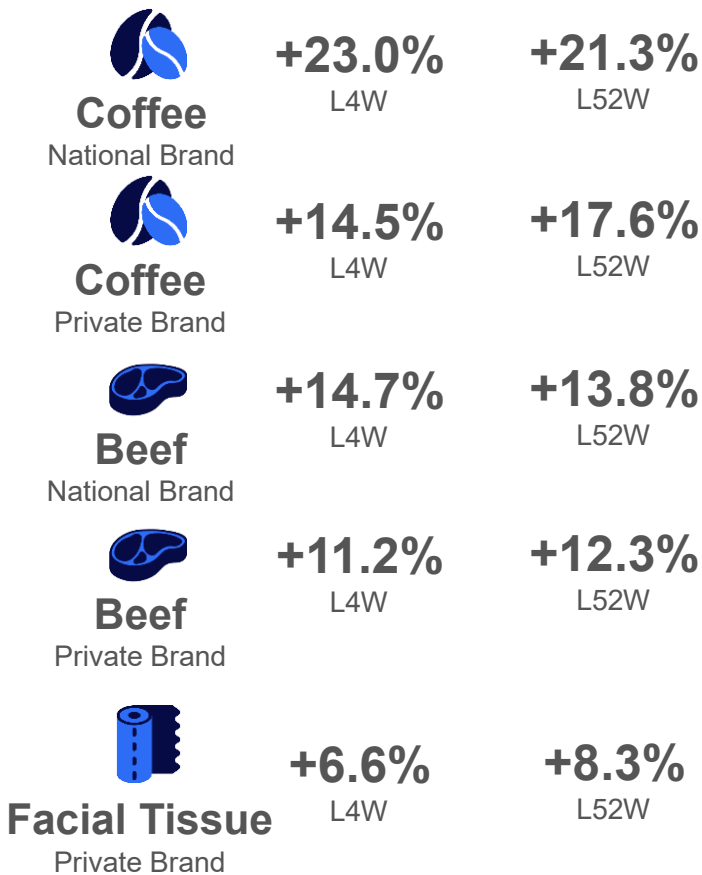
<https://www.pbs.org/newshour/world/a-timeline-of-u-s-military-escalation-against-venezuela-leading-to-maduros-capture>, <https://abcnews.com/US/anti-ice-protests-place-nationwide-fatal-shootings-minneapolis/story?id=129670048>,
<https://www.axios.com/2026/02/24/2026-winter-olympics-viewership-milan-cortina>, <https://www.nytimes.com/2026/03/12/world/middleeast/iran-war-oil-ia.html>, <https://www.pbs.org/newshour/show/artemis-ii-crew-breaks-distance-record-on-mission-around-far-side-of-moon>, <https://finance.yahoo.com/markets/article/the-record-setting-sp-500-is-putting-up-some-impressive-stats-by-the-numbers-140341199.html>, <https://www.npr.org/2026/07/01/nx-s1-5876297/world-cup-viewership-fox-Telemundo>,
https://www.eia.gov/dnav/pet/hist/LeafHandler.ashx?n=PET&s=EMM_EPMR_PTE_NUS_DPG&f=W, <https://www.nbcnews.com/weather/heat/heat-wave-ahead-of-july-fourth-rcna352127>, <https://www.nytimes.com/live/2026/07/14/world/iran-war-trump-hormuz>

Price momentum accelerates in grocery stores, with coffee and beef leading gains

Inflation remains broad-based across center store, with private brand generally tracking below national but following upward trends



Top 5 Categories with Highest Price Increase



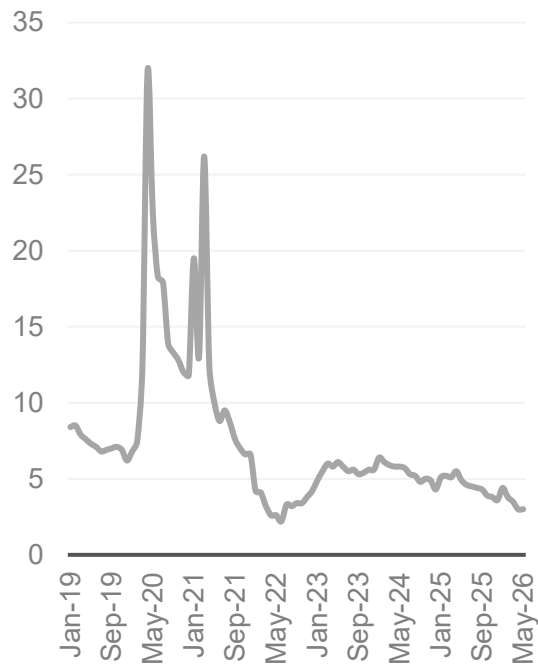
Sources: US NIQ Total Store Inc Fresh - 444 - Monthly (Synd) | Total US Full View™ (Total US xAOC + Convenience + Amazon1P + Costco), L4W, L13W, L26W and L52W – w/e 06/06/2026

Coping strategies: Borrowing more, saving less

Americans are relying more on short-term loans as they grapple with resurging inflation

