



State of the Nation

SAMPLE REPORT

2026 USA | Sample of the full 47-slide report

August 2026

NIQ Consumer Life Global

What's covered in this report

A single-market read on the American consumer, set against Global, the North America region and US primary grocery shoppers

SUMMARY & METHODOLOGY

Executive summary

Seven themes that frame the 2026 American consumer, each closing on what it means for brands

Global study at-a-glance

Target group, sampling method and fieldwork dates

Fieldwork dates by country

Wave timing for every market in the Global study

Definitions

Generations and primary grocery shoppers as used throughout

VALUES, ATTITUDES AND LIFESTYLES

- Economic confidence
- Societal concerns
- Personal values
- ValueScope segments
- The Good Life
- Passion points and leisure
- Environmental responsibility
- Household roles
- Life shifts and pets

Comparisons used throughout

- USA against Global and North America
- US primary grocery shoppers
- Generation, gender and income cuts
- Multi-year trends on the core 18 markets
- Rank-based views of values and attitudes

SHOPPING DECISIONS AND BEHAVIORS

Spending intentions

Planned category spend and how it moved since 2025

Luxury and indulgence

Purchase incidence, and the pull of small treats

Value-seeking

Money-saving tactics and the values behind them

Brand choice and switching

Price, personalization, trust and social causes weighed against one another

Discovery and payment

Digital research, social media, nostalgia appeal and payment brands

CATEGORY ENGAGEMENT

Technology and AI

Tech priorities, attitudes to the AI future, and how AI is actually being used

Mobility and automotive

Forms of mobility, the features that decide a purchase, and BEV consideration

Food and beverage

Meat consumption and beverage habits

Nicotine

Use levels and the shift beyond ready-made cigarettes

This sample shows selected slides from each section of the 47-slide report*, chosen to show the range of topics and of data presentation. Data values are masked in this sample.

Sample excerpt — 2026 State of the Nation: USA, NIQ Consumer Life Roper Reports© Global, August 2026; *length varies slightly by country

What business questions does this report help you answer?

Built for teams across every sector — the findings are consumer-level, spanning values, shopping behavior and category engagement

STRATEGY & PLANNING

“How is American consumer confidence tracking, and how does it compare with other developed markets?”

“Which societal concerns are rising fast enough to reshape my category?”

BRAND & MARKETING

“What actually drives brand choice in the US — price, trust, personalization or purpose?”

“Which values do Americans hold more strongly than the rest of the world?”

SHOPPER & RETAIL

“Which money-saving tactics have become mainstream, and among whom?”

“Where do American shoppers research, and how readily do they switch?”

INNOVATION & PRODUCT

“Where is there room to trade shoppers up without losing them on price?”

“How is nostalgia driving consumption?”

CATEGORY GROWTH

“How engaged are Americans with AI, mobility, food, beverage and nicotine?”

“Where does the US lead or lag the global picture in my category?”

INSIGHTS & RESEARCH

“How does the US differ from its own primary grocery shoppers?”

“Which findings hold up across generations, income and gender?”

Where the comparison is available, US results are reported alongside Global, the North America region and US primary grocery shoppers.

Sample excerpt — 2026 State of the Nation: USA, NIQ Consumer Life Roper Reports© Global, August 2026

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NOTE: This report is based on data from the NIQ Consumer Life Global Roper Reports® 2026 study. This presentation was curated and validated with human oversight and may include content generated or enhanced using AI technologies.

Deployment and use of AI technology is subject to applicable law and [NIQ's AI Safety Policies and Guiding Principles](#).

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Executive summary

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Values, attitudes, and lifestyles

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Category engagement

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Appendix: Methodology

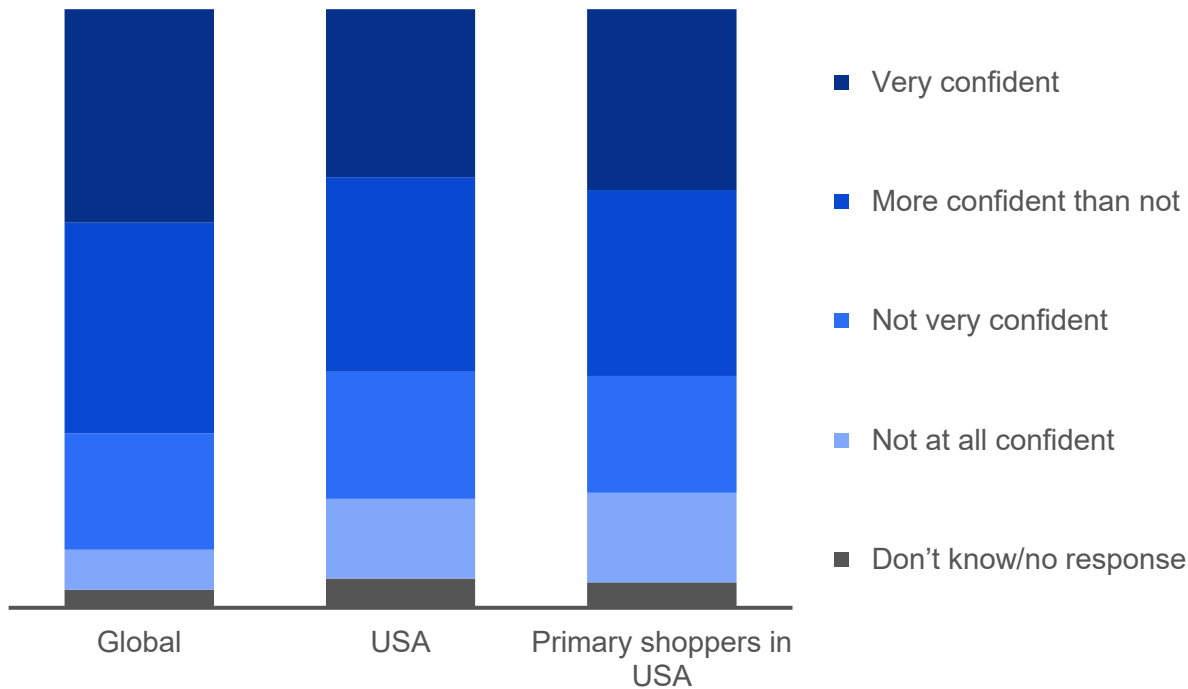
Data by key demographics and primary shoppers are included on selected slides. Please refer to the appendix for definitions of generations and primary shoppers.

