

# What matters to today's consumer 2026

## How AI is transforming value perception

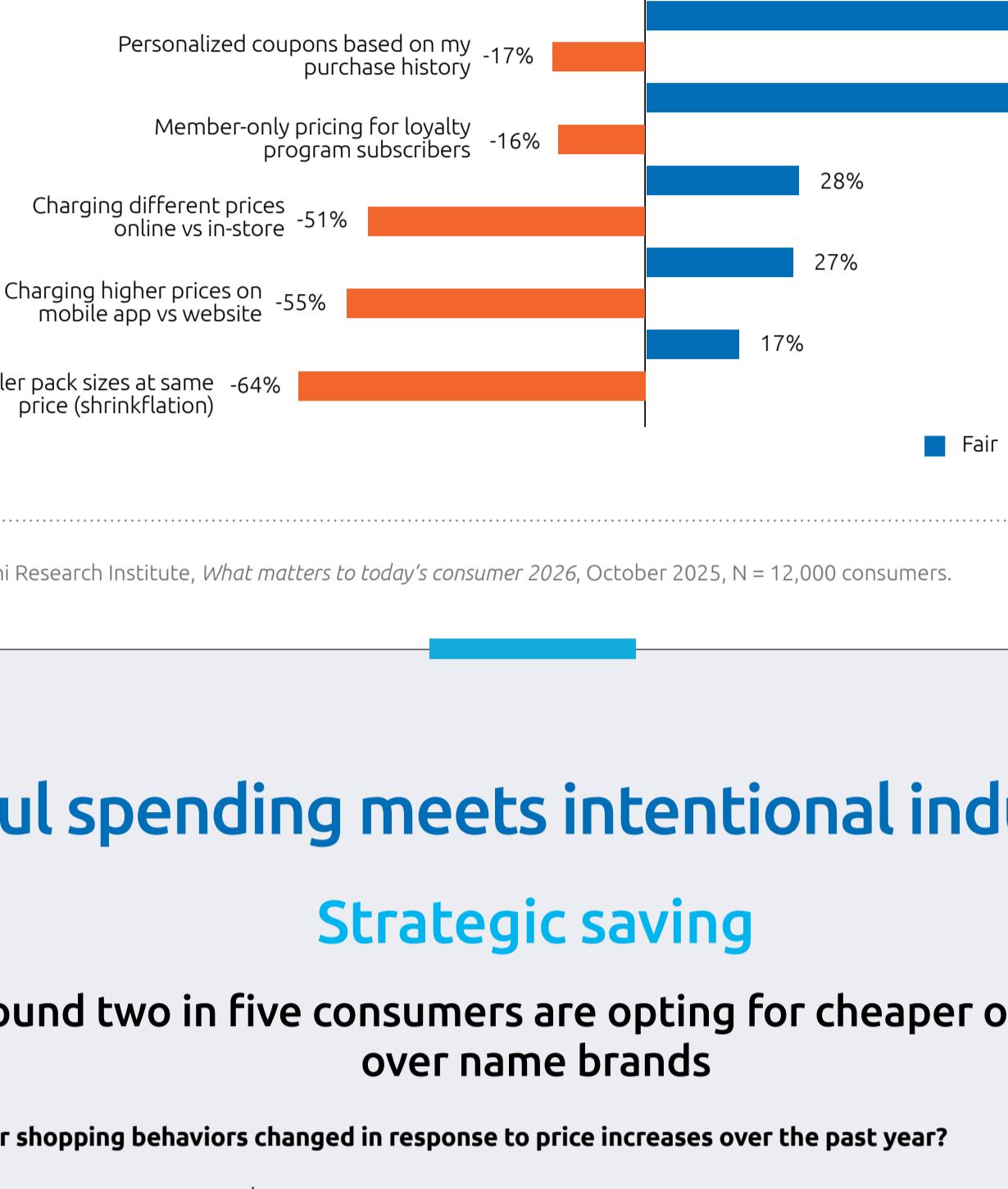
Make it real.