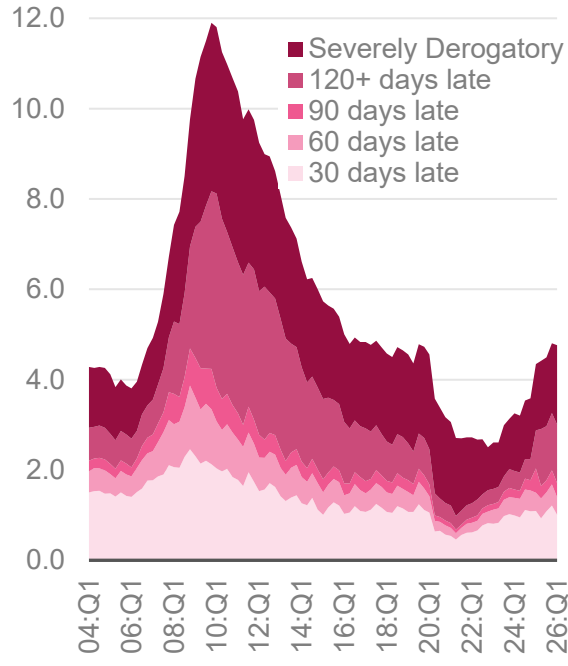
Savings rates continue to decline

Personal savings rate, %



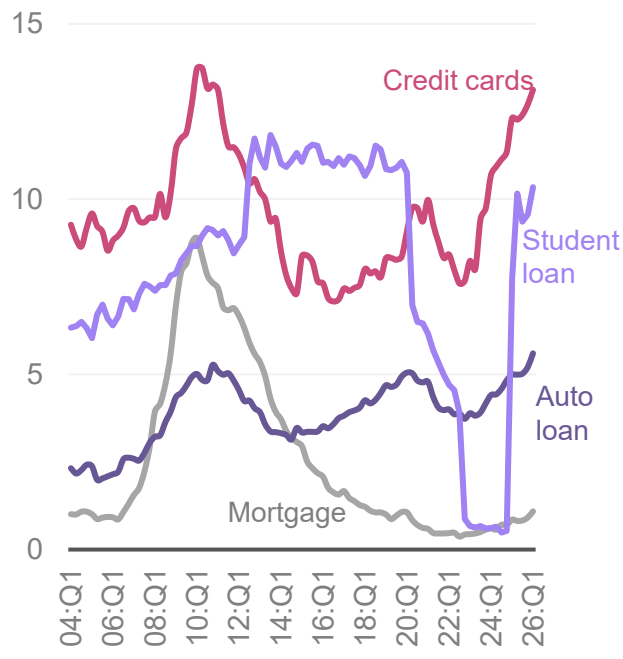
Delinquencies rebound from the COVID lows

Total balance by delinquency status, %



Credit card delinquency hits 15-year high; auto at record

Share of balance 90+ days delinquent by loan type, %



BNPL reliance is on the rise, and so are late payments

\$70 billion

The total transaction value of "buy now, pay later" (BNPL) loans reached an estimated \$70 billion in 2025

47%

of BNPL users say they've paid late in the past year, up from 41% in 2025 and 34% in 2024

54%

of BNPL users agree that they need BNPL loans to make ends meet

29%

of BNPL users say they've used the loans for groceries, up from 25% a year ago and 14% two years ago

A bifurcated credit landscape

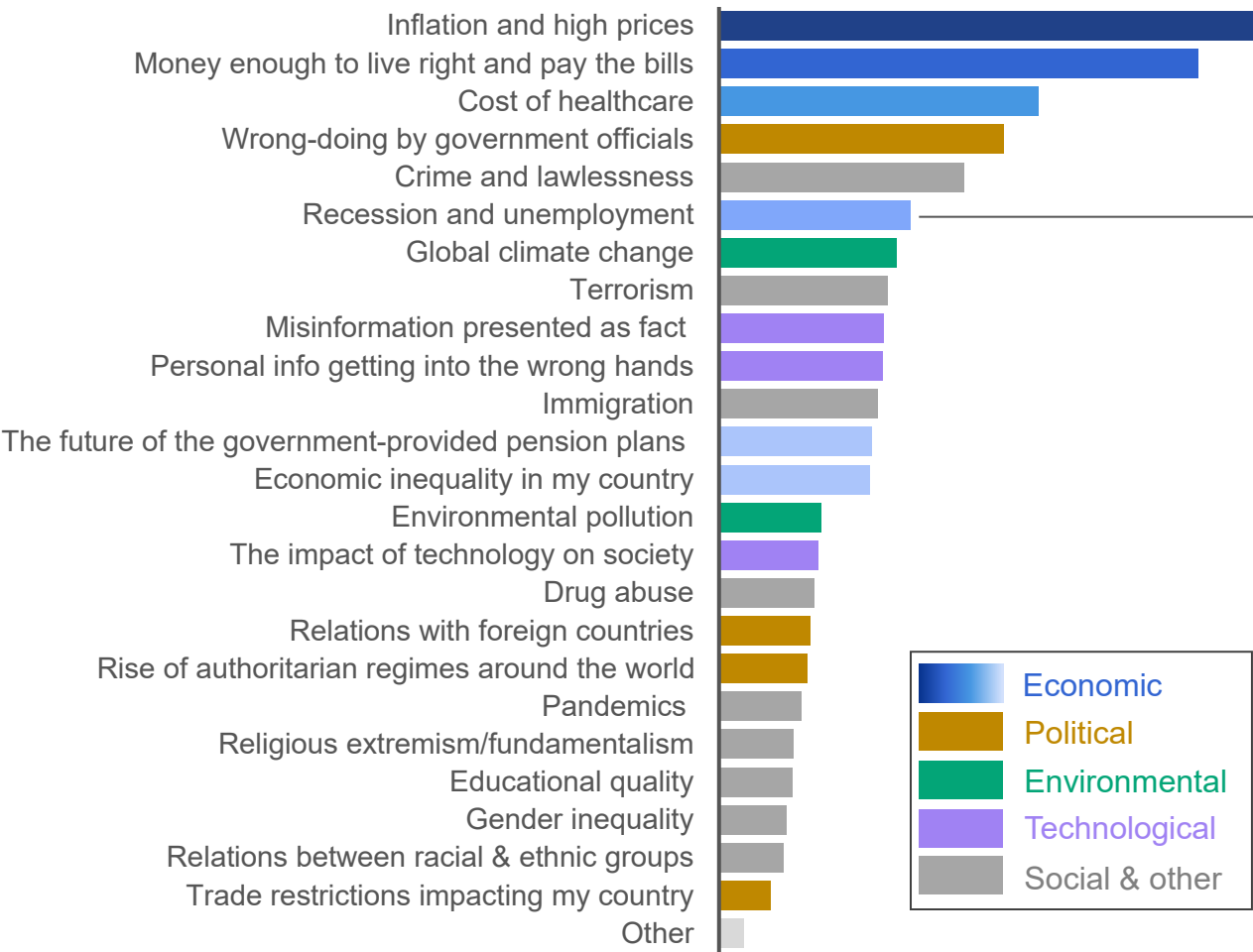
Between Q4 2022 and Q4 2025, more borrowers have become either super-prime, with a credit score of 780 or higher, or subprime, with a credit score below 600, according to TransUnion. Meanwhile, the non-mortgage debt-to-income (DTI) ratio rose much more among subprime than the super-prime consumers.

