


CONSUMER TRENDS 2024

Insights to improve every brand experience





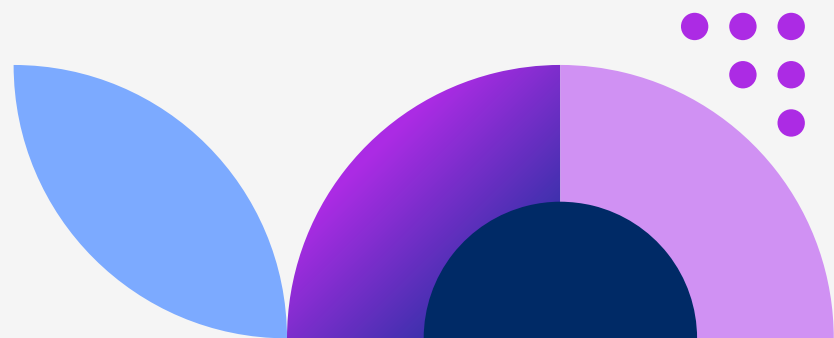
Keeping pace with the speed of culture.

The consumer landscape changed dramatically in 2023. The Ukraine–Russia and Israel–Hamas wars... the toxic U.S. political environment... inflation... Pride month boycotts... the rise of ChatGPT and other AI advances... striking auto workers, writers, and actors... X (formerly Twitter)’s fumbles and the introduction of Meta’s Threads... and on lighter notes... Barbie, Taylor Swift and Beyonce... all of these events had profound effects on how consumers navigate the world, and importantly, how they experience today’s brands.

While DISQO can’t predict what will shape culture in 2024, we can offer insights on consumer sentiment heading into the new year, and with this intelligence suggest how brands can approach connecting with their audiences in meaningful ways. From general attitudes about the state of the world to how key media platforms drive purchase behaviors, we cover everything you need to know about what makes consumers tick.

In marketing technology, 2024 promises even more AI innovation, the rise of the “fediverse,” and perhaps Google’s sunsetting of the third-party cookie (finally!). Whether these promises come to fruition or not, marketers will need to prioritize managing their brand experiences in a new context, to evaluate and iterate campaign strategies, and to measure continuously to stay ahead of evolving consumer behaviors.

We highlight the opportunities and challenges brands will face in creating the experiences their customers want and need. By understanding consumer perspectives on a range of topics that influence their behaviors, brands can focus on the trends that matter most and ensure their brands move with the speed of culture.



CONSUMER TRENDS 2024

METHODOLOGY

DISQO surveyed 3,004 U.S. adults from our first-party audience, between November 6–13, 2023. More than 2 million people have opted in to share their brand experiences with DISQO, empowering clients to cultivate deep insights about their target audiences and to perform objective, single-source measurement of advertising effectiveness on attitudes and behaviors. The survey informing the report was fielded to a balanced sample of U.S. adults on age, gender, income, and ethnicity.

1

General sentiment

How do consumers feel about the general state of the world for 2024 and beyond? What are their top concerns and areas of optimism?

2

Personal finances

How do consumers feel about their personal financial circumstances heading into 2024? How does this compare to 2023?

3

Advertising

What media channels are most influential in driving purchases? And, on which platforms do consumers find advertising the most entertaining, informative, or irritating?

4

Cable TV & streaming

What is next in cable and satellite TV subscriptions? Do more consumers plan to cut the cord in 2024? How many streaming services do they subscribe to, and will that change in the new year?

5

Importance of brands

What shapes brand experience most? What drives brand loyalty? What are the categories in which a brand name is most important?

General sentiment

Apprehension for 2024

Consumers are inundated with worrying information about the state of the world every day. News headlines and social media chatter about global conflicts, domestic terrorism, global warming, technological advances, economic shifts and more, have a tremendous impact on how consumers consider their stability and security. Next year, we can also expect a combative presidential election that will dominate headlines from now can also expect until inauguration day in 2025 (and perhaps beyond).

Brands need to understand what's shaping their customers' attitudes and behaviors, and to reach them with the right messages at the right place and time. To help, we examined how people feel about the world's overall direction in 2024, and separately, how they feel about where things may be in the next five years.

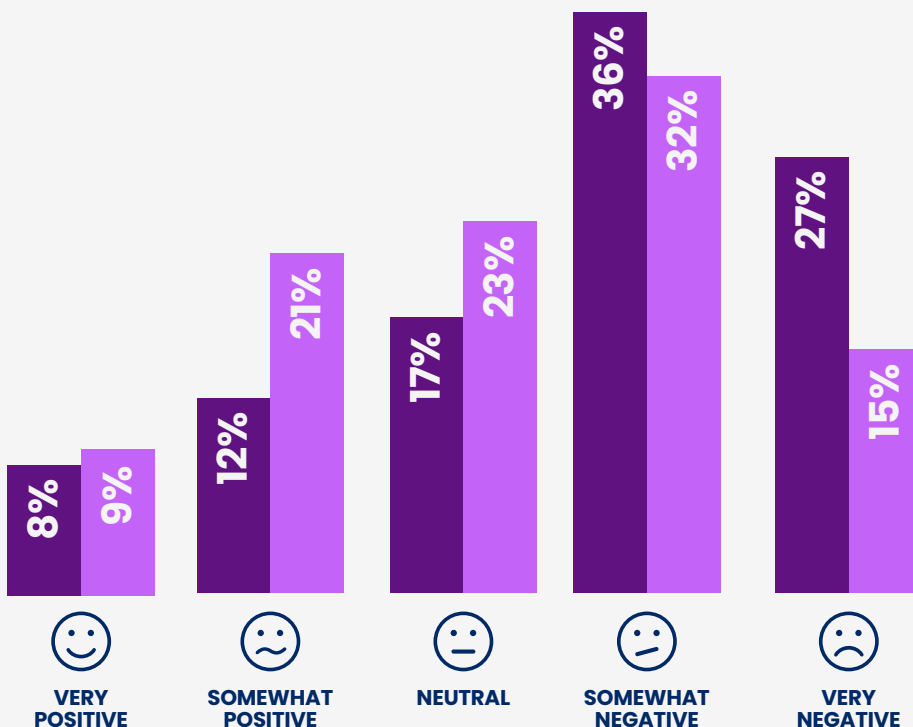
For 2024, a whopping 63% of consumers have a negative outlook. Only one-fifth of consumers feel positive. Looking ahead five years, however, nearly a third (30%) of consumers feel more optimistic than they do about the next year (+10 points). A larger portion also feel neutral (23%), reflecting uncertainty in the longer-term.