### Value redefined: where fairness and quality intersect

#### Inflation fatigue fuels the quest for fair value

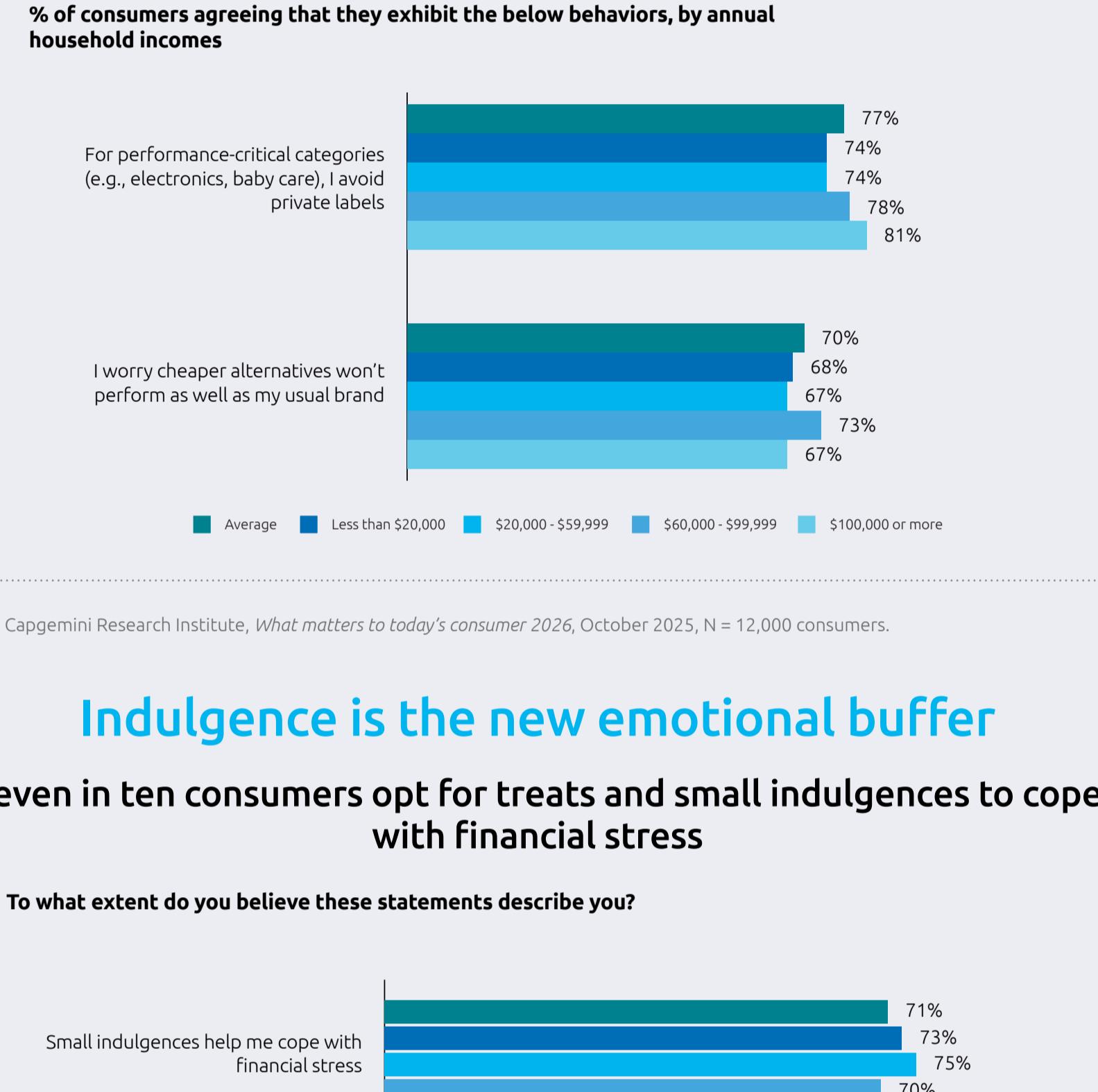
##### Most consumers continue to look for the best deals and cut back on non-essentials

% of respondents who agree with the following statements

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 6,000 consumers; *What matters to today's consumer 2025*, November 2024, N = 12,000; *What matters to today's consumer 2024*, November 2023, N = 11,681; *What matters to today's consumer 2023*, November 2022, N = 11,300 consumers.