Values, attitudes, and lifestyles

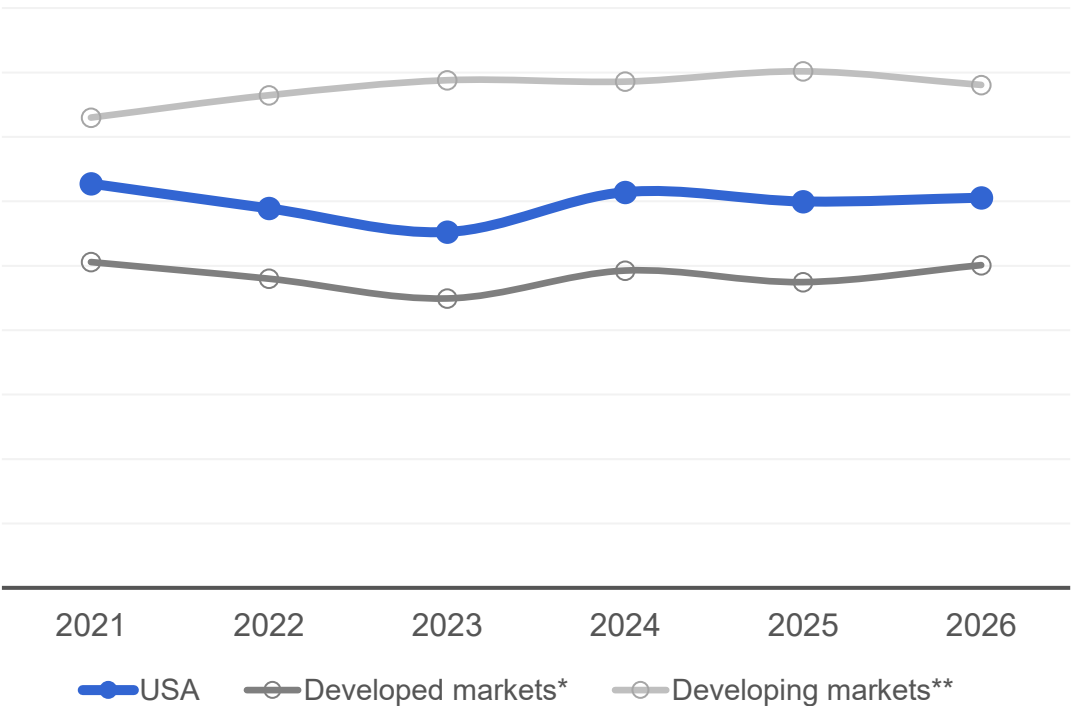


Six in ten Americans are confident they will be personally better off in 12 months

How confident are you that 12 months from now your personal economic situation will be better than it is today?
(% distribution, 2026)



Very confident/more confident than not about being personally better off in 12 months (%)



NIQ Consumer Life Global 2019-2026, A1 (global = 39 countries for chart on the left, global = core 18 countries for trended chart on the right);
*Developed = 10 consistently measured countries in North America, Western Europe, and Developed Asia; **Developing = 8 consistently measured countries in Latin America and Developing Asia, along with Russia and South Africa



Working Hard and Helpfulness are top values rated significantly higher when compared globally

Rank of personal values—things that act as guiding principles in life

Rank of value in USA	Δ from global	Δ from region
XX Protecting the family	XX rank	XX rank
XX Honesty	XX	XX
XX Authenticity	+XX	XX
XX Freedom	+XX	XX
XX Working hard	+XX	XX
XX Self-esteem	-XX	+XX
XX Enjoying life	-XX	-XX
XX Stable personal relationships	+XX	XX
XX Self-reliance	-XX	XX
XX Knowledge	XX	XX
XX Learning	+XX	XX
XX Material Security	-XX	XX
XX Perseverance	+XX	XX
XX Helpfulness	+XX	XX
XX Friendship	+XX	XX
XX Equality	-XX	XX
XX Enduring love	+XX	+XX
XX Health and fitness	-XX	-XX
XX Open-mindedness	XX	-XX

Rank of value in USA	Δ from global	Δ from region
XX Respecting ancestors	+XX ranks	+XX rank
XX Social tolerance	+XX	-XX
XX Duty	-XX	XX
XX Spirituality	-XX	+XX
XX Simplicity	+XX	-XX
XX Thrift	+XX	XX
XX Having fun	-XX	XX
XX Preserving the environment	-XX	XX
XX Faith	+XX	+XX
XX Creativity	XX	-XX
XX Curiosity	+XX	XX
XX Fulfilling work	-XX	XX
XX Modesty	XX	XX
XX Romance	+XX	XX
XX Patriotism	XX	+XX
XX Being in tune with nature	-XX	-XX
XX Leisure	-XX	XX
XX Individuality	+XX	XX
XX Ambition	+XX	XX