WE ASKED

How do you feel about where the world is headed in 2024? In the next 5 years?



● 2024 ● NEXT 5 YEARS



63%

of consumers' 2024 outlook is negative



Some expected nuances

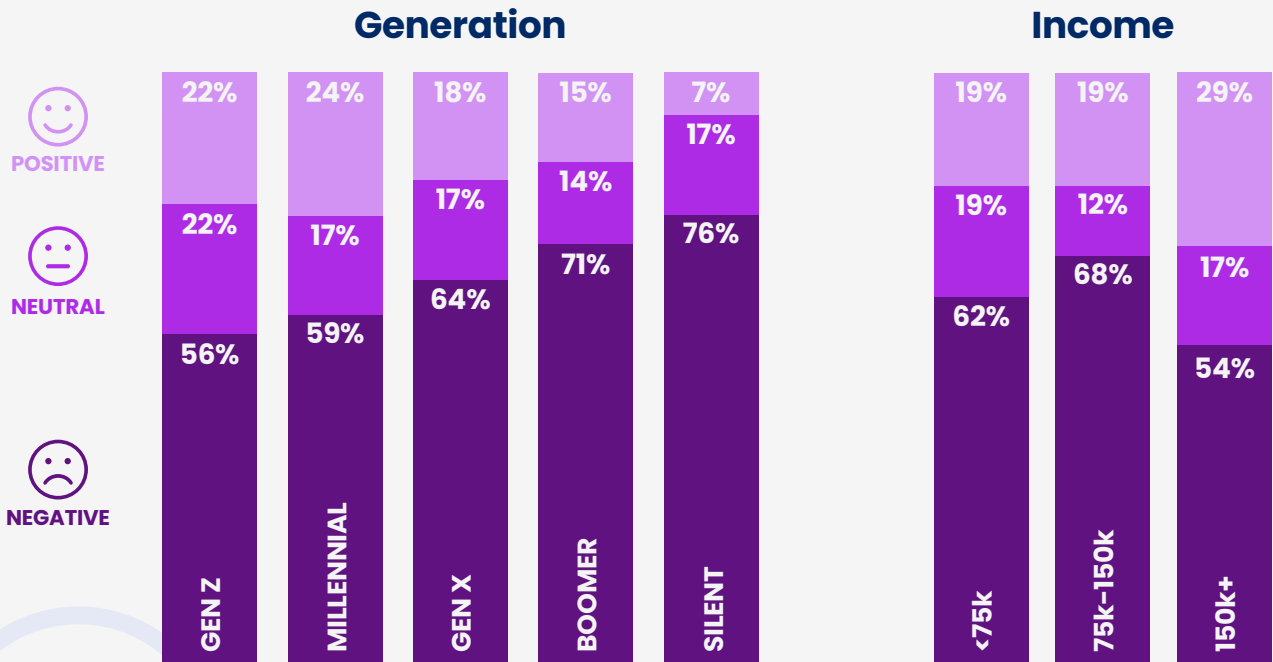
2024 isn't all doom and gloom. A closer look at demographic cohorts reveals that the negative sentiment for 2024 increases as a function of age, starting at 56% with GenZers and rising to 76% with the Silent generation. Additionally, over one-fifth (22%) of Gen Z is "neutral," more than any other generation. It's intuitive to expect that older generations may be more wary as a result of their decades of experience with ups and downs. And, of course, a good portion of GenZers are just entering adulthood and paying closer attention to national and world conditions.

Higher-income consumers report far more positivity (+10 points) than the other two cohorts. Interestingly, the middle-income bracket (\$75-150k) reports the most negativity about the direction of the world (68%). Why? While there are too many variables to cite one or a few causes, it's rational to expect that lower-income consumers are simply focused on making ends meet. Middle-income people may have higher expectations for financial growth. And obviously, upper-income consumers don't feel the same stress of economic pressures such as inflation.

WE ASKED

How do you feel about where the world is headed in 2024?

The data suggests the privilege of the young and the wealthy who may not yet have the same worries over stability and security that others do.



Gen Z is the least concerned about the direction of the world in 2024

Concern trumps optimism

We asked people to identify areas of optimism and concern from a list of topics that dominated 2023 headlines. It's no surprise that almost every consumer (95%) reported concern about at least one issue given the current socioeconomic climate. And, while consumers are overall less likely to report optimism, there are topics that show signs of improvement heading into 2024.

