American Consumers in 2020

Description:
American Consumers in 2020 offers a comprehensive view of the future in order to provide marketers and retailers with a vision of what American consumers will look like, how much they will have to spend, how they will be shopping and what they will be buying in 2020. The report presents a plausible scenario of how American consumers will evolve and the economy will unfold over the next five years so that marketers can align their current strategies to meet the challenges of the future.

Although the Great Recession officially ended five years ago, the American economy has failed to achieve the robust growth experienced in the aftermath of the economic downturns experienced in previous decades. As a result, Packaged Facts expects that American marketers and retailers in 2020 will find themselves operating in an economy reflecting the “new normal” of modest growth forecast in 2015 by agencies such as the Federal Reserve and Congressional Budget Office.

Yet, according to Packaged Facts National Online Consumer Survey data, as American consumers look ahead five years from now, they have a much less dystopian vision of the future than might be expected, given the harsh realities many have faced in recent years. For example, only a small minority expect that global warming will make life harder in five years. While most doubt that the American economy will be in good shape five years from now, they are optimistic about their own job prospects and overall personal financial situation.

The report highlights a series of challenges that marketers and retailers need to understand so they can convert them into opportunities in 2020. For example, as a result of demographic changes, marketing strategies tied to the needs of traditional two-parent-with-children households will be increasingly outmoded. The youth market will shrink and the spending power of older consumers will grow. Retailers will be forced to find ways to deal with a shrinking middle class created by a deeply entrenched two-tier economy, frugal spending habits instilled by the Great Recession and the growth of the sharing economy that will entice more consumers to rent or re-use products rather than buy new ones.

Technological change on both the shopper and retailer side of the shopping equation will result in a dramatic shift in the options available to consumers as they shop and pay for what they buy in brick-and-mortar stores in 2020. Virtual reality, 3D printing, beacon technology enabling hyper-personalized in-store messaging to shoppers’ smartphones and wearables allowing hands-free payment are just a few of the innovations that will be on the way to changing the in-store shopping environment by 2020. At the same time, brick-and-mortar retailers will be under increasing competitive pressure from online retailers that are able to meet the demands of customers ordering up products for same-day delivery. In 2020 brick-and-mortar retailers will face a significant problem in attracting shoppers, especially Millennials, unless they implement technological innovations creating a shopping experience that integrates in-store and online shopping.

Scope of the Report

This report forecasts how the American economy will perform and envisions how the American consumer will behave in 2020. It includes an analysis of the trends likely to shape the demographic profile of consumers in 2020, a review of the factors that will influence the magnitude of consumer spending in 2020, an assessment of how consumer spending patterns are likely to change between 2015 and 2020, and a projection of shifts in the shopping and retailing environment that are likely to occur by 2020.

Methodology

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey conducted in August 2015. These surveys reflect a panel of 2,000 U.S. adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household and household income.
Another source of consumer data in this report is the Simmons National Consumer Study (NCS) for Winter 2014—which was fielded from February 2014 through March 2015—and Spring 2005 (for trend analysis tables) from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

U.S. Government sources include the Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, Federal Reserve System, including the Atlanta and St. Louis regional Federal Reserve Banks, and the General Accountability Office. The report cites surveys and studies conducted by a wide range of private sector organizations and is also based upon data collected from a wide range of industry sources, including company websites, trade publications, business newspapers and magazines and consumer blogs.

Contents:

Chapter 1: Executive Summary
Scope of the Report
Methodology
Table 1-1 Selected Data Sources
Insights and Opportunities
What the Future Holds for the American Economy
Demographic Shifts Will Change the Marketing and Retail Environment
Frugal Spending Habits Learned in Great Recession Will Die Hard
Consumers Foresee Demise of Traditional Print Media but Not TV
Technology Will Start to Revolutionize the Shopping Experience
Millennials Will Lead the Retail Revolution
Boomers Will Provide Major Opportunity for Retailers in 2020
Multicultural Consumers More Prominent in 2020
Affluent Consumers Will Be Key in 2020
Demographic Profile of American Consumers in 2020
An Aging Consumer Population
A More Diverse Population of Consumers
Fewer Traditional Households
A Growing Divide between Haves and Have-Nots
The American Consumer Economy in 2020
Factors Supporting Robust Consumer Spending by 2020
Factors Leading to Modest Consumer Spending by 2020
Projected Consumer Spending in 2020
Consumer Spending Patterns in 2020
Trends Affecting Consumer Expenditure Patterns in 2020
Changes in Consumer Spending Patterns in 2020
American Shoppers and Retailers in 2020
Millenial Minimalism Will Change Ground Rules
Consumers Will Expect More On-Demand Products and Services
Consumers Will Demand Hyper-Personalized Attention from Retailers
Shoppers Will Become “Channel Agnostics” and “Omniconsumers”
Retail Channels Will Reconfigure to Adapt to Shrinking Middle Class
Technology Will Transform Shopping
Chapter 2: Insights and Opportunities
Topline Insights
What the Future Holds for the American Economy
Figure 2-1 Percent Agreeing “I Am Optimistic about the Future,” 2015
Figure 2-2 Percent Agreeing “My Job Prospects Look Good over the Next Few Years,” 2015
Table 2-1 Measures of Consumer Optimism about the Future Five Years from Now, 2015
Demographic Shifts Will Change the Marketing and Retail Environment
Table 2-2 Selected Demographic Trends Affecting the American Consumer Economy in 2020
Frugal Spending Habits Learned in Great Recession Will Die Hard
Table 2-3 Consumer Views of Their Likely Spending Patterns over the Next Few Years, 2015
Technology Will Start to Revolutionize the Shopping Experience
Table 2-4 Consumer Views of What Shopping Will Be Like Five Years from Now, 2015
Consumers Foresee Demise of Traditional Print Media but Not TV
Table 2-5 Consumer Views of What Media Usage Will Be Like Five Years from Now, 2015
Marketing Opportunities in 2020
Millennials Will Lead the Retail Revolution
Figure 2-3 Percent Expecting to Use Smartphones More Often for Shopping and Financial Transactions in 2020 by Age Group
Table 2-6 Use of Mobile Phones When Shopping by Age Group, 2015
Millennials Will Be Elusive Target for Brick-and-Mortar Retailers
Table 2-7 Attitudes toward Use of the Internet for Shopping by Age Group, 2015
Table 2-8 Selected Online Shopping Activities by Age Group, 2015
Table 2-9 Attitudes toward Shopping by Age Group, 2015
Boomers Will Provide Major Opportunity for Retailers in 2020
Table 2-10 Distribution of Aggregate Household Net Worth by Age of Householder, 2011 (in billion $)
Boomers Will Offer Hope to Brick-and-Mortar Retailers in 2020
Table 2-11 Retail Outlets Shopped in Last Three Months by 60- to 69-Year-Olds, 2005 vs. 2015
Table 2-12 Type of Store Where Made a Purchase in Last Four Weeks by Age Group, 2015
Affluent Consumers Will Be Key in 2020
Multicultural Consumers More Prominent in 2020
Chapter 3: Demographic Profile of American Consumers in 2020
An Aging Consumer Population
2020 Population Marked by Maturing Millennials and Aging Boomers
Table 3-1 Projected U.S. Population Growth by Age Groups, 2015 vs. 2020 (in thousands)
Figure 3-1 Changes in Structure of U.S. Population by Age Groups, 2015 vs. 2020
Figure 3-2 U.S. Population by Age Groups, 2020
Youth Population Will Decline as Older Consumers Come to the Fore