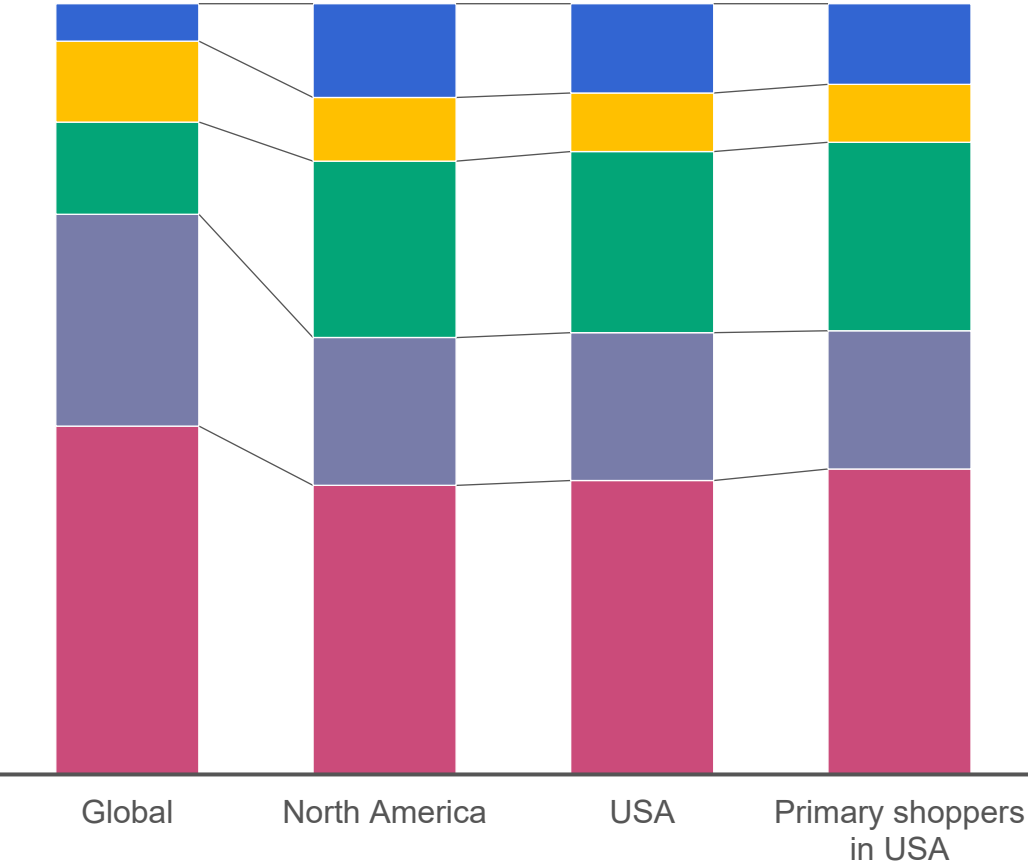
Rank of value in USA	Δ from global	Δ from region
XX Tradition	+XX ranks	XX rank
XX Excitement	+XX	XX
XX Sex	+XX	XX
XX Beauty	-XX	+XX
XX Social responsibility	-XX	-XX
XX Traditional gender roles	+XX	+XX
XX Being youthful	-XX	-XX
XX Internationalism	+XX	+XX
XX Pleasure	-XX	-XX
XX Being enterprising	-XX	XX
XX Looking good	+XX	XX
XX Adventure	+XX	+XX
XX Retribution	-XX	-XX
XX Cultural purity	-XX	XX
XX Wealth	-XX	XX
XX Self-interest	+XX	XX
XX Social Recognition	-XX	XX
XX Status	-XX	XX
XX Power	XX	XX

NIQ Consumer Life Global 2026, C1 (global = 39 countries); rank on % top-2 box on 7-point scale of importance



Aspirers and Elementals are the largest values segments in the US

Values segments
(% distribution)



Discoverers

are ethical explorers, open to everything the world has to offer. They appreciate nature, cultures, and people, and are concerned about treating them well.

Indulgents

are self-centered pleasure-seekers who aren't too worried about anyone else. As long as they have the money they need to play, they're happy.

Elementals

are selfless and domestic, the antithesis of Aspirers and Indulgents. Their caregiving nature extends to the environment, too.

Mindfuls

are people who are dedicated to living life well. This involves taking care of their physical and emotional health and their families.

Aspirers

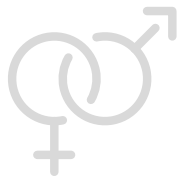
are busy and successful, yet on the verge of insecurity. Brands may help them feel better, especially if they appeal to people's self-image as go-getters.

NIQ Consumer Life Global 2026, based on C1 (global = 39 countries)