WE ASKED

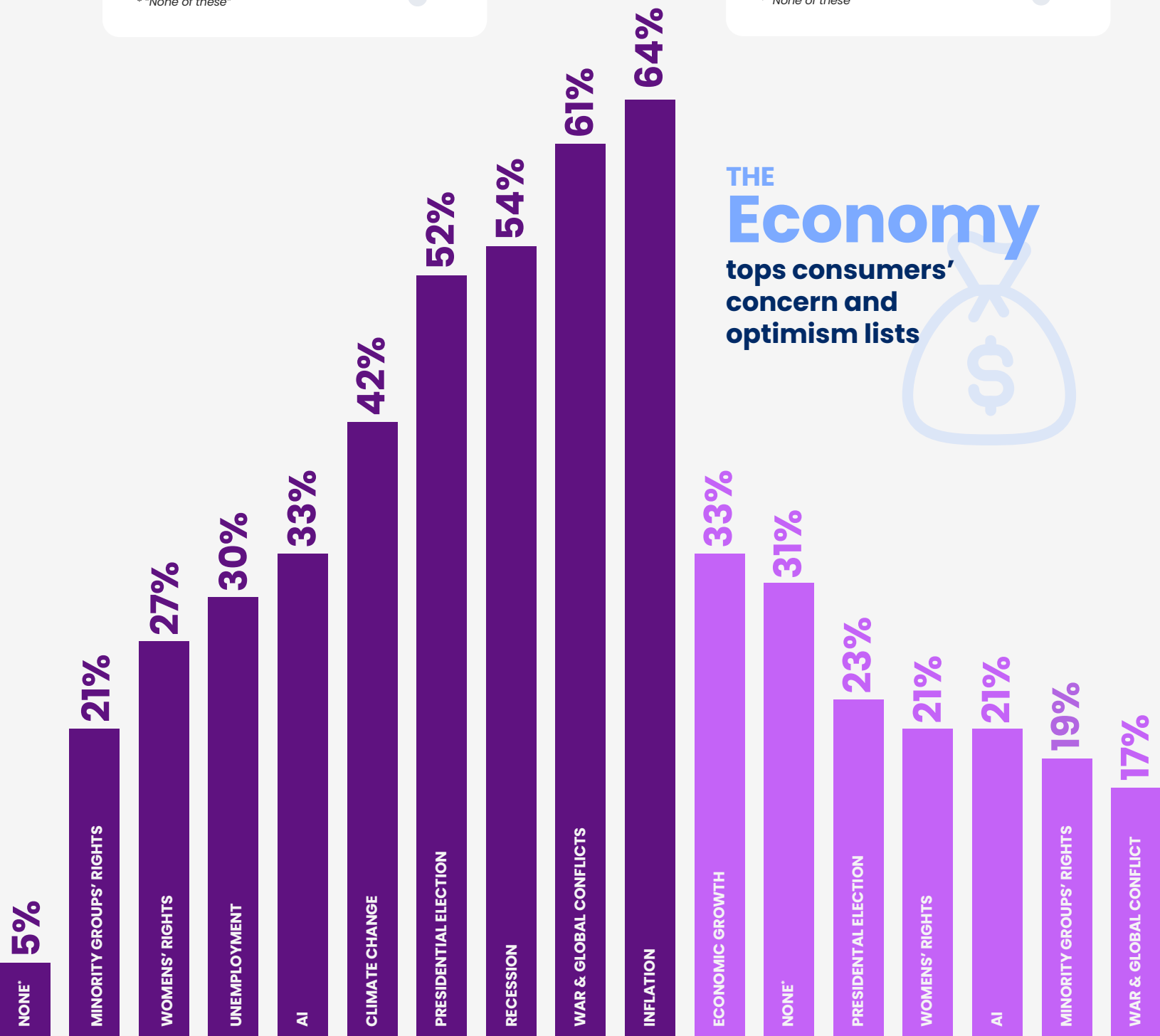
Which issues are you concerned about in 2024?

* "None of these"

WE ASKED

Which issues are you optimistic about in 2024?

* "None of these"



Causes of concern



Money, money, money

Unsurprisingly, economic concerns are highest with inflation (64%) and a recession (54%). Both are reported more than 2x as much as social issues like women's and minority groups' rights. While inflation rates are expected to lower in 2024, the short-term and long-term impacts of a record year in 2022 have most consumers wary about the economy.