<https://fred.stlouisfed.org/series/PSAVERT>, https://www.newyorkfed.org/medialibrary/interactives/householdcredit/data/xls/HHD_C_Report_2026Q1, https://www.richmondfed.org/publications/research/economic_brief/2026/eb_26-05, <https://newsroom.transunion.com/k-shaped-q1-2026-ciir/>, <https://www.lendingtree.com/personal/buy-now-pay-later-loan-statistics/>

Economic concerns remain top of mind in 2026

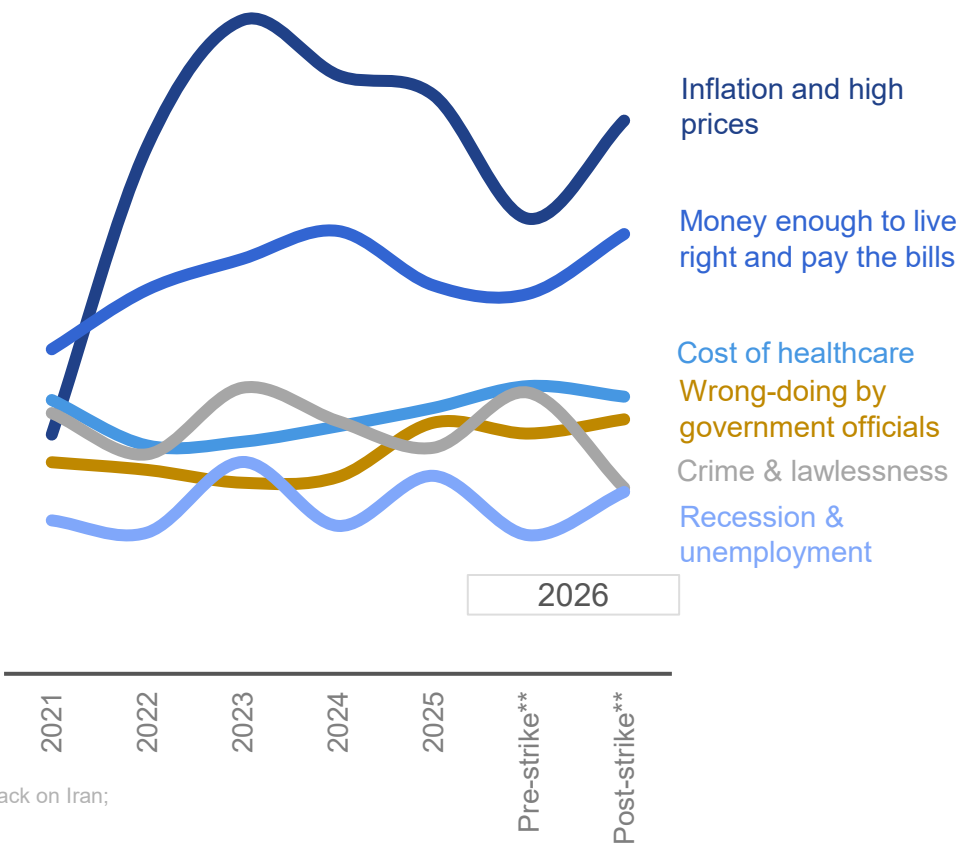
The start of the Iran war re-ignited concerns about inflation, money, and recession

% age 15+ citing the following as top personal concerns, 2026*



Concerns about inflation, money, and recession rebounded upon the start of the Iran war after declining between spring 2025 and early 2026

% citing the following as top personal concerns, 2021-2026, top six concerns in 2026

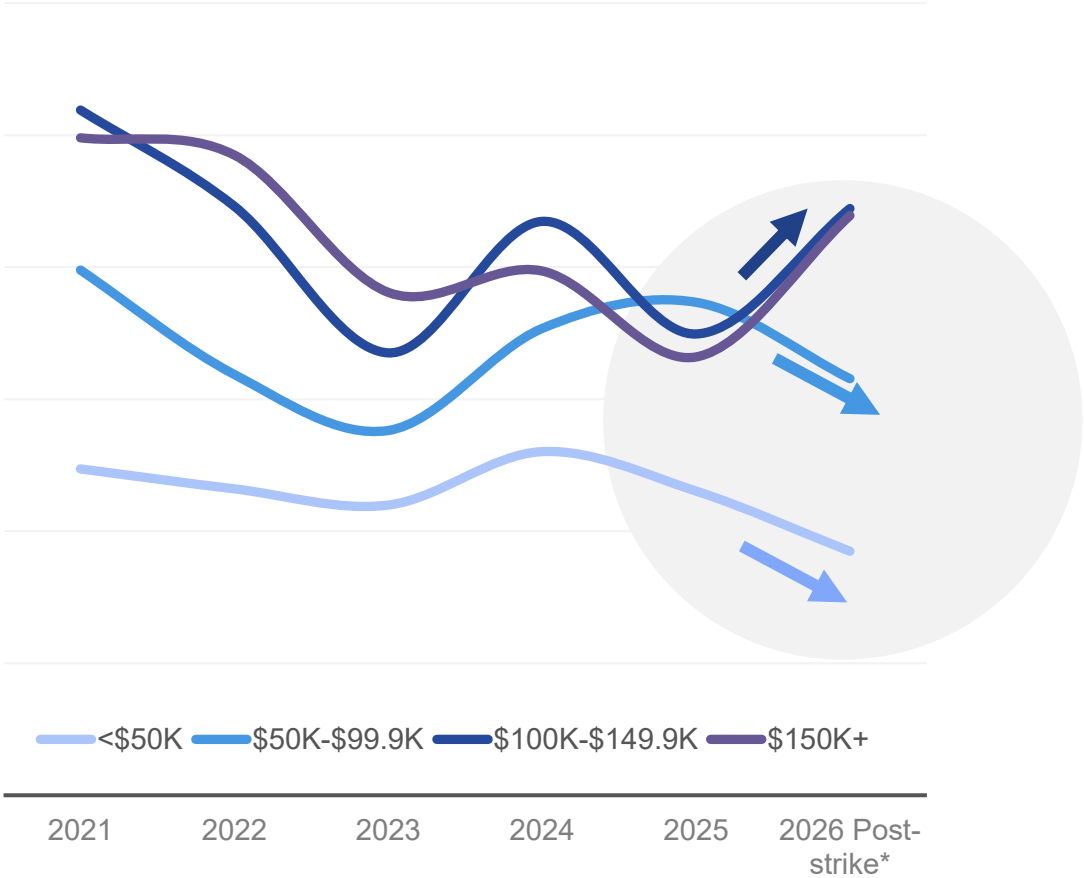


NIQ Consumer Life Global 2021-2026 A2 (US filter); *represents all 2026 data collected before and after February 28, 2026, the start of the U.S./Israel attack on Iran; **represents data collected before/after the start of the US/Israel attack on Iran

Economic confidence is again polarizing

Yet across income brackets, optimism remains below 2021 levels, before inflation accelerated

% age 15+ feeling very/somewhat confident that their personal financial situation will improve in the next 12 months