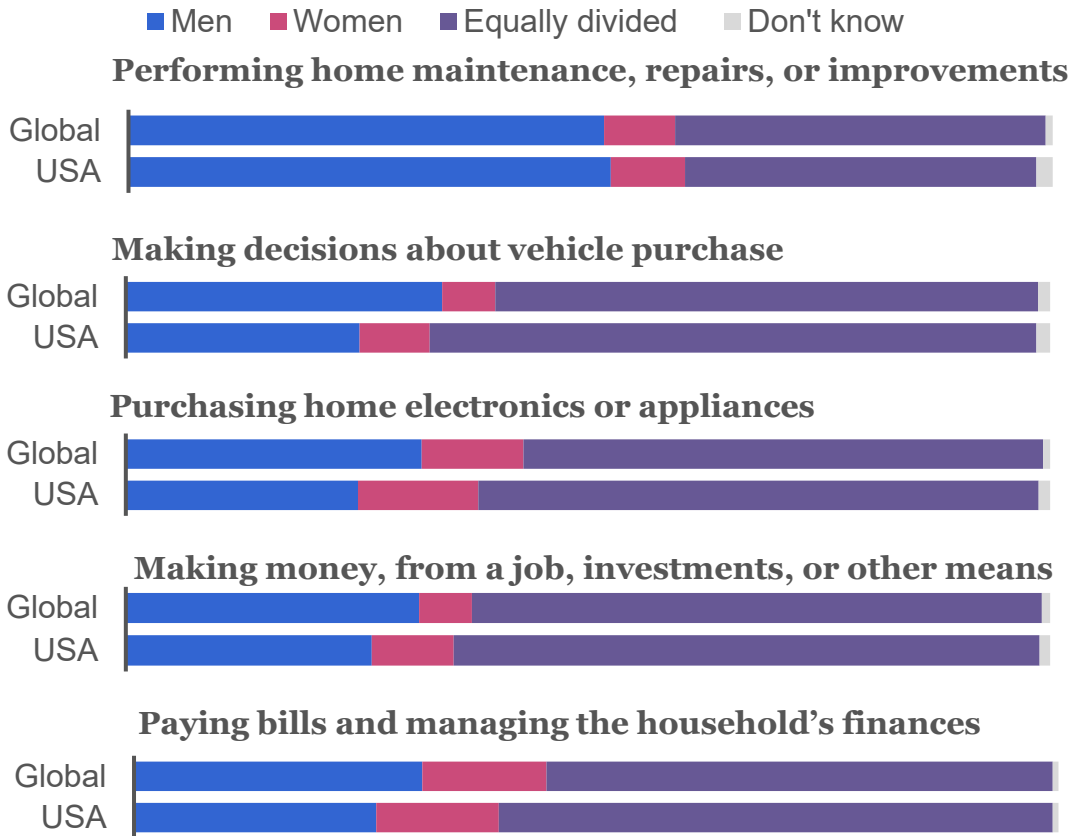


Households tilt towards equal roles and decision-making in America

For each of the following household responsibilities, please indicate whether it is more the job of the woman, man, or should it be equally divided? (%)



Traditional Gender Roles
Following traditional roles for men and women
#XX value in USA, vs. #XX globally

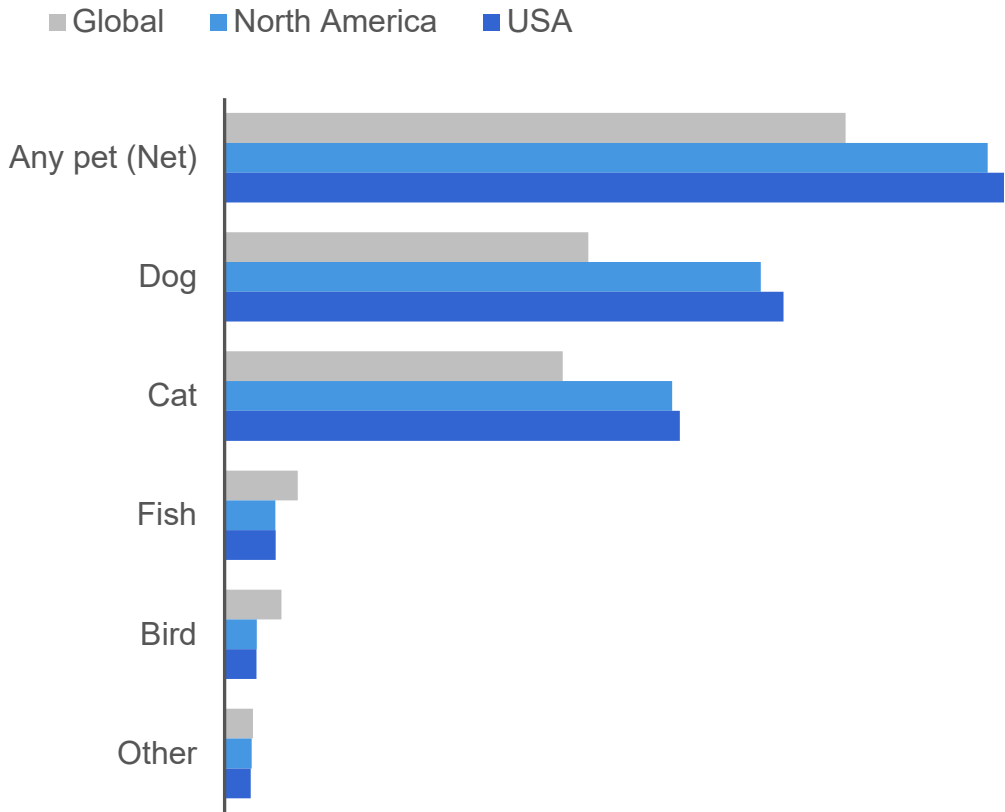


NIQ Consumer Life Global 2026, B48 (global = 39 countries)



Americans are significantly more likely to have a cat or dog

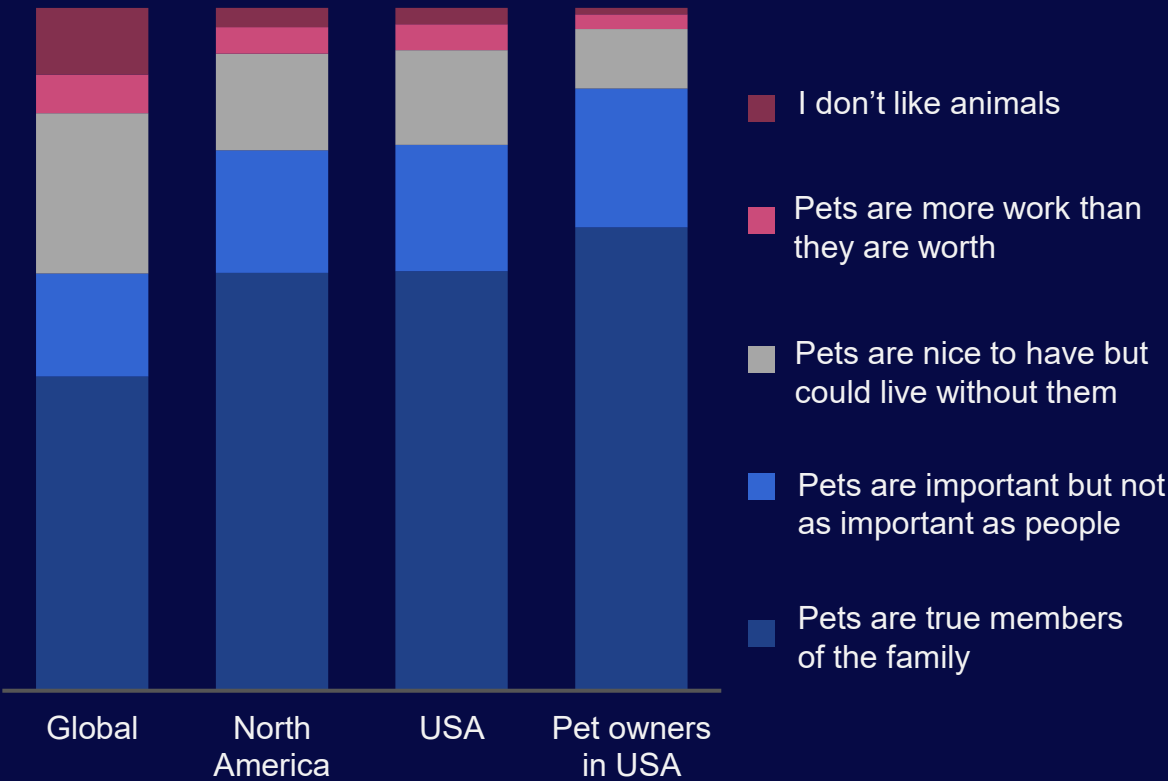
Do you have any of these pets currently living with you? (%)