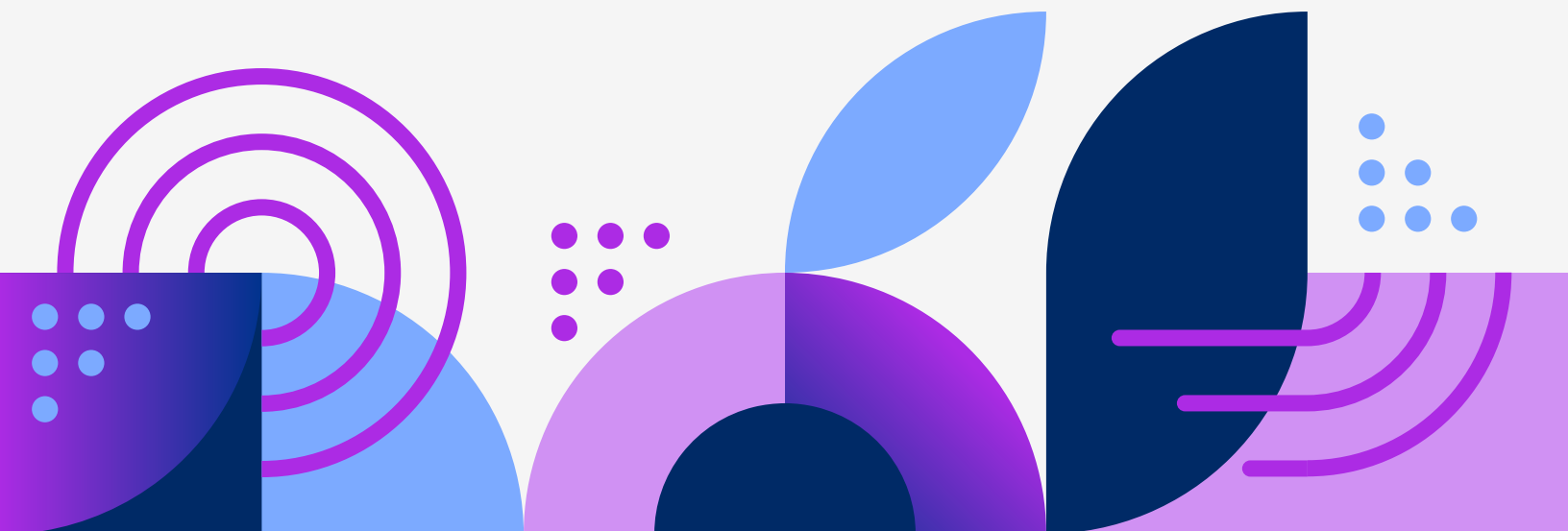
National and global politics

The presidential election and global conflicts (52% and 61% respectively) also take up a significant amount of consumers' headspace. As the campaign trail ramps up with a polarizing candidate roster, and as the Ukraine-Russia and Israeli-Palestinian conflicts continue, consumers are wary of political instability within the U.S. and beyond.



Climate change urgency

While the reality of climate change remains a heated debate across political lines, nearly half of all consumers (42%) are concerned about it going into 2024. This past year saw an above average number of storms, including [some](#) that unexpectedly intensified at rapid rates, leading to increased awareness of... and conversations about the impact of global warming. As we look to 2024, consumers consider climate change a key issue.



Glimmers of hope



Money, money, money... again

While money tops the list of concerns, it's also a pocket of optimism for one-third of consumers. Following the economic challenges of 2023, 33% of consumers are hopeful that we'll get over the hump and see economic growth in 2024. While it's promising that some consumers are looking to 2024 with more optimism, concern over money is still higher by 20 points.



Social progress?

One-fifth of consumers reported optimism about the improvement of women's and minority groups' rights. This goes hand-in-hand with the presidential election (23%), which has brought many of these topics to the forefront of the political stage. Candidates are looking to sway voters with cultural changes which may (or may not) come to fruition in 2024.



AI innovation

Optimism for AI (21%) is lower than concern by 12 points, but it's worth noting as an optimism driver because it ranks similarly to most other issues, including human rights and the presidential election. Mixed sentiments reflect early findings from our report exploring [consumer perspectives on AI](#), showcasing excitement for possible innovations but trepidation around job displacement and a loss of human touch.

The bottom line

People are worried about 2024. Money is an overriding concern. Brands looking to connect with consumers must lead with value-for-the-money, empathy, and reassurance. A positive message could go a long way in building trust with customers and winning over their business during uncertain times.

Invest in understanding your audiences to determine how to lean in (or out) in messaging. While brands don't necessarily need to address global issues in advertising, recognition of where consumers are in the moment can carve a path to more resonant content.

WE ASKED

Compared to 2022, how is your current financial situation?



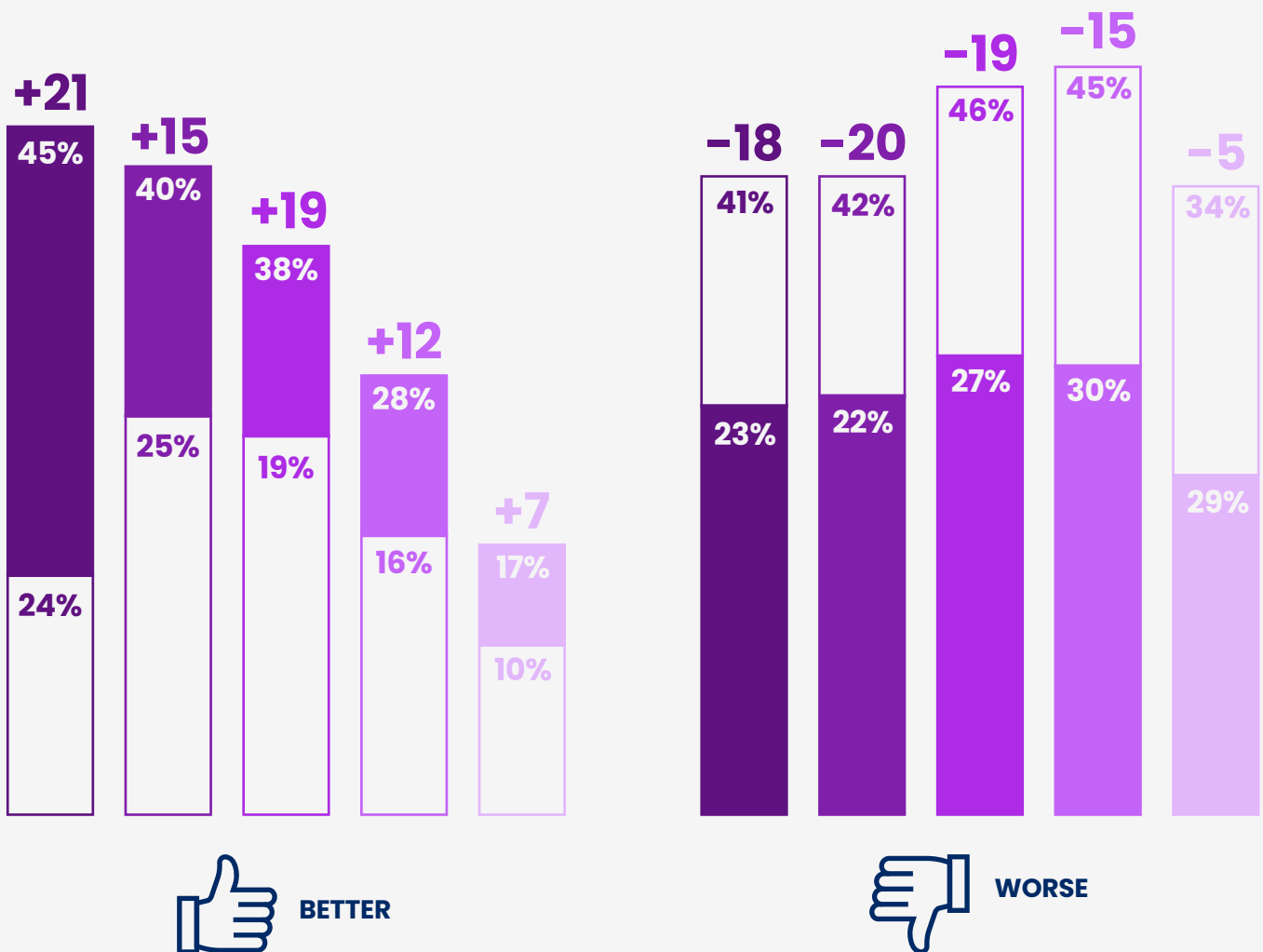
- GEN Z
- MILLENNIAL
- GEN X
- BOOMER
- SILENT