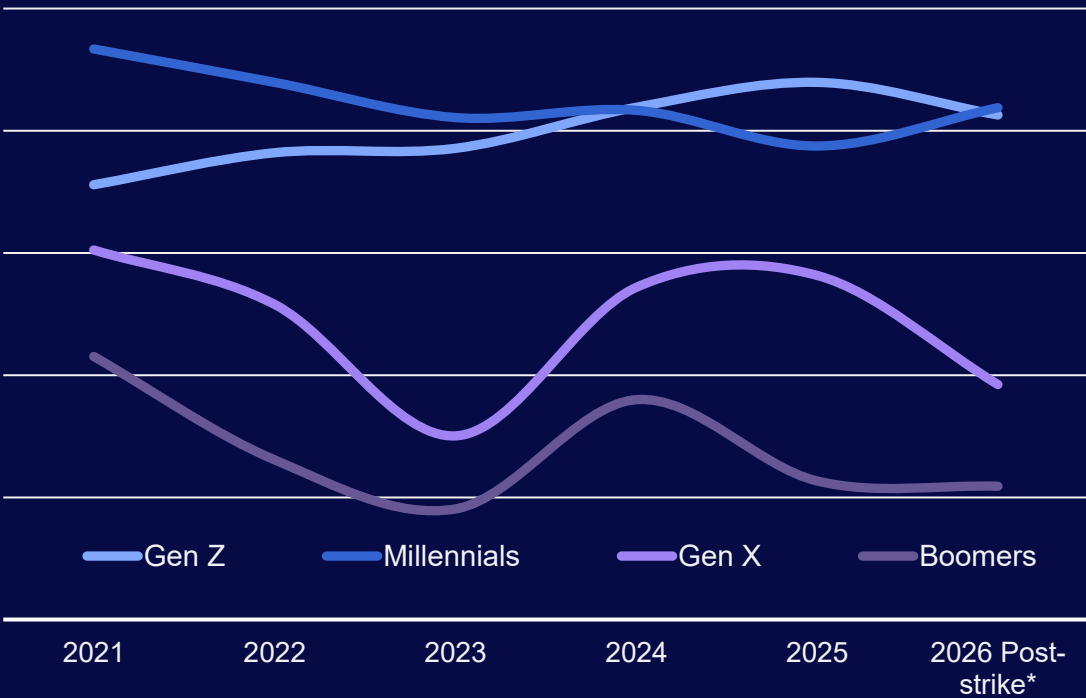
NIQ Consumer Life Global 2019-2026 A1 (US filter);
*represents data collected after the onset of the U.S./Israel attack on Iran on February 28, 2026

Gen Z now rivals Millennials in confidence

Life stage plays a role in their increased optimism over the past few years

With more room for growth, younger people who are starting out or early in their careers tend to be more optimistic about their financial future. Despite a challenging job market, life-stage momentum appears to be propelling Gen Z's financial optimism.

% age 15+ feeling very/somewhat confident that their personal financial situation will improve in the next 12 months



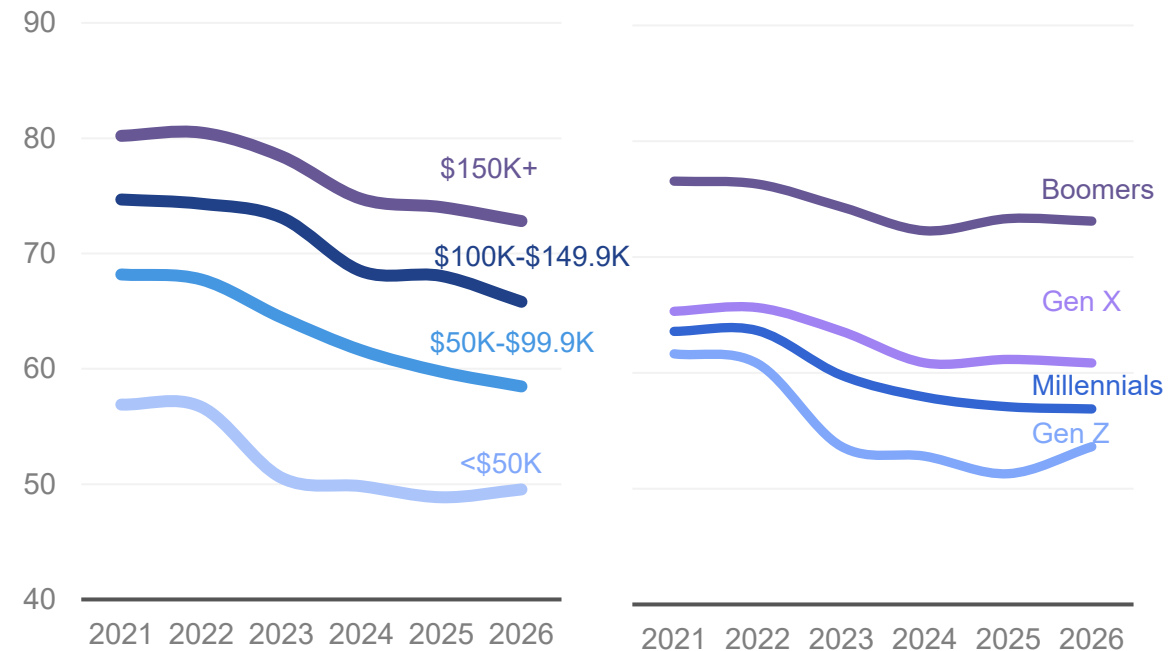
Financial optimism ≠ financial security

Sense of economic security has declined substantially since 2021; despite relatively strong financial optimism, Gen Z feels the least secure of all generations

XX% of American adults agree

“I feel financially secure,”

-7 pts from 2021, making it the **fastest-declining** financial attitude on a list of 42 consistently measured attitudes

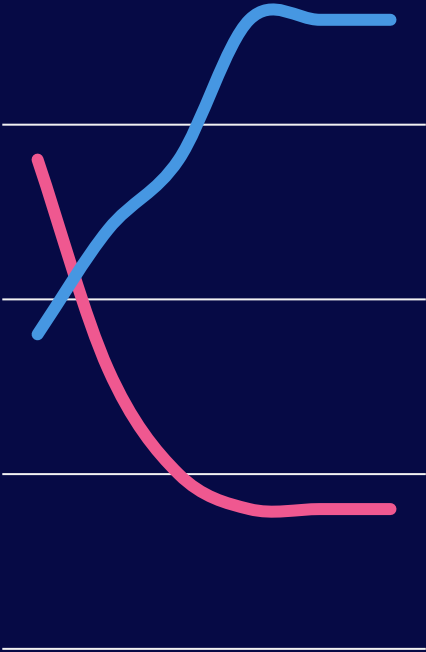


MRI-Simmons 2021 Fall, 2022-2026 Winter, Consumer Life Global 2021-2026 C1 (US filter)

Security: Less obtainable, ever more desired

A growing focus on security over fun

Ranks of personal value (on a list of 57 measured, among those age 15+)
2021 2022 2023 2024 2025 2026



