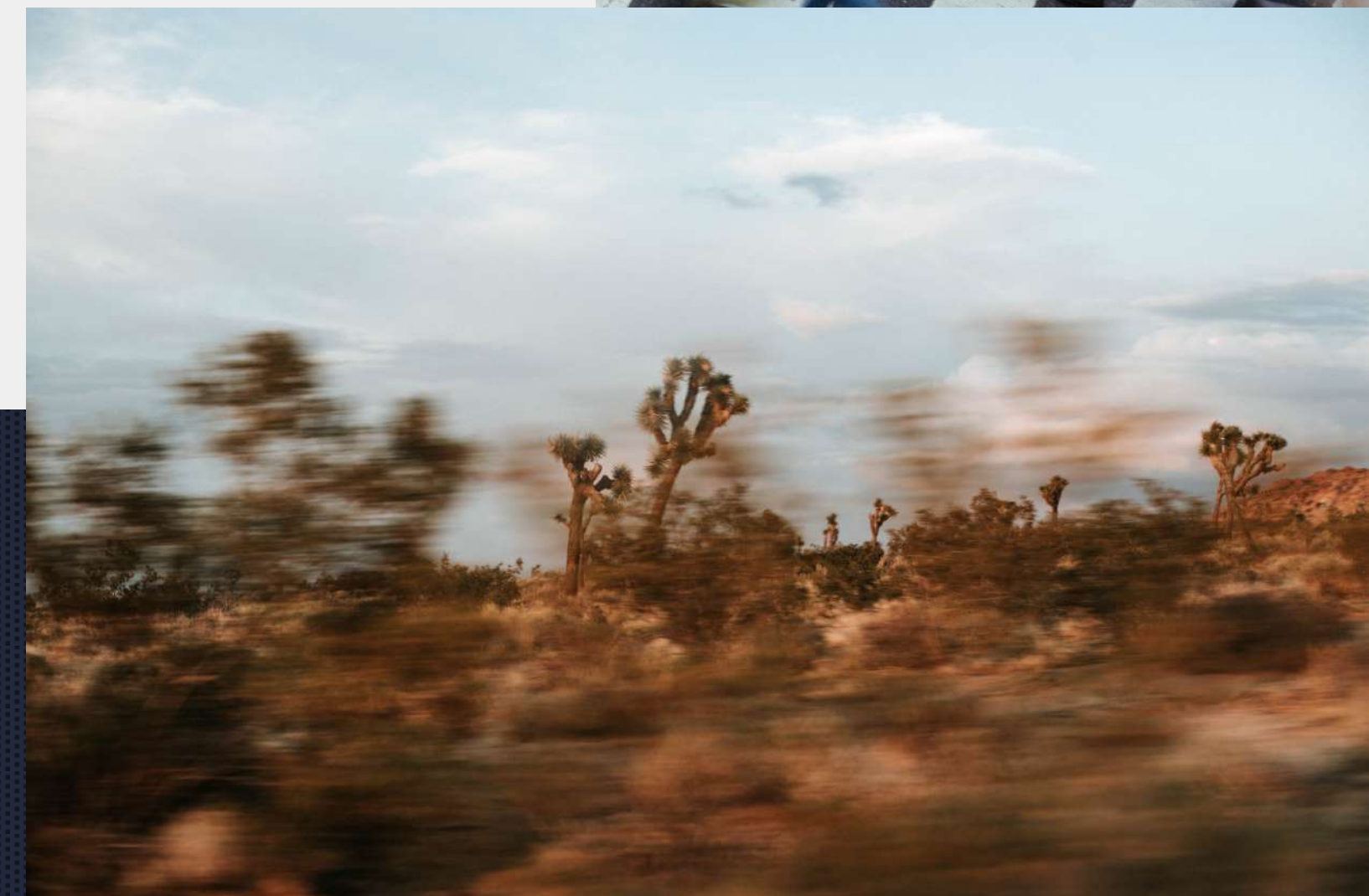


Consumer Trends 2022

- Changes in behaviors and attitudes amongst the everyday consumer

To understand your brand is to understand your customers, your market and your surroundings. At Odyssey we collect large quantities of data about consumer behaviors and consumer attitudes through brand tracking. Accumulated our data can identify trends typical for our time, which can help companies to navigate ever evolving markets. Here we give you 9 important consumer trends to keep an eye out for.