Table 3-2 Projected Population Growth by Selected Age Groups, 2015 vs. 2020 (in thousands)
Table 3-3 Selected Age Groups as Percent of Total Population, 2015 vs. 2020
A More Diverse Population of Consumers
Growth of Multicultural Population Will Accelerate
Figure 3-3 Percent of Total Population by Race and Hispanic Origin, 2015 vs. 2020
Hispanic Population Will Register Highest Growth
Table 3-4 Projected Population Growth by Race and Hispanic Origin, 2015 vs. 2020 (in thousands)
Figure 3-4 Multicultural Population by Race and Hispanic Origin, 2020
America Will Still Beckon to Immigrants as Land of Opportunity
Figure 3-5 Percent of Foreign-Born in U.S. Population, Selected Years 2000-2020
Table 3-5 Projected Population Growth in Population by Nativity, 2015 vs. 2020 (in thousands)
Kids and Teens Will Form the Vanguard of More Diverse Population
Figure 3-6 Non-Hispanic Whites as Percent of Births, Selected Years 1990-2013
Figure 3-7 Multicultural Population Segments as Percent of Population by Age Group, 2014 Source: Packaged Facts based on data compiled from U.S. Census Bureau.
Table 3-6 Change in Size of Multicultural and Non-Hispanic White Populations under 15 Years of Age, 2000-2013 (in thousands)
Table 3-7 Non-Hispanic Whites as Percent of Entire Population Under 15 Years of Age, 2000 vs. 2013
Color Lines Will Blur
Acculturation Will Have Major Impact on Latino Consumers
Table 3-8 Nativity of Hispanics, 2000 vs. 2013 (in thousands)
Table 3-9 Growth in Number of U.S.- and Foreign-Born Hispanics, 2000 vs. 2013 (in thousands)
Table 3-10 English-Language Ability of Hispanics Five Years Old and Over, 2000 vs. 2013 (in thousands)
Table 3-11 Hispanics Five Years Old and Over by Language Use, 2000 vs. 2013
Table 3-12 Language Media Preferences of Hispanic Adults, 2014
Table 3-13 Measures of Acculturation of Hispanic Adults by Language Spoken at Home, 2014
Fewer Traditional Households
Smaller Households without Children Will Trend Upward
Figure 3-8 Number of Households with Children vs. Number of One-Person Households, Selected Years 1960-2014 (in millions)
Figure 3-9 Number of Households with Four Persons or More, Selected Years 1960-2014 (in millions)
Single-Parent Households Will Grow in Importance
Figure 3-10 Single-Parent vs. Two-Parent Households with Children, Selected Years 1950-2014 (percent of all households with children)
Figure 3-11 Projected Number of Single-Parent Households with Children, 2015-2020 (in millions)
Women Will Head More Households
Figure 3-12 Percent of Households Headed by Women, Selected Years 1950-2014
Figure 3-13 Number of Households Headed by Women, 2015 vs. 2020 (in thousands)
LGBT Families Will Become More Prominent Market Segment
Table 3-14 Estimates of Same-Sex Couples by American Community Survey, 2008-2013
A Growing Divide between Haves and Have-Not...
Long-Term Trends Lead to a Two-Tier Economy
Figure 3-14 Increase in Mean Household Income by Quintile and Top 5% of Households, 2013 vs. 1970 (in 2013 dollars)
Wealth Disparity Even Greater than Income Gap
Hollowing Out of Middle-Income Consumer Segment Will Have Major Impact
Table 3-15 Median Net Worth of Highest-Income and Middle-Income Families, Selected Years 1989-2013 (in thousand $)
Figure 3-15 Difference in Median Net Worth of Highest-Income and Middle-Income Families, Selected Years 1989-2013
Stark Economic Differences within Large Metro Areas
Chapter 4: The American Consumer Economy in 2020
Factors Supporting Robust Consumer Spending by 2020
Household Formation Will Accelerate
Figure 4-1 Percent of 25- to 34-Year-Olds Living in Household of Parents by Gender, Selected Years 1990-2014
Figure 4-2 Number of 25- to 34-Year-Olds Living in Household of Parents by Gender, 2005 vs. 2014 (in thousands)
Figure 4-3 Number of Households Formed Annually, 2000-2014 (in thousands)
Figure 4-4 Projected Number of Households, 2015-2020 (in millions)