Material Security

Living without financial worries
The **fastest-growing** personal value on a list of 57 (#XX personal value, up XX ranks from 2021)
#XX among Gen Z



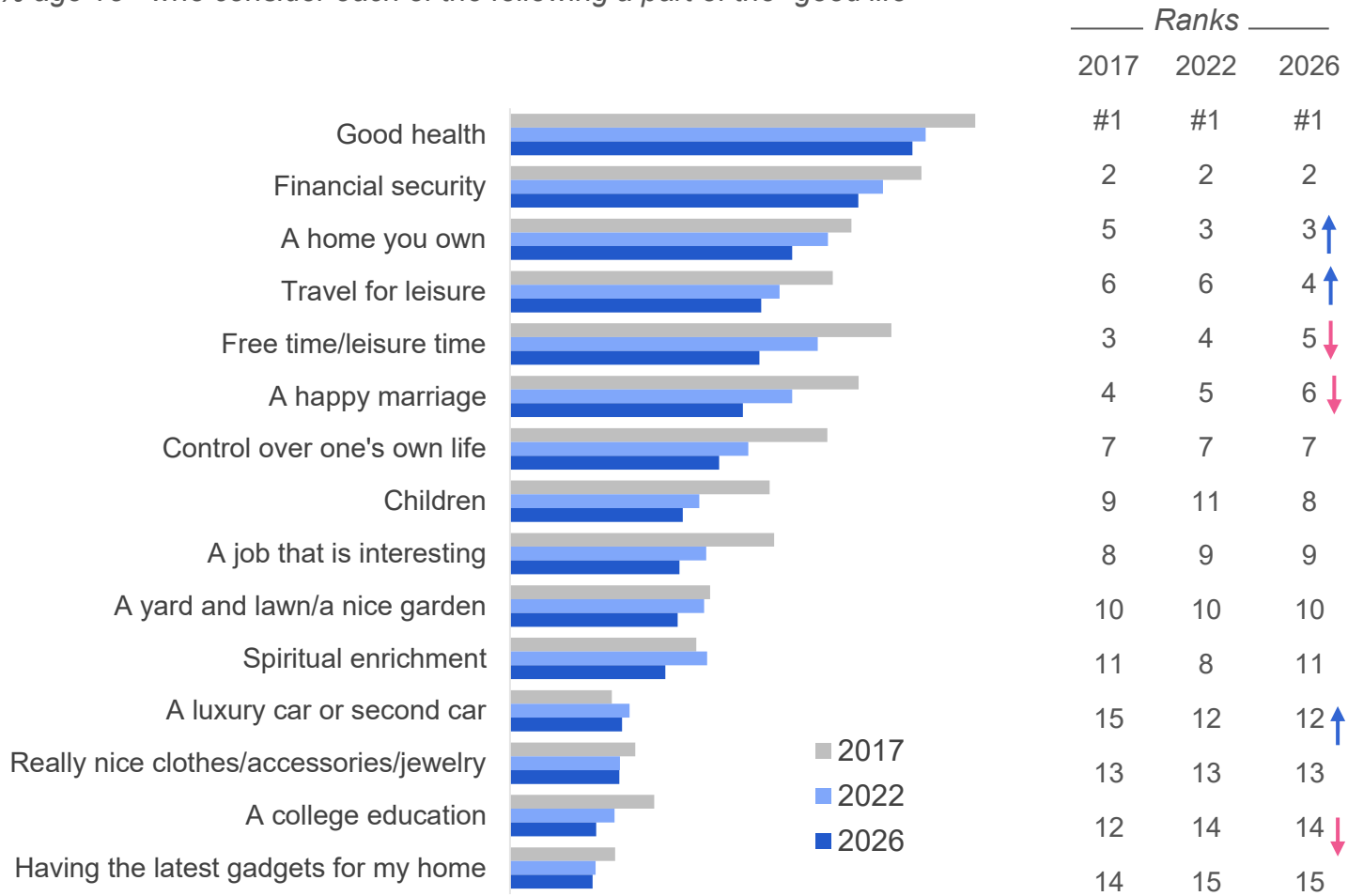
Having Fun

Having a good time
The **fastest-declining** personal value (#XX personal value, down XX ranks from 2021)
Blacks are the only key demo group that values Having Fun (#XX) over Material Security (#XX)

Downsize the vision of a good life

Free time and a happy marriage saw the biggest declines as elements of an ideal life, overtaken by homeownership and leisure travel

% age 15+ who consider each of the following a part of the “good life”



The declining allure—and accessibility—of marriage

Why marriage, for so many, is less appealing than ever

From Gen Z to Gen X, a pause in the march to the altar, or a decision to skip it altogether, is becoming more common. —New York Times, Mar. 2026

1-in-3: a record share of young adults will never marry

Ever-married shares today are at historic lows for 35-year-old and 45-year-old men and women. Plausibly, one-third of men and women who turn 45 in 2050 (those who are about 18 or 19 today) will not have married.

—Institute for Family Studies, Feb. 2024

The working-class marriage decline: how higher expectations and shifting norms are the main cause

The divide in marriage rates by education and socioeconomic status is wider than ever. Americans with fewer resources are less able to meet rising material expectations and are more vulnerable to the consequences of eroding social norms surrounding family formation.