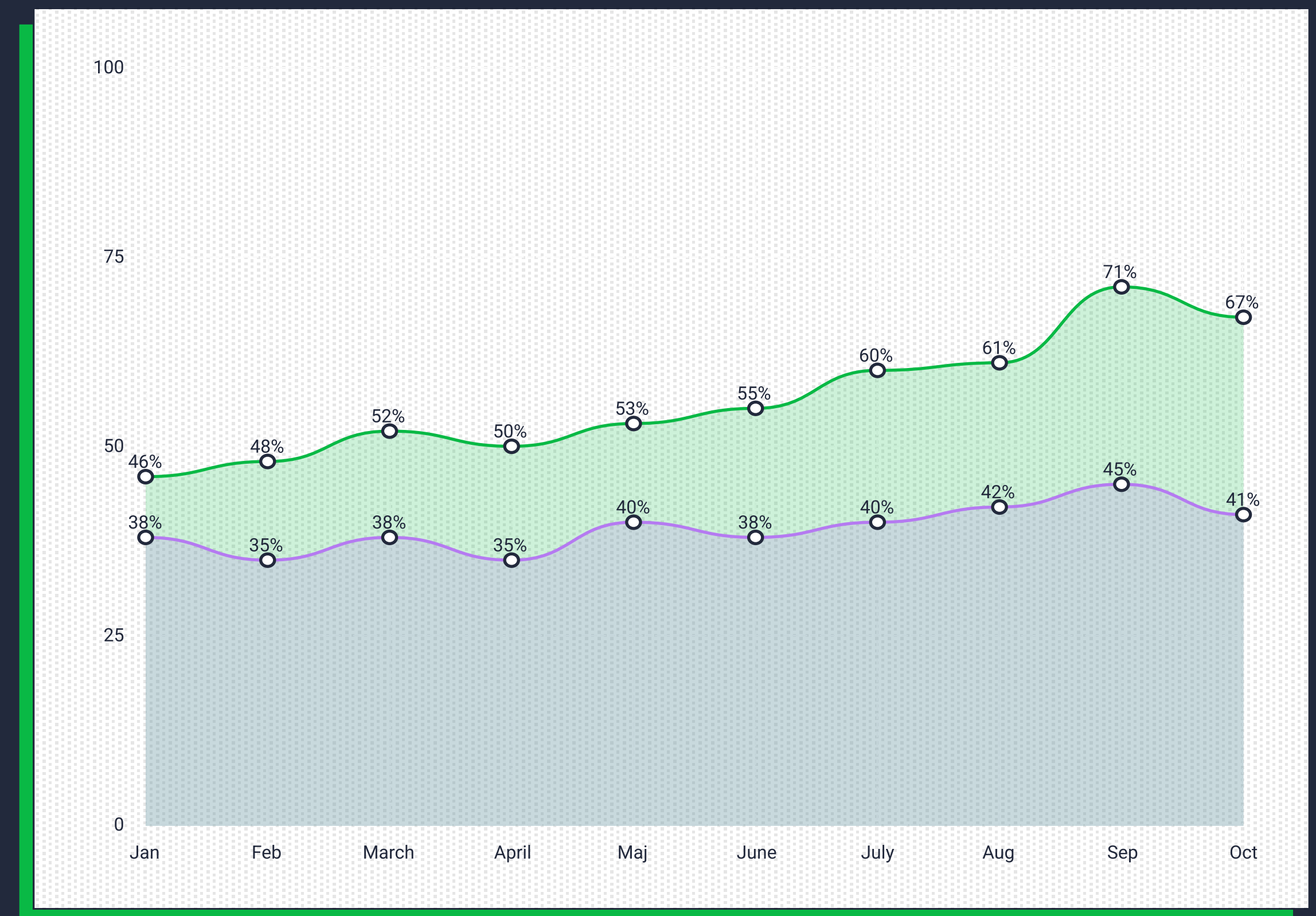
Trend 1:

- The financial anxiety increases dramatically

In October 67% of the consumers worried about the economic situation in Sweden. That's an increase of 21 percentage points since the beginning of the year. 41% are worried about their own economic future.

— I worry about the economic situation in Sverige
 — I worry about my economic future

Result: % share 4-5 of a five degree scale.