WE ASKED

How do you expect your personal financial situation to be in 2024?



- GEN Z
- MILLENNIAL
- GEN X
- BOOMER
- SILENT



BETTER



WORSE



Concerns about savings and debt

While many consumers are optimistic that their financial circumstances will be better in 2024, digging deeper, there are still significant concerns about debt, as well as the progress people are making in savings and investments.

Most consumers are concerned. Only 19% of respondents said they were not worried about their savings, and only 12% said they were not worried about their debt. When looking across demographic groups, we see that Gen X is the most worried about savings, perhaps not surprising when you consider that some are coping with tuition for college-aged children while also approaching retirement.

WE ASKED

How concerned are you about your **savings**, retirement plans, and investments in 2024?

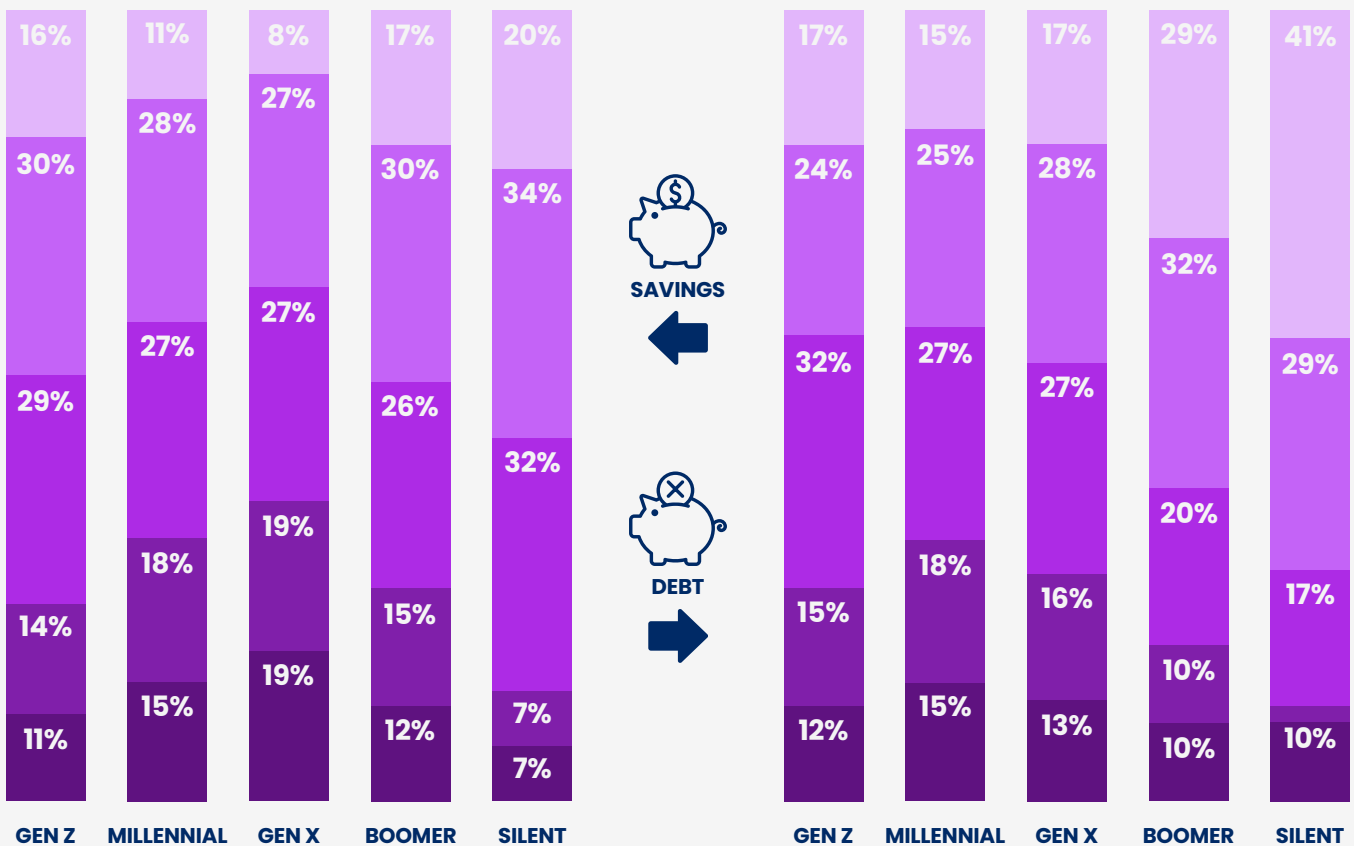


WE ASKED

How concerned are you about your **current debt**, including credit cards, loans, etc.?