NIQ Consumer Life Global 2026, K20, P15 (global = 39 countries)

Most Americans see their pets as members of the family

Which of these statements best describes your attitude toward pets? (%)

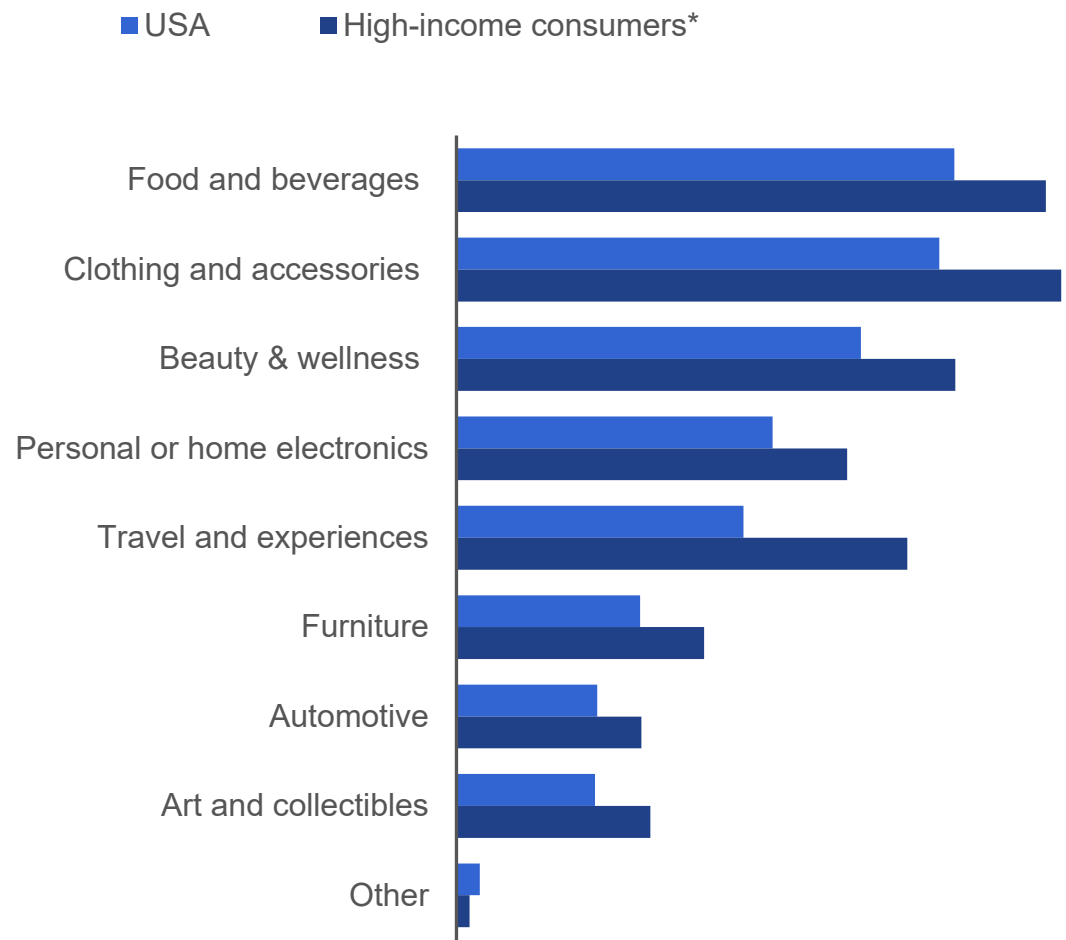


Shopping decisions and behaviors



Seven in ten Americans have purchased a luxury product, with small indulgences shaping purchases

What types of luxury products or services, if any, have you bought in the past 12 months? (% , USA)



XX% of consumers in USA have
bought luxury products or services in the past 12 months**
(XX% among high-income consumers in USA)

XX% of consumers agree in USA
“I prefer to own fewer but higher quality items”
#XX life attitude on a list of 44 life attitudes measured
(XX% and #XX attitude among high-income consumers in USA)

XX% of consumers agree in USA
“It is important to indulge or pamper myself on a regular basis”
#XX life attitude on a list of 44 life attitudes measured
(XX% and #XX attitude among high-income consumers in USA)

NIQ Consumer Life Global 2026, R13, ATL, *quartile income, **Net of all listed luxury categories



The use of money-saving tactics is prevalent in the US

Which of the following have you done in the past 12 months? (%)

- Global
- North America
- USA
- Primary shoppers in USA



Thrift

Being economical or careful with money and avoiding excesses

#XX personal value in USA,
#XX among primary shoppers in USA,
vs. #XX globally and #XX in North America



Material Security

Living without financial worries

#XX personal value in USA,
#XX among primary shoppers in USA,
vs. #XX globally and #XX in North America