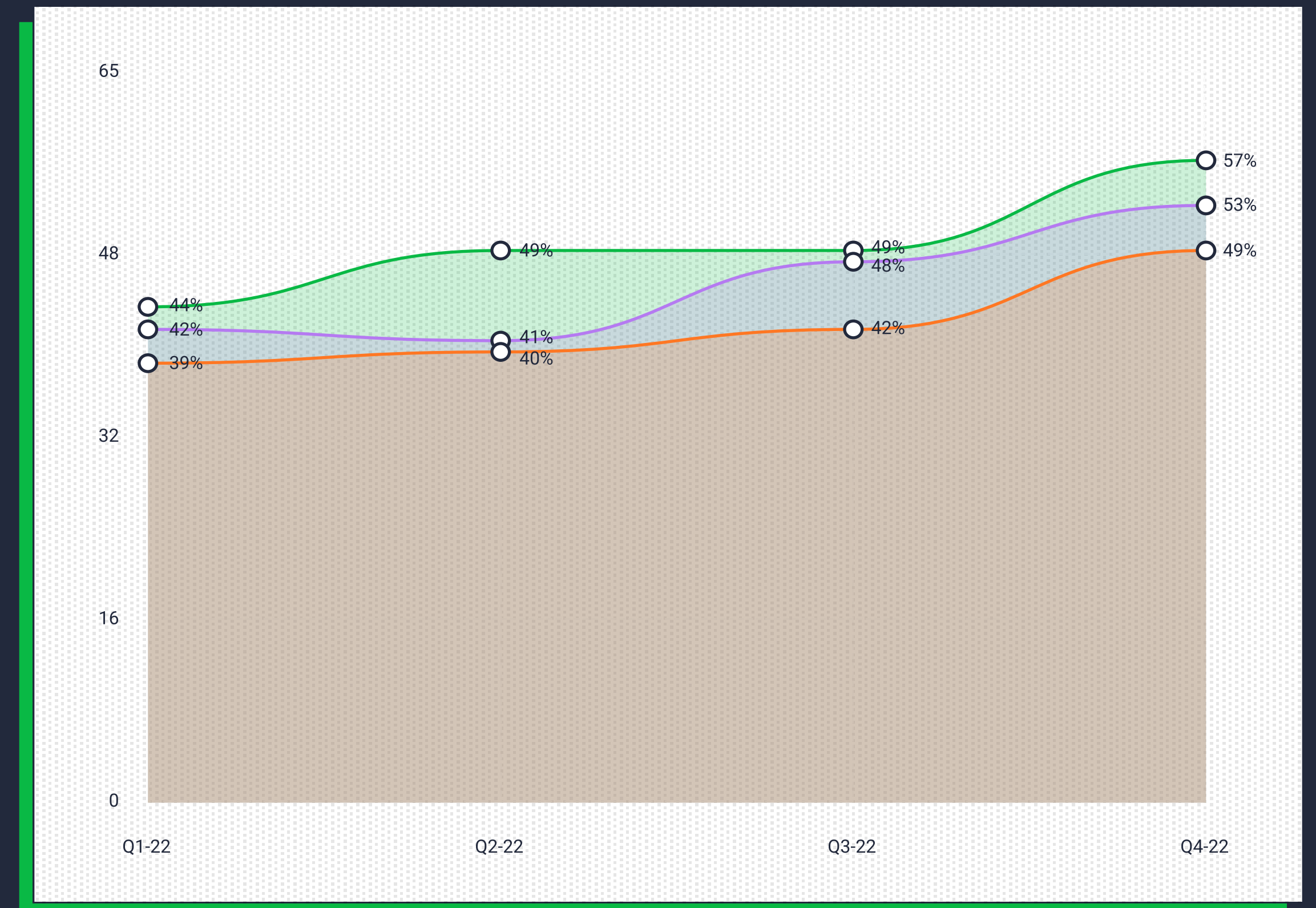


Trend 2:

- Concerns for increasing electricity costs are rising, but everyone is accountable for managing the energy crisis

57% of the Swedish electricity consumers try to do everything in their power to reduce their electricity costs. At the same time 53% expects the government to do more in order to reduce the costs. Furthermore 49% feel that the energy companies should do much more in order to reduce their energy bills.

- I really try to do everything I can to reduce my electricity costs
- I expect the government to do much more in order to reduce the costs my electricity costs
- I expect the energy companies to do much more in order to reduce my electricity costs.