● EXTREMELY ● VERY ● MODERATELY ● SLIGHTLY ● NOT AT ALL



Inflation to impact 2024 spending

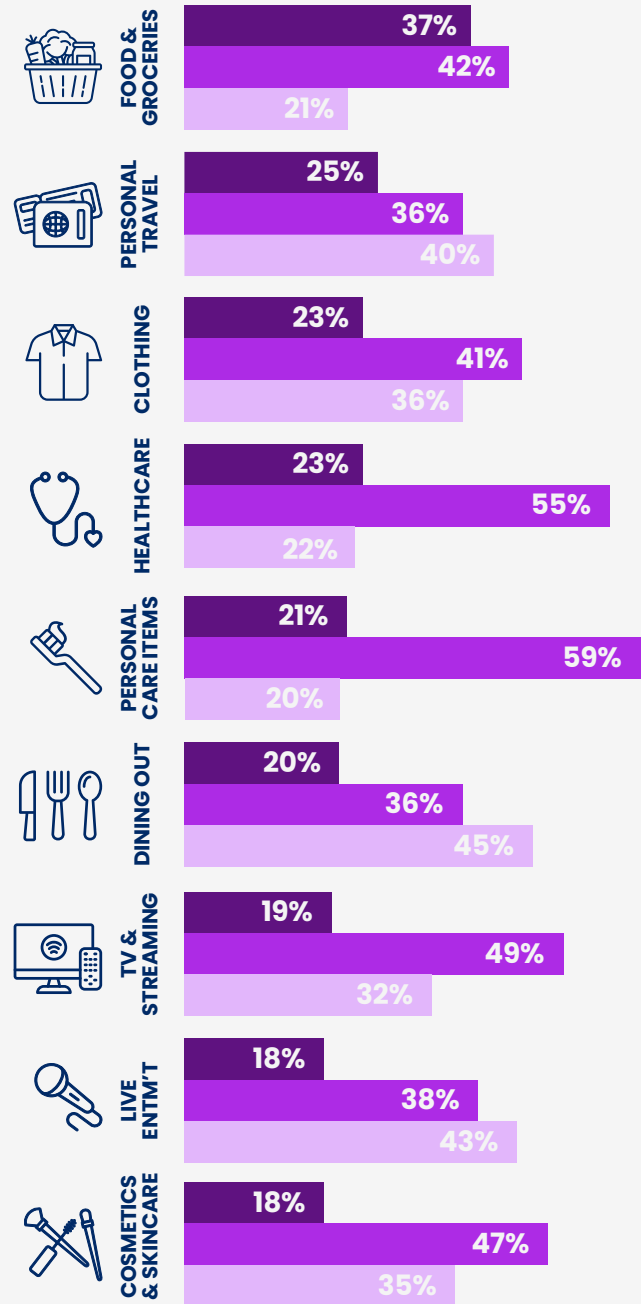
While many consumers are more optimistic about their personal finances in 2024, inflationary concerns are still impacting their spending plans across all product categories. Sixty-four percent (64%) of consumers are concerned about inflation going into 2024, even though lower inflation is forecasted.

Overall, consumers are predicting that they'll spend more in non-discretionary categories such as groceries and less in categories like travel. In fact, consumers concerned about inflation were over 30% more likely than those who weren't to say they are planning to spend less on travel, dining out, live entertainment, clothing, and cosmetics. They were also more likely to say they planned to spend less across every category except groceries, for which they were 14% more likely to say they were expecting to pay more.

WE ASKED

Compared to 2023, how much do you plan to spend on the following in 2024?

+ MORE = ~ THE SAME - LESS



The bottom line

Brands should consider consumers' economic anxieties. Approaching target audiences with the right messaging, and with a test-and-learn approaches will be imperative. Marketers could even discover new opportunities to satisfy cost-conscious consumers.

In 2024, budget-conscious consumers may compromise or even opt out of big-ticket purchases as they stretch their dollars.

Advertising

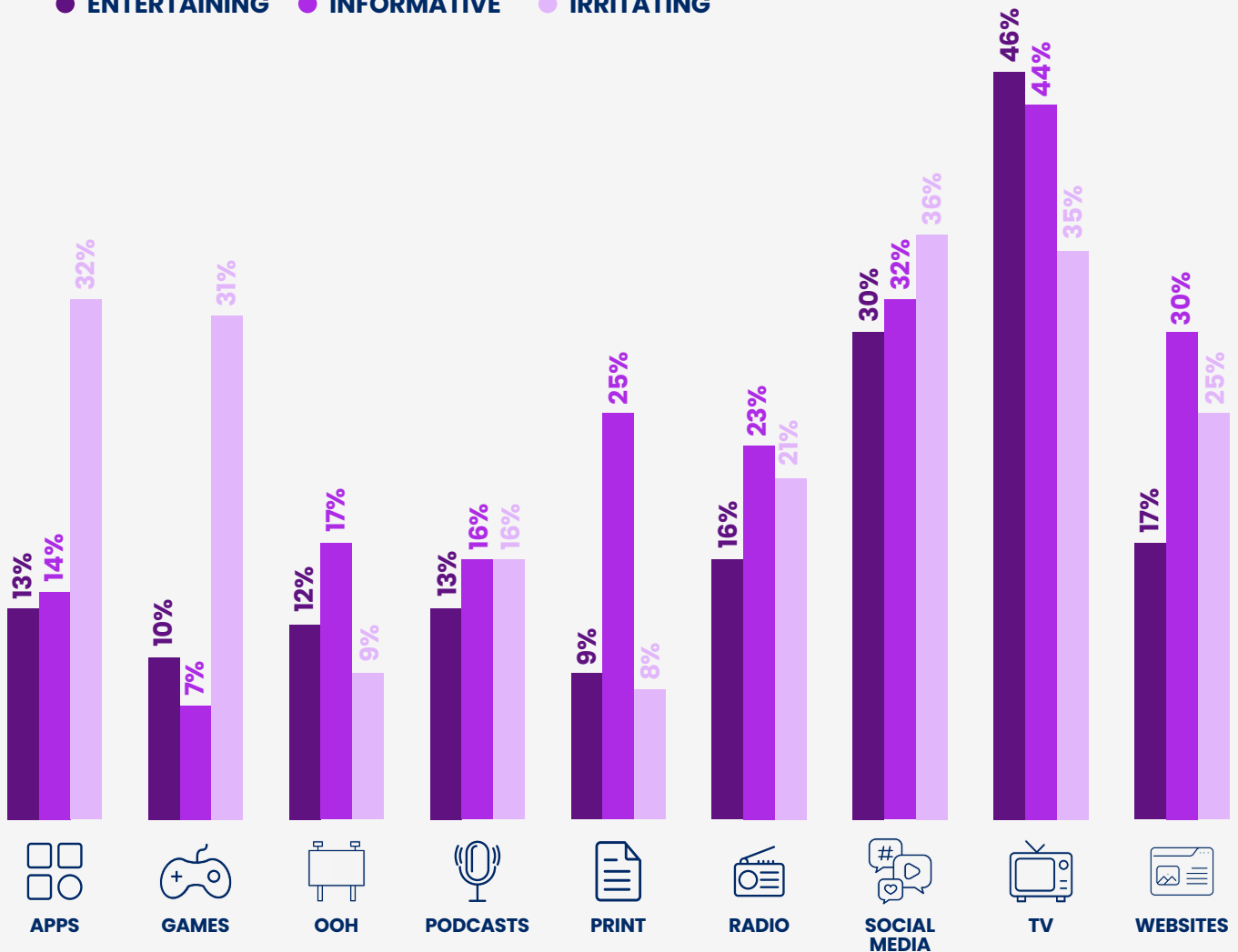
Digital advertising will celebrate its 30th birthday in 2024. Online banner ads launched a new era for advertising – one that remains characterized by a constant state of flux. Digital advertising now covers a plethora of channels and formats from banners to influencers, digital video, chatbots, and more. And television too has evolved, with more and more consumers streaming content through smart TVs and apps.