Reviving Housing Market Will Boost Economy
Boomers Will Work Longer
Figure 4-5 Percent of Adults 55 Years Old and Over Participating in the Labor Force, Selected Years 1992-2022
Figure 4-6 Adults 55 Years Old and Over as Percent of Civilian Labor Force, Selected Years 1992-2022
Table 4-1 Size of Civilian Labor Force by Age Group, Selected Years 1992-2022 (projected) (in thousands)
Affluent Consumers Have Regained Confidence
Table 4-2 Percent Annual Change in Average Consumer Spending by Third and Top Quintiles of Income, 2005-2013
Figure 4-7 Percent of Adults with a High Degree of Consumer Confidence by Household Income, 2004-2015
Figure 4-8 Percent of Adults with a High Degree of Consumer Confidence by Household Income, 2009 vs. 2015
Latinos and African Americans Still Believe in the American Dream
Figure 4-9 Percent of Adults with a High Degree of Consumer Confidence by Race and Hispanic Origin, 2004 vs. 2015
Figure 4-10 Percent of Adults with a High Degree of Consumer Confidence by Party Identification, 2004-2015
Factors Leading to Modest Consumer Spending by 2020
Great Recession Casts a Pall on the Future
Aging Population Will Slow Down the Economy
Figure 4-11 Average Consumer Expenditures by Age, 2014
Figure 4-12 Percent of Highly Confident Consumers by Age Group, 2004-2015
Two-Tier Economy Will Hamper Growth
Figure 4-13 Consumer Expenditures as Percent of Pre-Tax Income by Income Decile, 2014
Too Many Part-Time and Temp Workers Will Place Drag on Spending
High Rental Costs Will Dampen Discretionary Spending
Figure 4-14 Homeownership Rates, Selected Years 1995-2015
Slow Growth in Labor Force Will Hamper Economy
Sharing and “No Ownership” Culture Will Temper Consumer Spending
Economy Weighed Down by Educational Loans
Baby Bust Will Prove to Be Near-Term Economic Drag
Too Many Boomers Lack Sufficient Retirement Resources
Projected Consumer Spending in 2020
Economic Forecasts Project Modest Growth through 2020
Table 4-3 Selected Economic Indicators, Congressional Budget Office, 2015 vs. 2020
Figure 4-15 Percent Growth in Real GDP and Personal Consumption Expenditures, Selected Decades 1942-2022 (Projected)
Table 4-4 Economic Projections of Federal Reserve Board Presidents and Federal Reserve Bank Presidents, June 2015 2015 and Beyond
Consumer Spending Will Grow Steadily Through 2020
Figure 4-16 Growth in Personal Consumption Expenditures, 2015-2020 (in billion $)
Chapter 5: Consumer Spending Patterns in 2020
Trends Affecting Consumer Expenditure Patterns in 2020
Overview
Figure 5-1 Percent Annual Growth in Real Personal Consumption Expenditures, 1995-2014
Figure 5-2 Percent Annual Growth Rate in Real Personal Consumption Expenditures, Selected Periods 1998-
Figure 5-3 Percent Annual Growth Rate in Consumer Expenditures, 1995-2013
Essential Spending Has Been Eating Up Household Budgets
Middle-Income Consumers Hit Hard
Even the Affluent Closed Their Wallets after the Great Recession
Figure 5-4 Percent of Aggregate Consumer Expenditures by Consumer Units with Income of $150,000 or More, 2004 vs. 2014
Table 5-1 Percent Difference in Selected Consumer Expenditures in 2007 and 2013, Consumer Units with Income of Less than $70,000 vs. Consumer Units with Income of $150,000 or More
Boomers Have Begun to Drive Consumer Spending
Figure 5-5 Percent of Aggregate Consumer Expenditures by Age Group, 2004 vs. 2014
Figure 5-6 Percent of Aggregate Consumer Expenditures by Consumers in the 55+ Age Group, 2004 vs. 2014
“Leading-Edge” Boomers Are Spending More on Discretionary Items
Changes in Consumer Spending Patterns in 2020
Boomers Will Capture Largest Share of Aggregate Income
Aging Population Will Affect Consumer Spending in 2020
Table 5-5 Percent Allocated to Selected Consumer Expenditure Categories, Consumer Units with Reference Person 55 Years Old and Over vs. All Consumer Units, 2014
Maturing Millennials Will Spark Shift in Spending