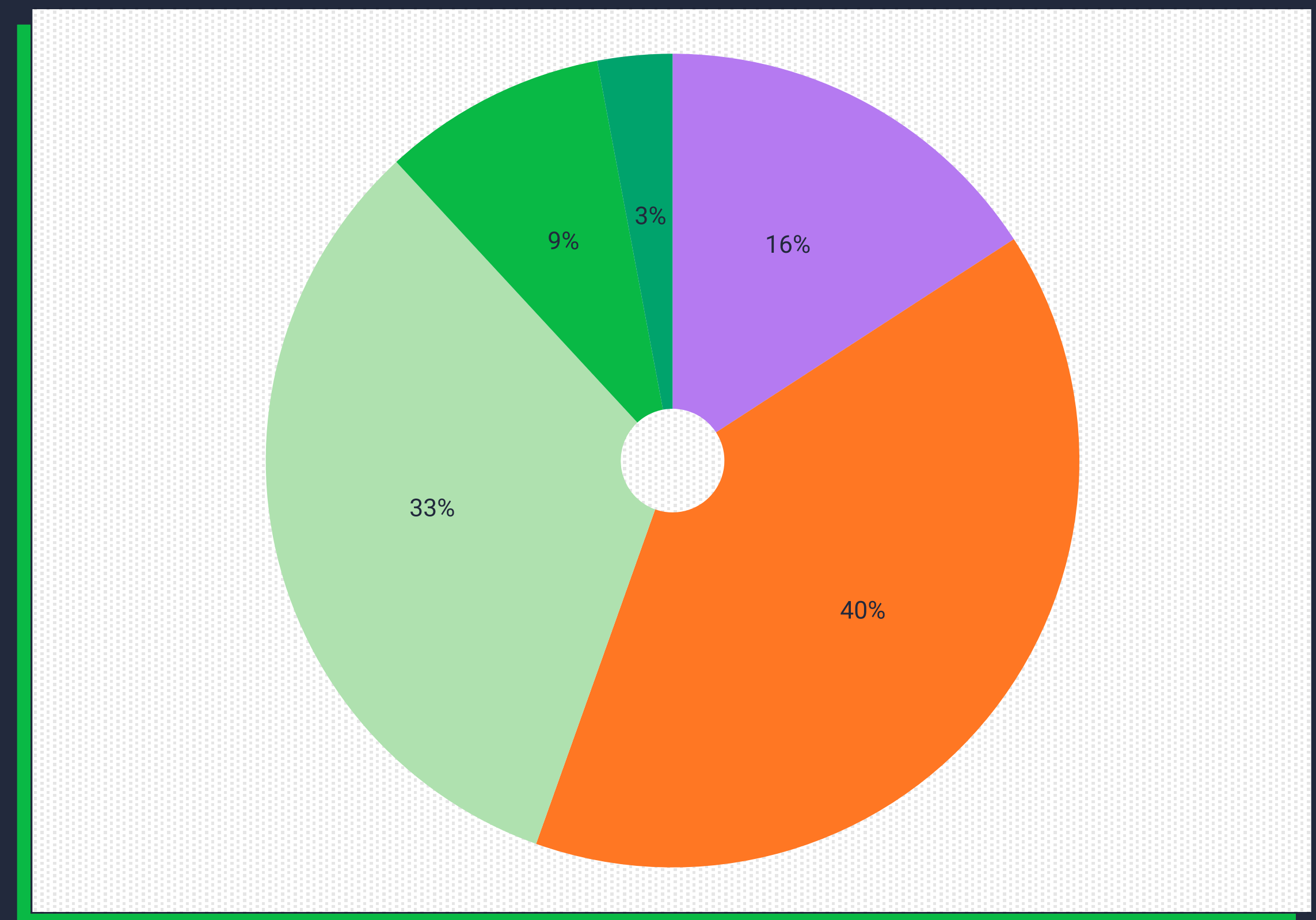
Trend 3:

- Sustainability has become a hygiene factor

Only 3% of the consumers always take sustainability into account when buying products or services. 9 and 33% respectively do it very frequently or quite frequently, while 56% don't do it or do it very rarely.

How often do you take environmental or climate considerations into account, when you buy a product or service?