##### Lower prices and reduced pack size/quality without clear notice emerge as top drivers for switching brands

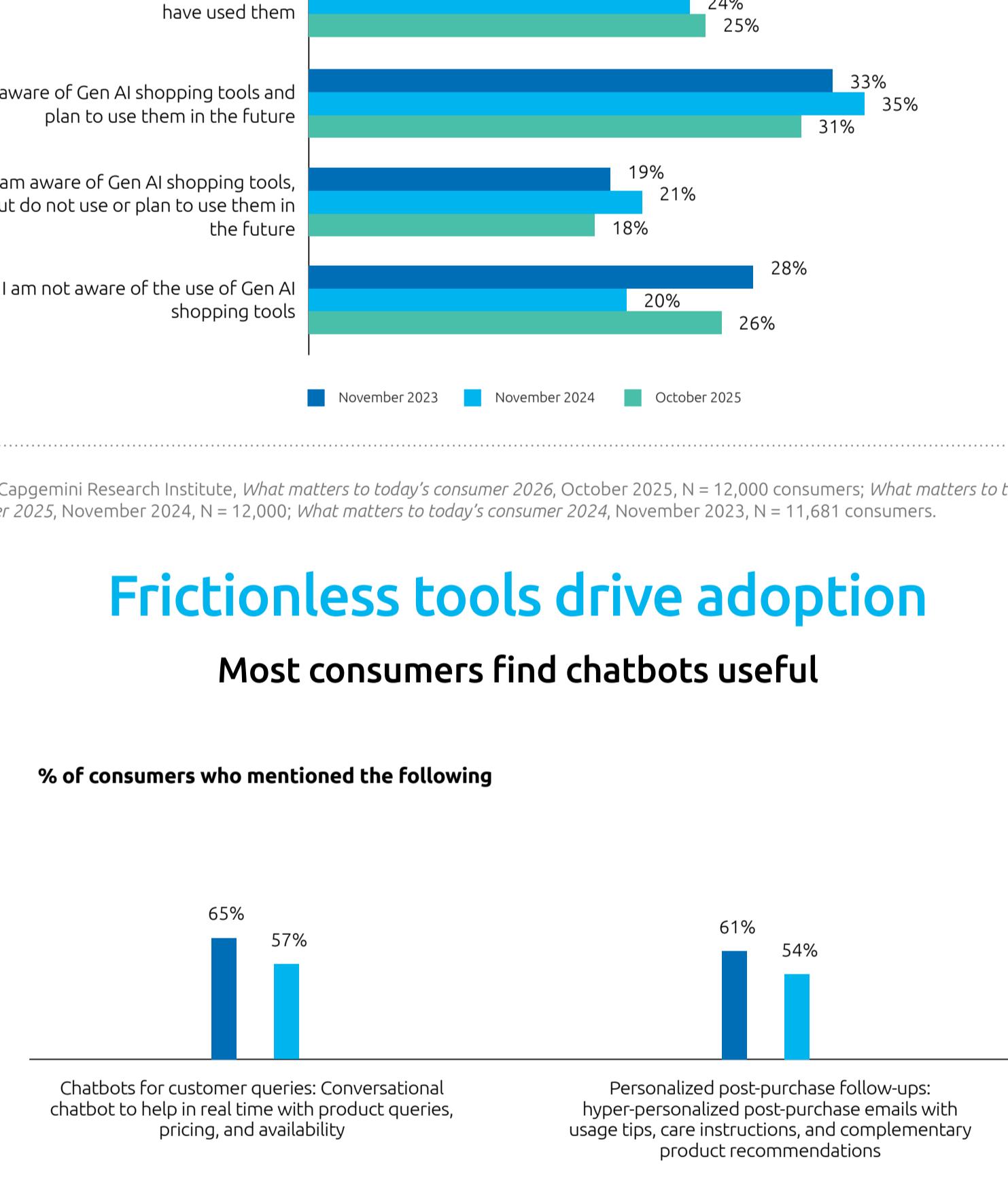
###### Most compelling reasons for consumers to switch brands or retail stores

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 12,000 consumers.

### Fair pricing builds brand credibility

#### 64% of the consumers consider shrinkflation an unfair practice

% of consumers who found following practices fair or unfair

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 6,000 consumers; *What matters to today's consumer 2025*, November 2024, N = 12,000; *What matters to today's consumer 2024*, November 2023, N = 11,681; *What matters to today's consumer 2023*, November 2022, N = 11,300.

### Strategic saving

#### Around two in five consumers are opting for cheaper options over name brands

How have your shopping behaviors changed in response to price increases over the past year?

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### Selective splurging

#### Nearly four in five consumers avoid private labels for performance-critical products

% of consumers agreeing that they exhibit the below behaviors, by annual household incomes

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 12,000 consumers.

### Indulgence is the new emotional buffer

#### Seven in ten consumers opt for treats and small indulgences to cope with financial stress

To what extent do you believe these statements describe you?

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 12,000 consumers; *What matters to today's consumer 2025*, November 2024, N = 12,000; *What matters to today's consumer 2024*, November 2023, N = 11,681; *What matters to today's consumer 2023*, November 2022, N = 11,300.

### AI - The consumer's trusted guide

#### One in four consumers has used Gen AI shopping tools in 2025

% of consumers who agree with the following statements

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### Frictionless tools drive adoption

#### Most consumers find chatbots useful

% of consumers who mentioned the following

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 12,000 consumers; *What matters to today's consumer 2025*, November 2024, N = 12,000; *What matters to today's consumer 2024*, November 2023, N = 11,681; *What matters to today's consumer 2023*, November 2022, N = 11,300.

### Trust grows when AI explains itself

#### 71% of consumers are worried about Gen AI data use

% of consumers who agree with the following statements

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 12,000 consumers; *What matters to today's consumer 2025*, November 2024, N = 12,000; *What matters to today's consumer 2024*, November 2023, N = 11,681; *What matters to today's consumer 2023*, November 2022, N = 11,300.

### Human moments matter more than ever

#### More than 70% in ten consumers value human interaction during in-store shopping

% of consumers who said the following stages of in-store shopping increase loyalty

Source: Capgemini Research Institute, *What matters to today's consumer 2026*, October 2025, N = 12,000 consumers; *What matters to today's consumer 2025*, November 2024, N = 12,000; *What matters to today's consumer 2024*, November 2023, N = 11,681; *What matters to today's consumer 2023*, November 2022, N = 11,300.

### What should CPG organizations do differently?

#### Recommendations

% of consumers who agree with the following statements

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#### Optimize operations with AI

% of consumers who agree with the following statements

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#### Lead with purpose through reinvention

% of consumers who agree with the following statements

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