WE ASKED

On which do you find advertising entertaining, informative, irritating?



● ENTERTAINING ● INFORMATIVE ● IRRITATING



Generational and gender gaps

Nearly half of all consumers find television ads entertaining (46%) and informative (44%). From there, it's a nuanced story when you look across media platforms and generations.

All generations are fairly similar in their irritation with social media ads. Gen Z is most likely to find social ads informative and entertaining, but are most likely to call ads irritating on more nascent platforms like gaming and mobile apps.

When looking at gender differences, women were more likely to have positive feelings toward social media ads, and men were more likely to have positive feelings toward television ads.

WE ASKED

On which do you find advertising entertaining, informative, irritating?



APPS



GAMES

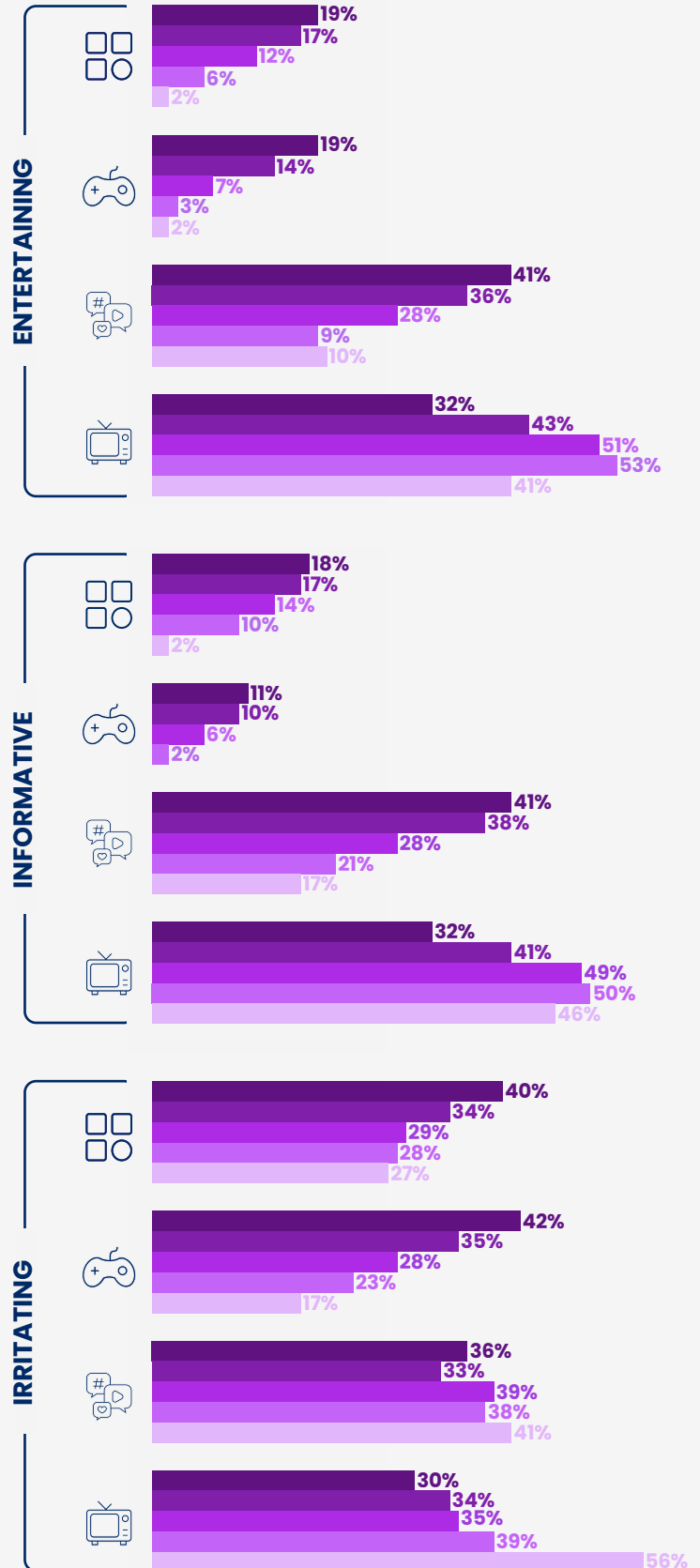


TV



SOCIAL

- GEN Z
- MILLENNIAL
- GEN X
- BOOMER
- SILENT



Driving consumer action

We also asked consumers about the media most likely to drive them to purchase. TV (43%) and social media ads (41%) ranked highest as influencers, with websites not far behind at 30%.