Table 5-6 Percent Allocated to Selected Consumer Expenditure Categories, Consumer Units with 25- to 44-Year Old Householder vs. All Consumer Units, 2014
Multicultural Consumers Will Grow in Importance
Figure 5-7 Share of Multicultural Consumer Expenditures by Race and Hispanic Origin, 2020
Multicultural Consumers Will Affect Overall Expenditure Patterns
Table 5-8 Percent Allocated to Selected Consumer Expenditure Categories by Race and Hispanic Origin, 2014
Two-Tier Economy Will Have an Impact
Table 5-9 Consumer Expenditures by Consumer Units in Highest Income Decile
Chapter 6: American Shoppers and Retailers in 2020
Cultural Trends Affecting the Future of Shopping and Retail
Millennial Minimalism Will Change Ground Rules
Sharing Economy Will Expand
Consumers Will Expect More On-Demand Products and Services
Same-Day Delivery Will Take Hold
Table 6-1 Where Consumers Have Purchased Products Online in the Past 12 Months for Same-Day Home Delivery, 2015
Many Consumers See Drones in their Future
Consumers Will Demand Hyper-Personalized Attention from Retailers
Shoppers Will Become “Channel Agnostics” and “Omniconsumers”
Socially Responsible Marketers Will Win Out
Figure 6-1 Percent Agreeing “I Am More Likely to Purchase a Product from a Company that Is Environmentally Friendly” by Age Group, 2015
Authentic Marketing and Artisanal Products Will Matter More
Economic Forces Shaping the Future of Retail
Two-Tier Economy Will Continue to Disrupt Retail Industry
Retail Channels Will Reconfigure to Adapt to Shrinking Middle Class
Impact of Technology on the Shopping Experience
Brick-and-Mortar Retailers Will Look to “Internet of Things”
Table 6-2 Shopping Habits of Consumers Who “Often Buy Products Online for Home Delivery,” 2015
Virtual Reality Will Transform Shopping
3D Printing Will Enable Shoppers to Make Their Own Thing
Lowe's Imagines the Future
Amazon Taps into the Future of Customer Convenience
Beacon Technology Will Be Widespread
In-Store Use of Mobile Phones Has Much Room for Growth
Table 6-3 Use of Mobile Phone as Shopping Tool in Retail Environment in Last 12 Months, 2015
Privacy Concerns Will Create Challenges for Retailers
The Future of Mobile Payments
Technology Will Change How Consumers Pay for What They Buy
Wearables Will Play Greater Role in Shopping and Retailing
In-Store Payments Still Made the Old-Fashioned Way
Table 6-4 Payment Methods Used at Cash Register or Actual Sales Location in Last 12 Months, 2014
Pace of Change on Payments Front Will Be Slow
Millennials Will Help Change Payments Landscape

Fig 6-2 Percent Making Mobile (Cellphone or Tablet) Payments by Age Group, 2015
Fig 6-3 Percent Who Agree “I Would Be Interested in a Service that Would Allow Me to Make Purchases in a Store,” 2015

The Future of Grocery Shopping
The Rise of “Delivery Nation” Will Cause Shifts in Food Industry

Grocery Shopping Will Be Very Different in 2020

Table 6-5 Percent Shopping for Groceries within Last Month Online or Using a Mobile App, 2015
Table 6-6 Where Consumers Shopped for Groceries within Last Month Online or Using a Mobile App, 2015
Supermarket Mobile Apps Engage Foodies

Table 6-7 Percent Who Have Used and Will Continue To Use a Supermarket Mobile App by Type of Activity, Foodies vs. All Adults, 2015

Food Marketers and Retailers Will Be Forced to Adapt

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3398436/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: American Consumers in 2020
Web Address: http://www.researchandmarkets.com/reports/3398436/
Office Code: SCBRECUD

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>USD 3850</th>
<th>USD 7700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>833 130 83</td>
</tr>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street,</td>
</tr>
<tr>
<td></td>
<td>Blackrock, Co. Dublin,</td>
</tr>
<tr>
<td></td>
<td>Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World