- Always
- Very often
- Quite often
- Seldom
- Never

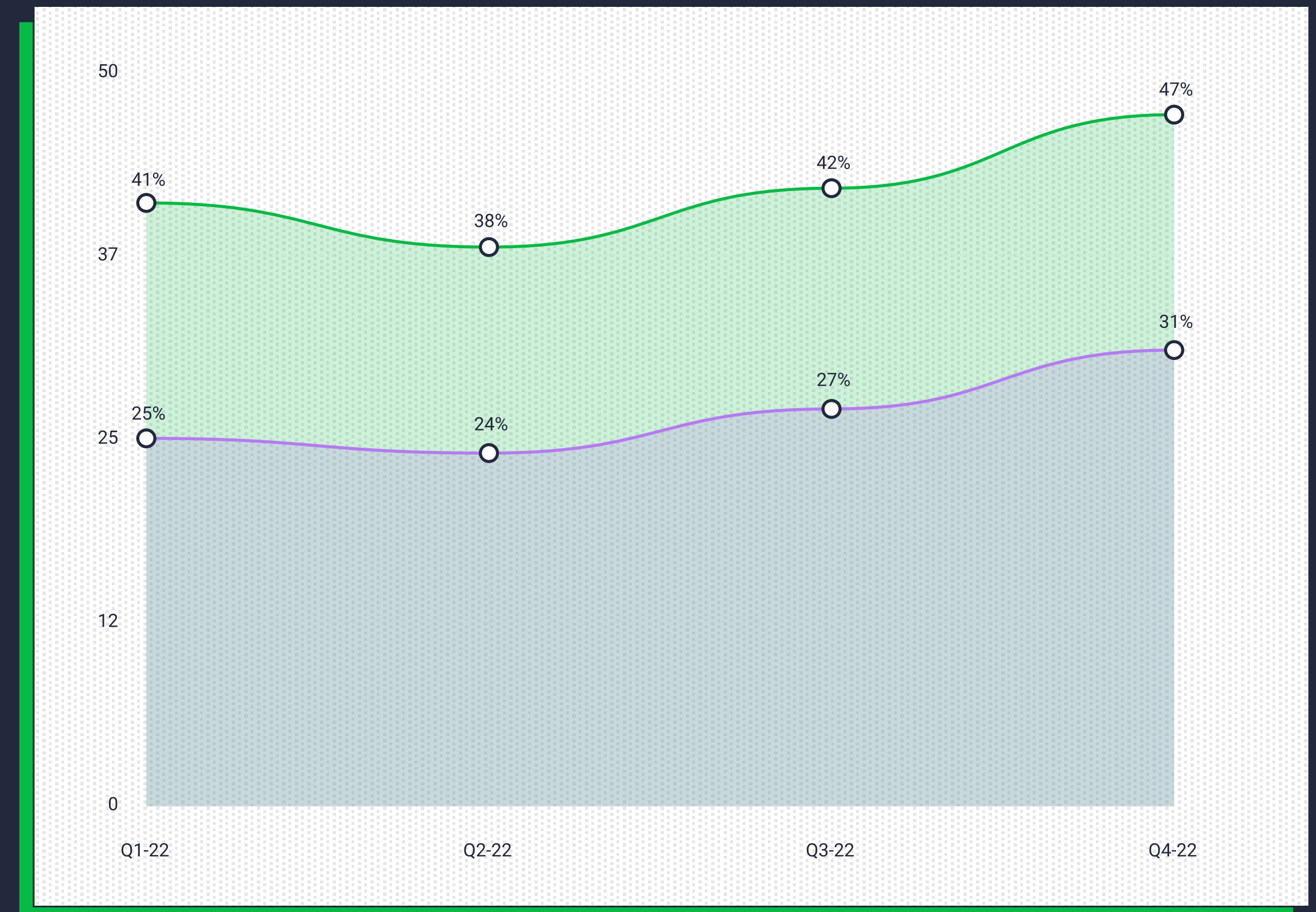


Trend 4:

- Prepping on the uprising? More and more are preparing for the eventual crisis

Almost every other consumer is feeling more and more unsafe in the society. The share of consumers that actively prepares for an eventual crisis has increased from 25% to 31% during the year.

- I feel more and more unsafe in the society
- I try to prepare myself for an eventual crisis situation by, for example, stockpiling food, have alternative forms of heating solutions, etc.



Trend 5:

- New technologies polarizes the age-groups, where the youngsters are more prone to being early adopters

Amongst men in the age-group 20-25 the will to adopt new technologies is 53% higher than average. Amongst women in the same age group that number is 32% higher than average. Divided over all age-groups and sexes, women are on average 21% less willing to integrate new technologies into their life, while men are 17% more willing to do the same.

female						
age group						
20-25	26-35	36-45	46-55	56-65	66-79	NET
132	115	95	66	57	39	79

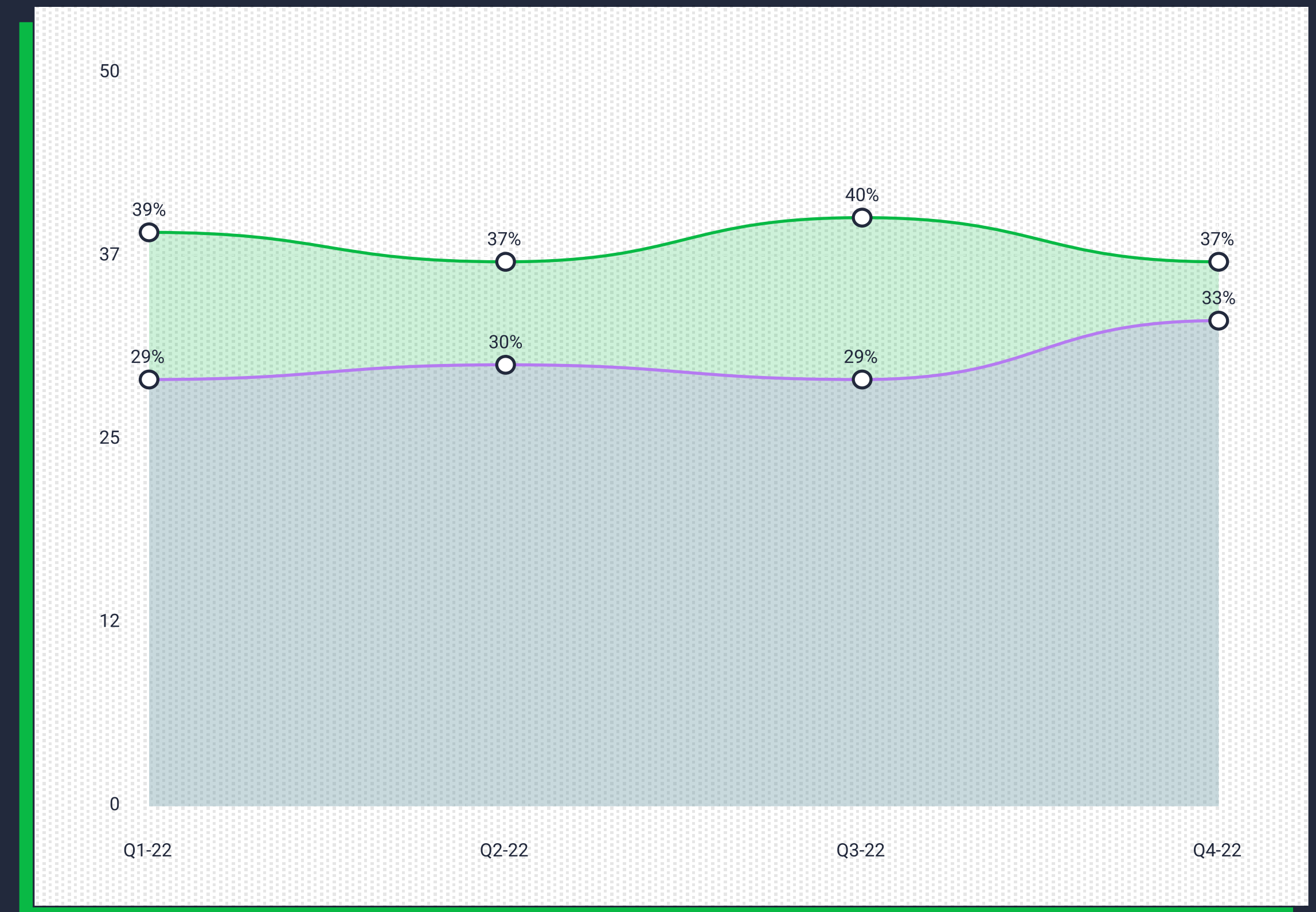
male						
age group						
20-25	26-35	36-45	46-55	56-65	66-79	NET
153	148	137	110	83	81	117