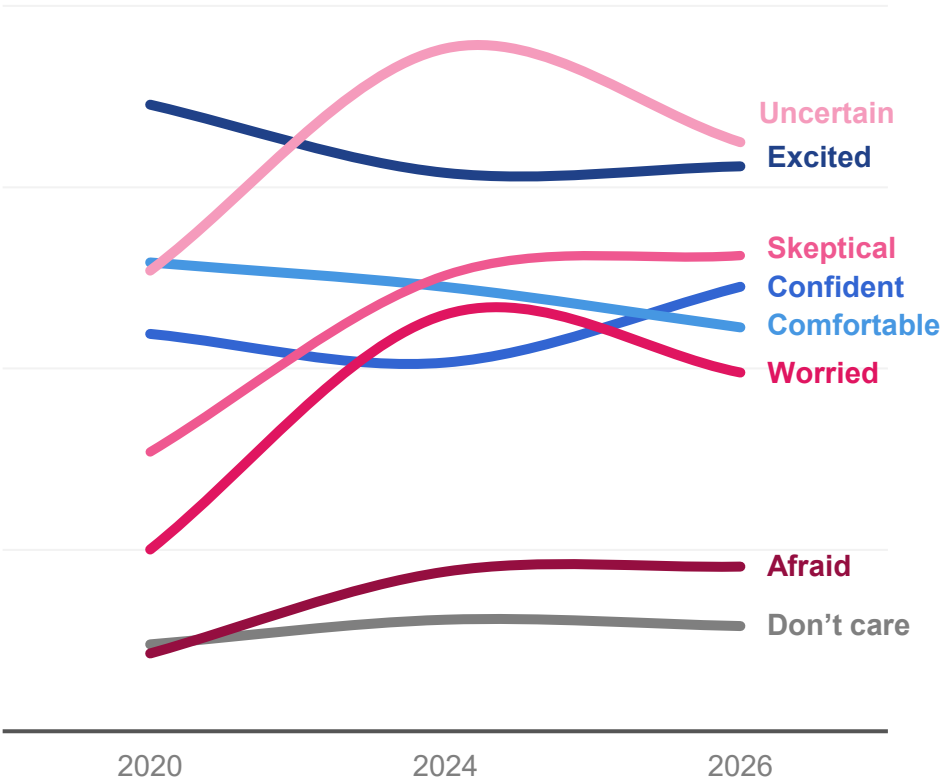
—The Heritage Foundation, May 2026

NIQ Consumer Life Global 2017, 2022, and 2026 I1 (US filter), <https://www.nytimes.com/2026/03/29/style/marriage-decline-delay.html>, <https://ifstudies.org/blog/1-in-3-a-record-share-of-young-adults-will-never-marry>, <https://www.heritage.org/marriage-and-family/report/the-working-class-marriage-decline-how-higher-expectations-and-shifting>

Tech skepticism seems to have peaked

Some of the most tech-savvy groups led the shifts towards greater confidence

% age 15+ citing the following as how technology makes them feel about the future



Uncertain: ↓5 pts from 2024 among Total

↓XX pts among Millennials*,
↓XX pts among Asian Americans

↑XX pts among Boomers

Excitement: unchanged

↓XX pts among Boomers,
↓XX among high-school graduates

↑XX pts among Asian Americans,
↑XX pts among Millennials and HHI \$150K+
↑XX among college graduates

Skeptical: ↑1 pt

↓XX pts among HHI \$150K+,
↓XX among Millennials

↑XX pts among Blacks,
↑XX pts among Gen X, ↑4 among Boomers

Confident: ↑4 pts

↓XX pts among Blacks

↑XX pts among Millennials and Asian Americans

Comfortable: ↓2 pts

↓XX pts among HHI \$100K-\$149.9K,
↓XX pts among Blacks

↑XX pts among Asian Americans,
↑XX among HHI \$150K+, ↑3 among Gen Z

Worried: ↓3 pt

↓XX pts among Asian Americans

↑XX pts among Blacks

Afraid: unchanged

↓XX pts among Millennials

↑XX pts among Gen X

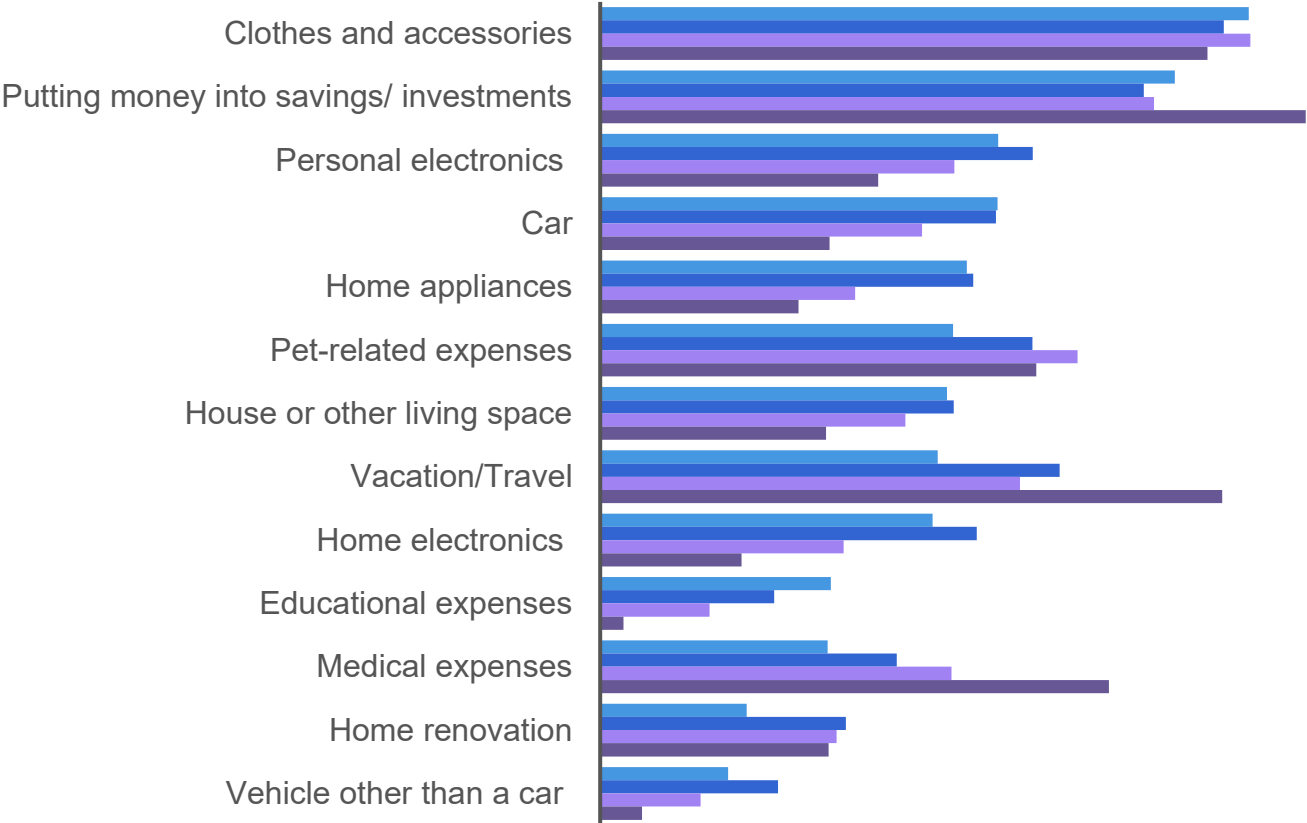
NIQ Consumer Life Global 2020, 2024, and 2026 TD14 (US filter),*segments showing the largest upward or downward shifts since 2024

Younger generations, especially Gen Z, prioritize material acquisition

Boomers consider vacation a top area for spending

% age 15+ planning on spending on the following over next 12 months

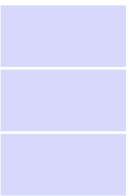
■ Gen Z ■ Millennials ■ Gen X ■ Boomers



Gen Z Millennials Gen X Boomers

#1 #1 #1 #3

2 2 2 1



At least 2 ranks higher than Total

Use of money-saving tactics is high, even among more affluent shoppers

Preferred strategies vary by income

% age 15+ who did the following in the past 12 months

■ Total ■ <\$50K ■ \$50K-\$99.9K ■ \$100K-\$149.9K ■ \$150K+



High-income consumers strive to shop smart

53% of consumers with HHI \$150K+ agree “I spend quite a lot of time researching brands before making a major purchase,” making it the #7 life attitude among the group on a list of 44 measured. This compares with 37% and #17 among Total and 29% and #19 among those with HHI <\$50K.