NIQ Consumer Life Global 2026, B38, C1 (global = 39 countries)



American shoppers prize price and personalization, and will quickly switch when disappointed

Rank of shopping-related attitudes out of 44 statements*	Global	USA	Primary shoppers in USA
If I'm not satisfied with a product or service, I will choose an alternative	#XX	#XX	#XX
Price is the most important factor in my purchasing decisions	XX	XX	XX
I like to buy products that can be tailored to my needs	XX	XX	XX
The look, feel and smell of a product is very important to me	XX	XX	XX
I prefer to own fewer but higher quality items	XX	XX	XX
I always read the label before I buy any product	XX	XX	XX
I actively look for products and services that help me live a healthy lifestyle	XX	XX	XX
I make a real effort to buy from local businesses to support them	XX	XX	XX
I'm always on the lookout for new products and services	XX	XX	XX
Where and how a product is made is very important to me	XX	XX	XX
I am always looking for novelty and fun, even in everyday products	XX	XX	XX
I am prepared to pay more for products that make my life easier	XX	XX	XX
I really need the shops and services I use to be available at all times	XX	XX	XX
Having less choice makes it easier for me to make a purchase decision	XX	XX	XX
I only buy products and services that appeal to my beliefs, values, or ideals	XX	XX	XX
I am interested in other people's opinions about what products and services to buy	XX	XX	XX
I worry about getting sick from contaminated food or drink products	XX	XX	XX
I go out of my way to tell other people about products and services I really like	XX	XX	XX
I often feel overwhelmed with information when I am making a large purchase	XX	XX	XX
I'm willing to settle for an inferior product or service if it's available when I need it	XX	XX	XX

NIQ Consumer Life Global 2026, EJM1 (global = 39 countries); *rankings based on % top 2 box on 7-point scale for 44 statements covered on pages 13, 26, and 27