Trend 6:

- More support for the locals

In October 2022 one third of all the consumers choose to buy their products and services from companies that actively contribute to the society where they live. That is an increase of 4 percentage points since the beginning of the year. At the same time 37% believe that local solutions and companies will be increasingly attractive, which is a decrease of 2 percentage points since the start of 2022.

- Local solutions and companies will be more and more attractive
- I choose to buy from companies that actively contribute to the society where I live

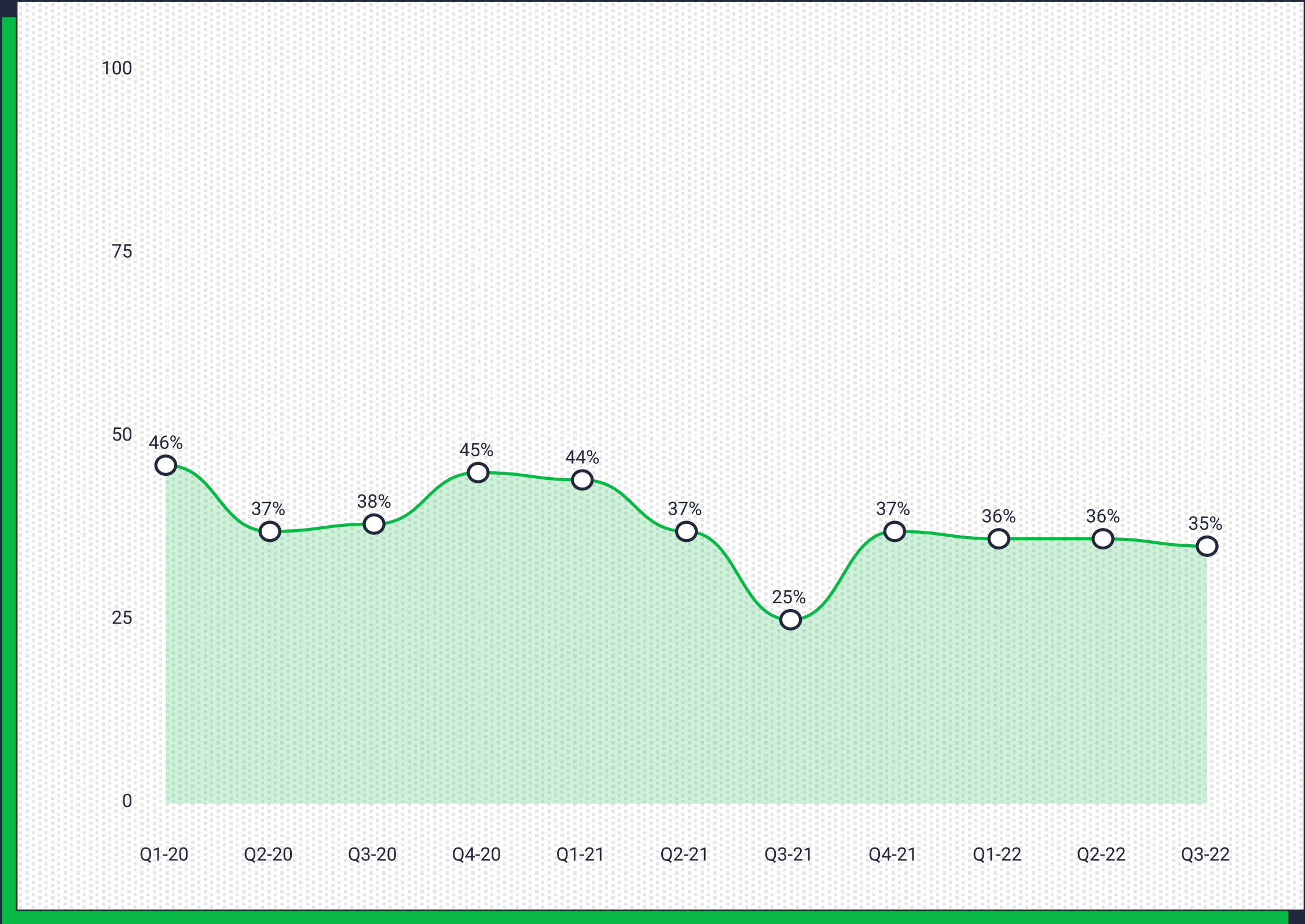


Trend 7:

- After covid, health concerns are decreasing dramatically

Concerns for one's own personal health has decreased greatly since the covid pandemic broke out. Between January 2020 and October 2022, personal health concerns have decreased by 11 percentage points in all demographics.

— Yes



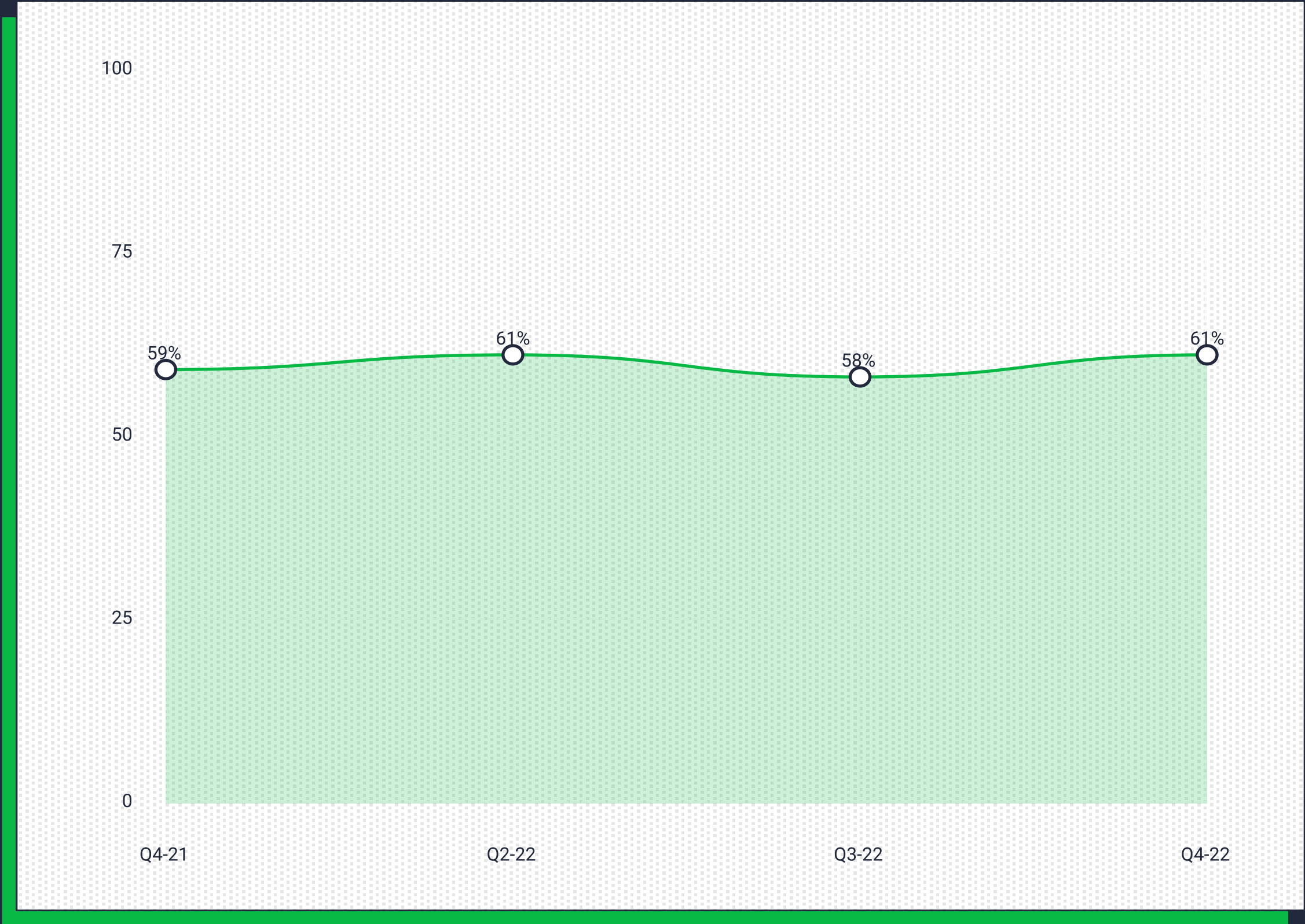
Trend 8:

- We keep continue to donate money, preferably to children and research

The share of consumers that donates to charities remains, more or less, unchanged on a level of 61% in October. The most popular charities to give to are those that support children and research.