Deal-seeking shoppers sent Prime Day sales to new records

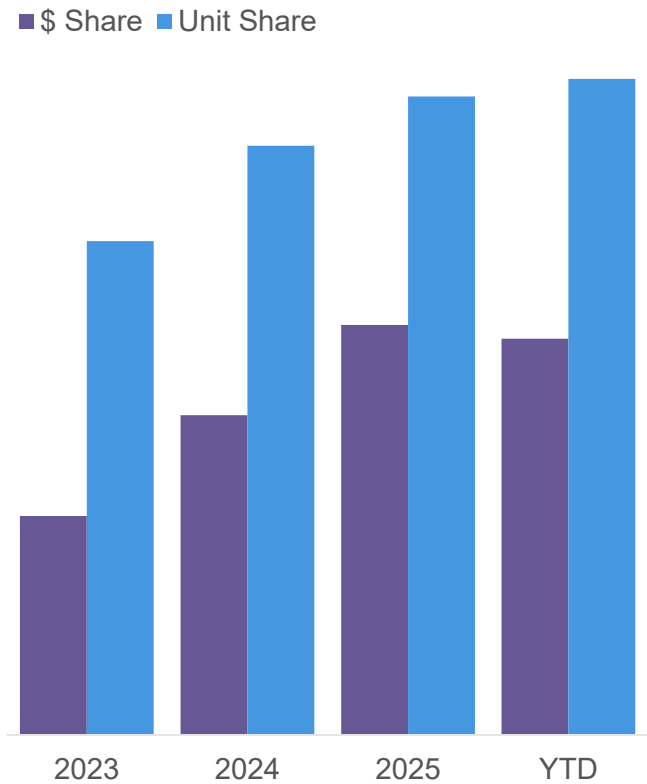
U.S. online shoppers clawed for deals on electronics, appliances, items for children, and everyday essentials during Amazon.com’s annual sales event Prime Day, spending more than \$26.4 billion from June 23 through June 26. That’s up 9.3% from 2025.

NIQ Consumer Life Global 2026 B38, ATL (US filter), <https://www.reuters.com/business/retail-consumer/amazon-prime-day-offers-glimpse-into-us-consumer-shoppers-navigate-with-pinched-2026-06-27/>

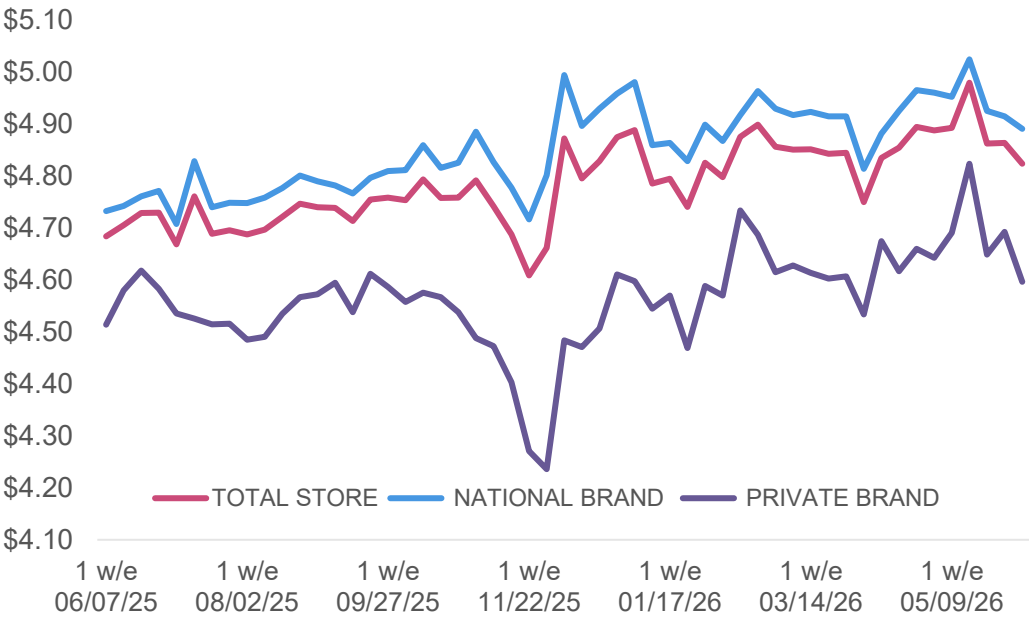
Private labels continues to gain unit share as they step up promotions

Widening price gaps favor private labels, but their rise extends beyond pricing alone

Private label share of Total Store, %



Total Store - Average unit price



% units any promo | pt chg YA

National Brand: 29.9% | +0.8pts

Private Brand: 25.7% | +1.1pts

XX% of adults

agree
“Generic or store brand products are as effective as brand-name products,” ranging from **XX%** of Hispanics to **XX%** of those with HHI \$150K+

Kirkland Signature—Costco's private label brand—brought in about \$90 billion in sales in 2025 — more than a \$15 billion increase from a year ago. Kirkland Signature accounted for about one-third of Costco's total sales.

Source: Total US Full View™ (Total US xAOC + Convenience + Amazon1P + Costco), YTD – 19Weeks w/e 06/06/2026, MRI-Simmons 2026 Winter, <https://finance.yahoo.com/news/kirkland-quietly-became-costcos-most-094500181.html>