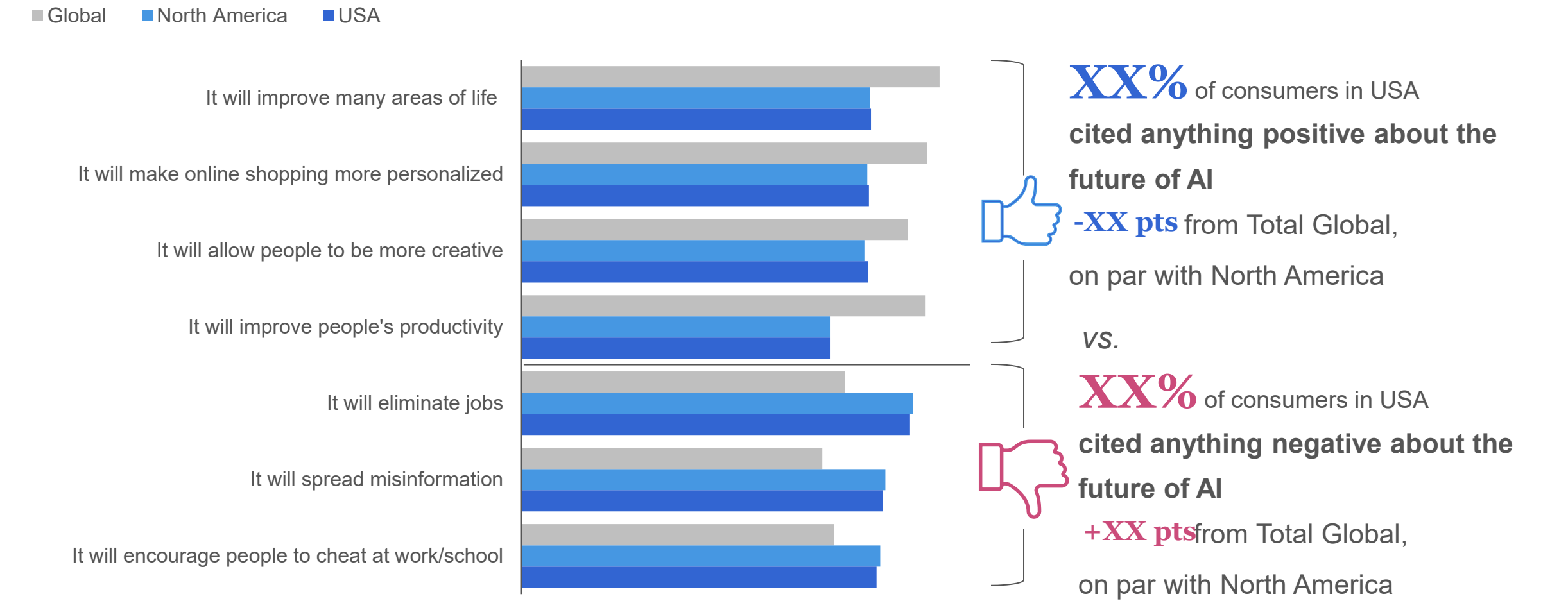


Category engagement



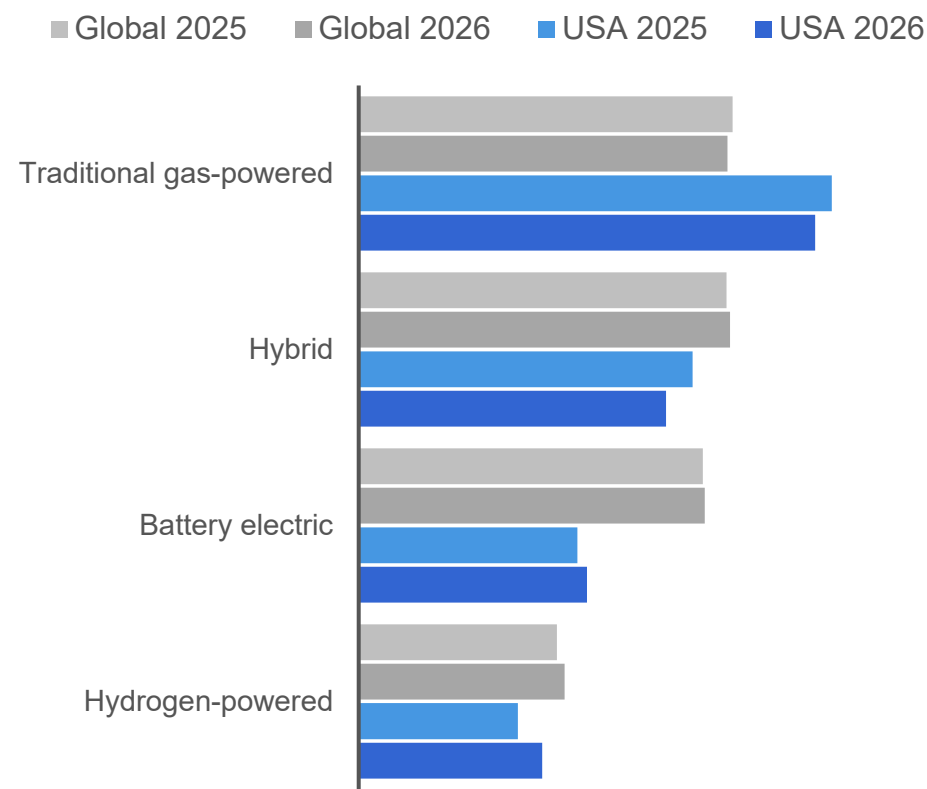
The AI future is seen as productive yet risky, with Americans more wary than global peers

% who completely/somewhat agree with the following about the future of artificial intelligence (AI)



BEV considerations trails the rest of the world

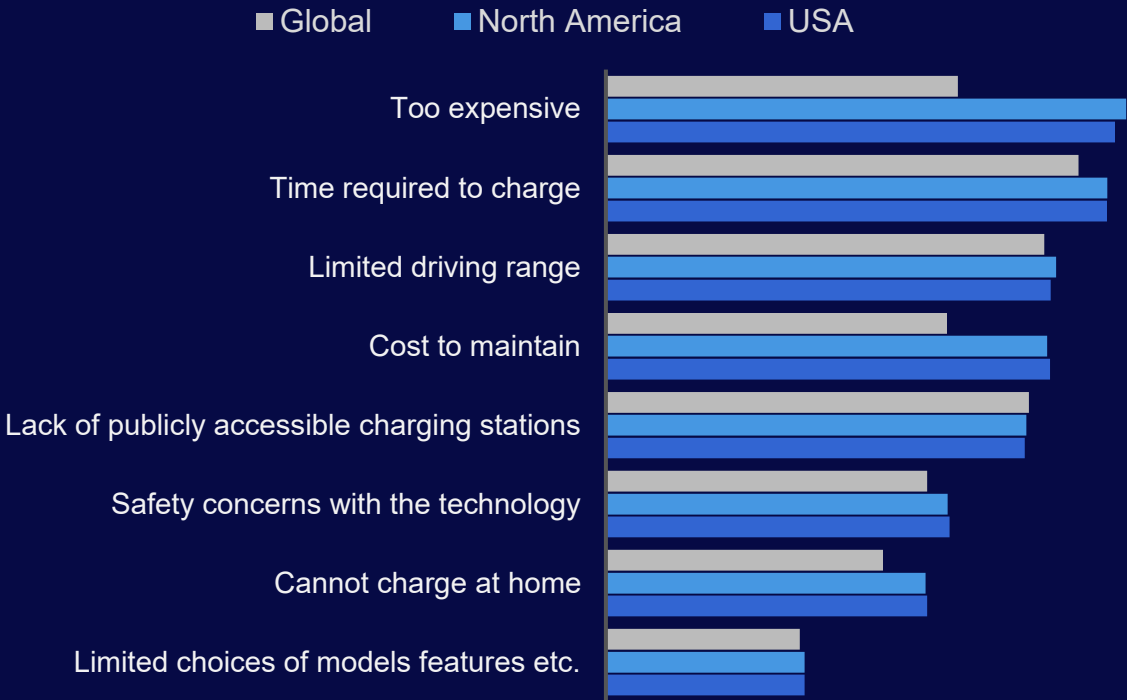
Which of the following cars or trucks would you consider for your next new vehicle purchase? (%)



NIQ Consumer Life Global 2025 and 2026, D22 (global = core 18 countries),
Consumer Life Global 2026, SS30 (global = 39 countries)