Have you during the last 12 months donated money to any non-profit organization?

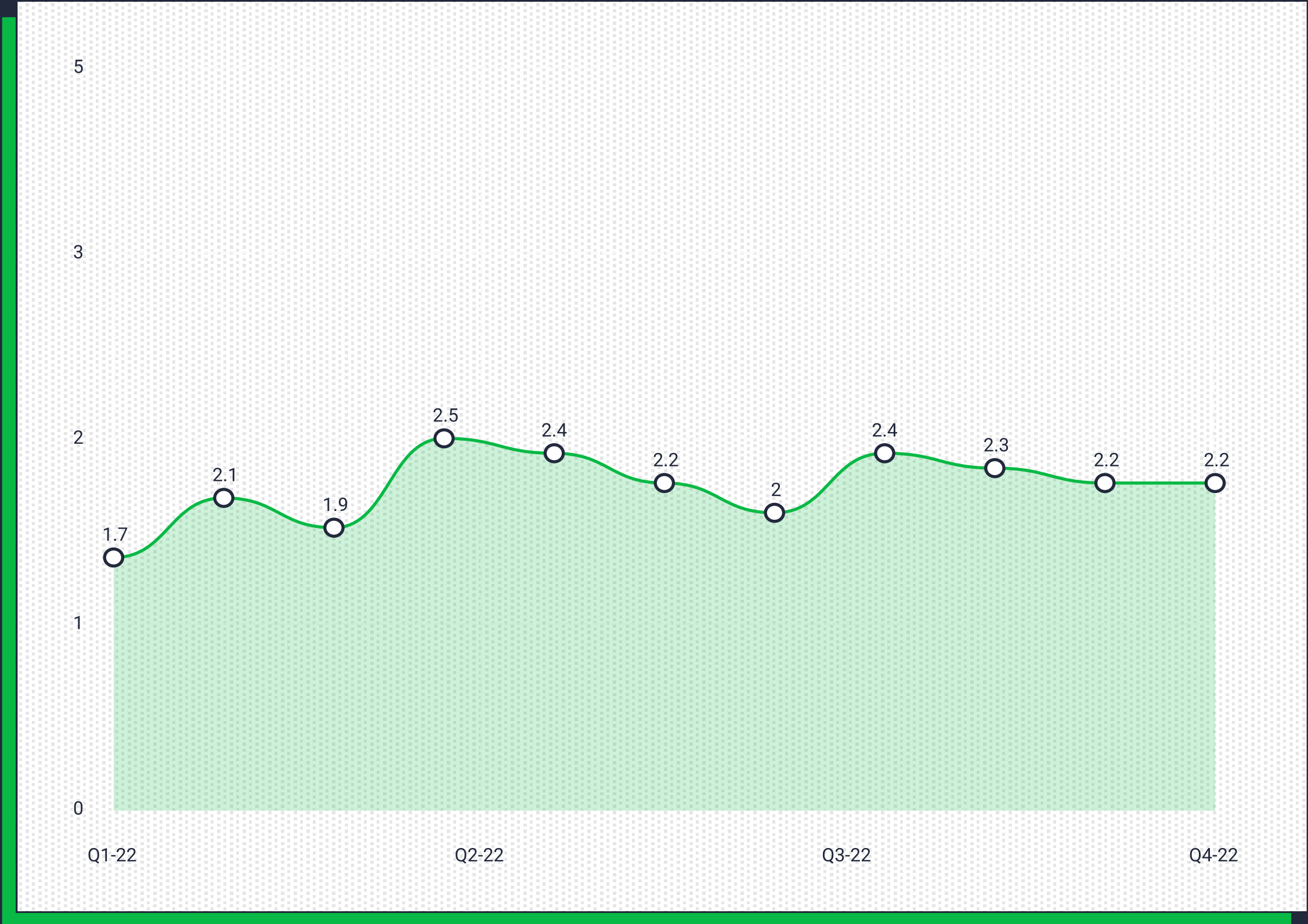
— Yes



Trend 9:

- E-commerce is still running like a charm

In October 2022 every consumer on average made 2,2 purchases online every fortnight. That could be compared to the beginning of 2022 where the same number was 1,7.



Do you want to better understand your consumers?

To understand your brand and in what direction you need to take it, you must first understand your target group. Our brand trackers help you to get to know your consumers and potential consumers in greater detail and in great depth.

If you have any questions about your brand or other brands, your market or your consumers, we have the answer. So don't hesitate, ask away.

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Sources

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- Odyssey Givartracker
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