Trading down coincides with trading up

The broadening appeal of premium products fuels luxury sales growth

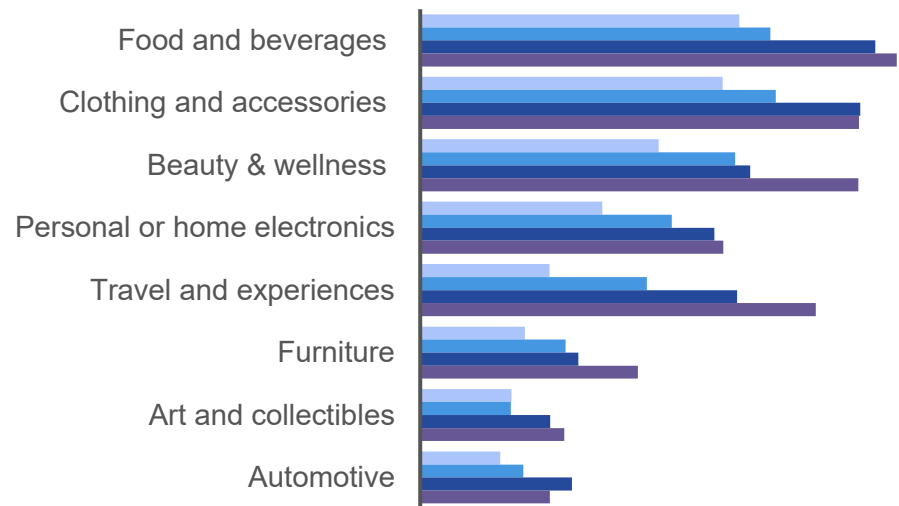
XX% of American consumers age 15+ bought any type of luxury products or services* in the past 12 months

Led by:
XX% of Asian Americans and Gen Z
XX% Millennials
XX% of those with HHI \$150K+

Premium buys are led by, but not limited to, the well-off

% age 15+ who bought the following types of luxury products or services in the past 12 months

■ <\$50K ■ \$50K-\$99.9K ■ \$100K-\$149.9K ■ \$150K+



Those who traded down to lower-priced brands in the past year are as likely as the overall population to have purchased luxury products and services in each of these categories

The U.S. is now the leading country for luxury goods growth for the first time since 2021, according to a newly released report from Bain & Company.

According to the report, in the US, luxury spending is on the rise across apparel, hard luxury, and to a lesser extent beauty. Younger shoppers are leading the charge – consumers under 35 are spending at a clip about four percentage points faster than their older counterparts. Perhaps more striking, upper middle-class households are now growing their luxury spending at roughly twice the rate of wealthier cohorts, suggesting that the market is succeeding in broadening its base.

Buying secondhand helps many, especially younger generations, afford luxury.

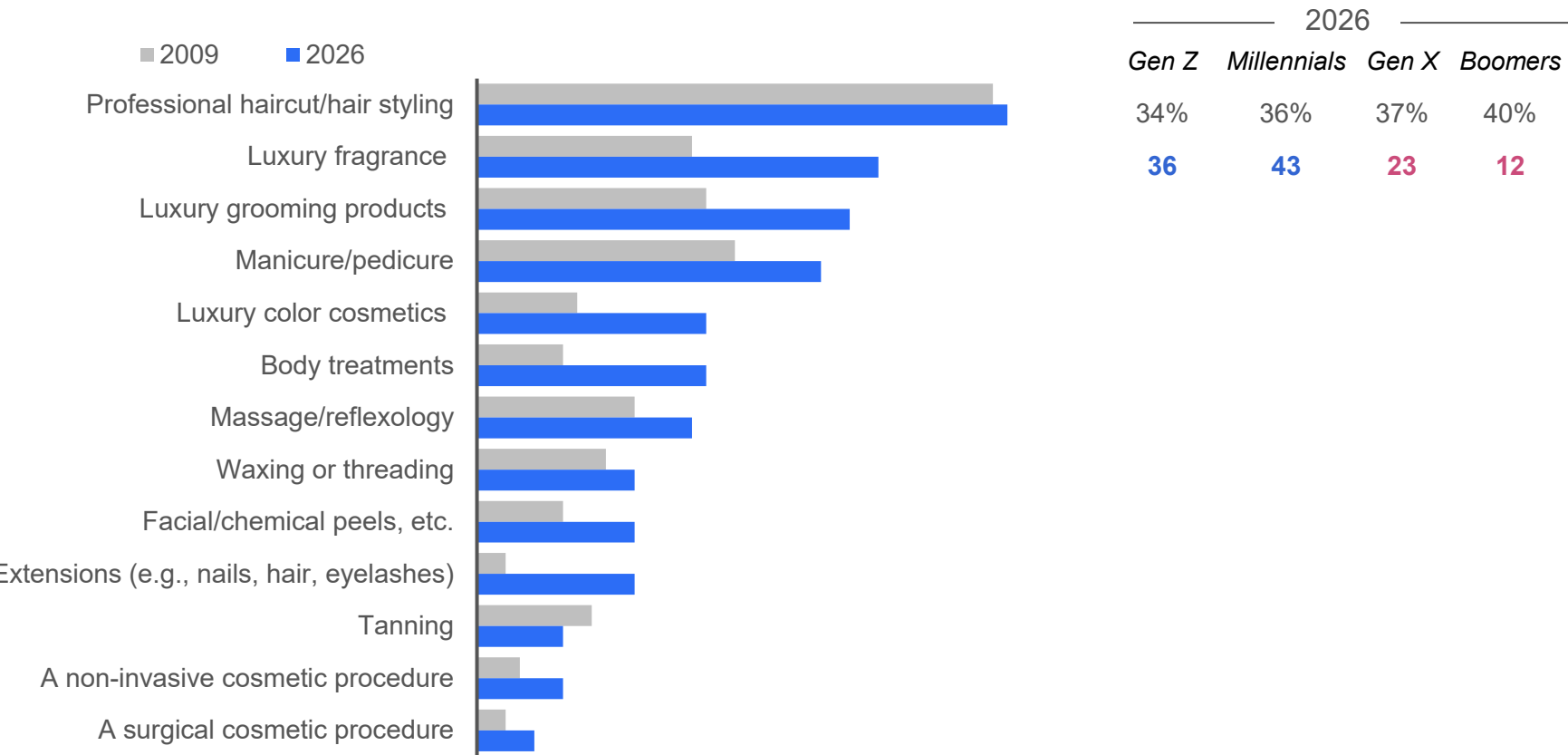
The value of the luxury resale market topped \$59 billion in 2025, growing faster than the primary market. Research shows that young consumers aren't just buying used clothing, they're also selling in this space as a way to pick up some extra income.

NIQ Consumer Life Global 2026 R13, B38 (US filter), <https://www.bain.com/about/media-center/press-releases/2026/global-luxury-stabilizes-amid-compounding-disruptions-as-brands-race-to-amplify-meaning-and-rebuild-relevance/>, <https://www.pymnts.com/news/retail/2026/luxury-resale-market-tops-59-billion-driven-by-side-hustles/>, https://www.wsj.com/business/retail/the-luxury-resale-market-is-booming-brands-are-struggling-to-cash-in-e614ed4d?mod=hp_lead_pos11

Prestige beauty adoption has skyrocketed since 2009

Younger generations drive usage

% of adults who personally bought or have done in the past 6 months



Numbers in **blue**: at least 4 pts higher than 2026 Total
Numbers in **pink**: at least 4 pts lower than 2026 Total

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