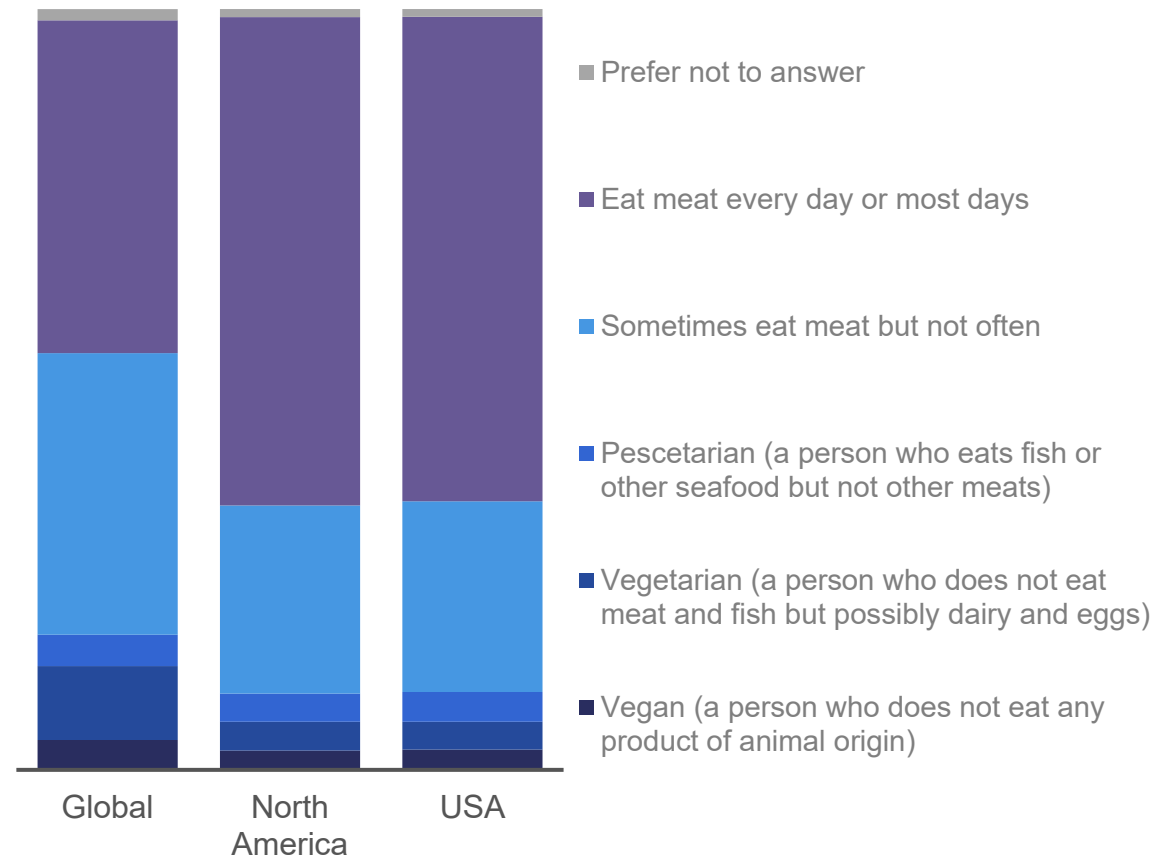
Expense is the top barrier to BEV adoption

Which of the following do you think are disadvantages of electric vehicles? (%)



Two in three Americans eat meat most days

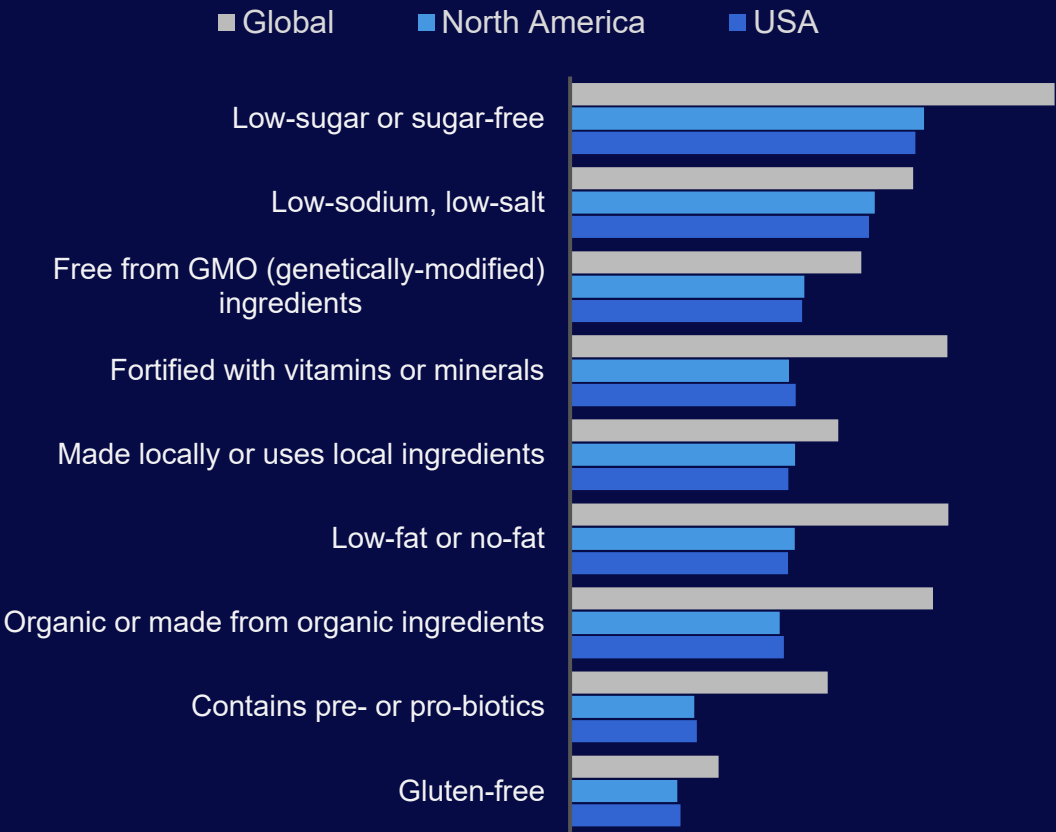
Which of the following best describes you? (%)



NIQ Consumer Life Global 2026, G11, F7a (global = 39 countries)

Americans place less emphasis on health and ingredient attributes in food choices

When deciding which food or beverage product to eat or drink, which of the following are VERY important? (%)



2026 NIQ Consumer Life Roper Reports® Global study at-a-glance

Sample: Between 1000 and 2000 per market

Fieldwork January-April 2026

Argentina*	China*	Hungary	Mexico*	Saudi Arabia	Turkey
Australia*	Colombia	India*	Netherlands	Singapore	UAE
Austria	Ecuador	Indonesia*	Peru	South Africa*	UK*
Belgium	Egypt	Italy*	Philippines	South Korea*	USA*
Brazil*	France*	Japan*	Poland	Spain*	
Canada*	Germany*	Kazakhstan	Romania	Switzerland	
Chile	Greece	Malaysia	Russia*	Thailand	

39 Markets

7 Regions: North America, Latin America, Western Europe, Central/Eastern Europe, Middle East/Africa, Developing Asia, Developed Asia



Online

Panel blend of 4-6 online providers for each market



*core 18 countries used for global trend