It's worth noting the generational gaps in the influence of social media and television. A significant majority of Gen Z (62%) said that social media ads had influenced them. Only 10% of the Silent generation said the same. However, 25% of consumers said that they were not influenced by ads on any social media platform.

Gen X was the most likely to say that TV had influenced their purchase behaviors at 49%. Only 33% of Gen Z said the same. The Silent generation was again least likely to be influenced at 20%.

WE ASKED

Where have you seen or heard an ad that caused you to buy a product?



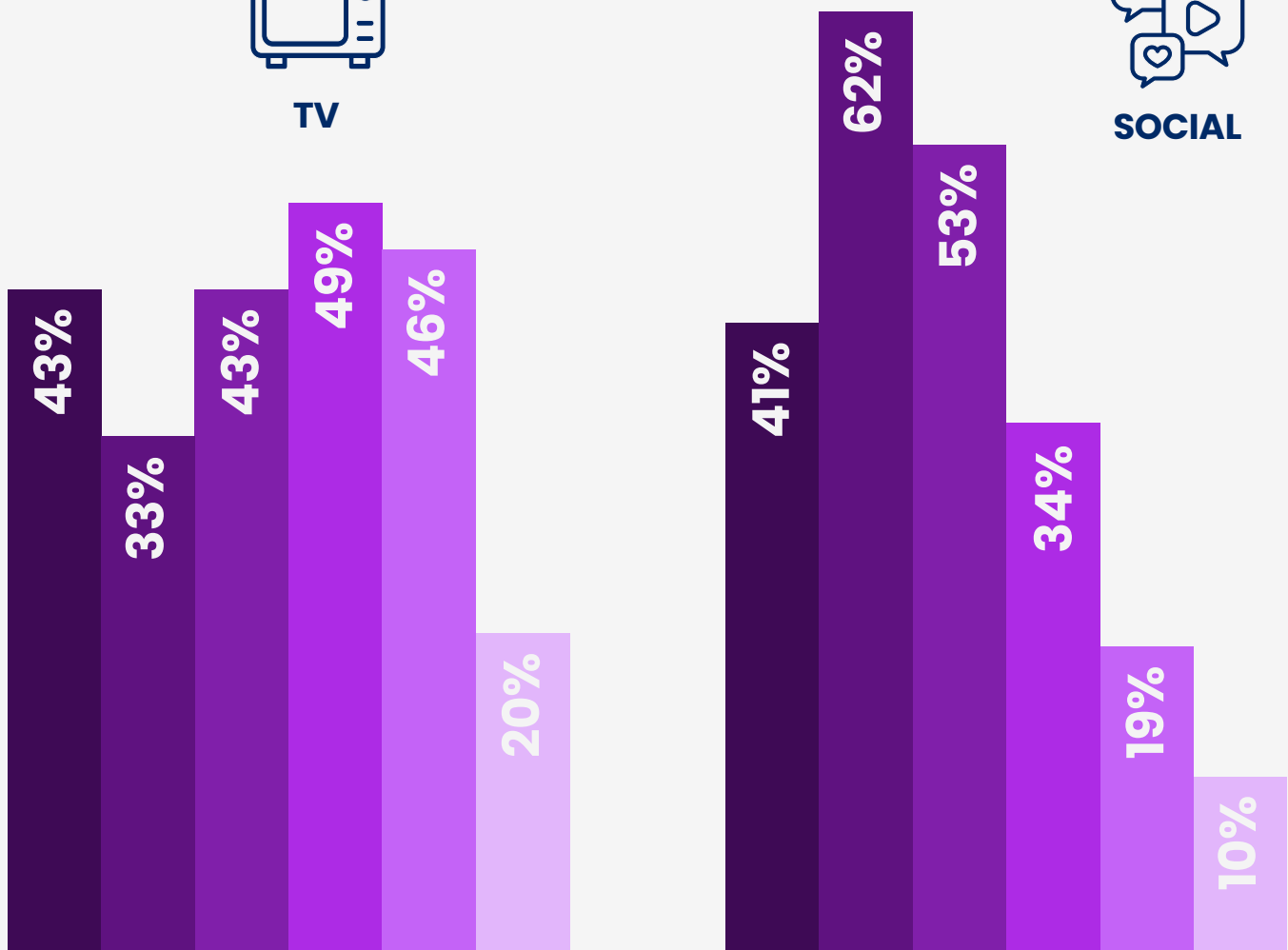
- OVERALL
- GEN Z
- MILLENNIAL
- GEN X
- BOOMER
- SILENT



TV



SOCIAL



Media's influence

What drives consumers to purchase?

We asked people "Where have you seen or heard an ad that caused you to buy a product?" The responses show that advertising works to varying degrees across all forms of media. It's up to brands to develop effective targeting strategies along with creative and engaging content to capture the attention of these motivated consumers.

TELEVISION
43%



SOCIAL
41%



WEBSITE
30%



PODCASTS
12%



PRINT
12%



RADIO
13%



NONE OF THESE
25%



OOH
9%



GAMING
12%



Social media's shopping influence

Our recent [Social Shopping Report](#) highlighted how Gen X and Millennials reported more in-app e-commerce activity on social media than other generations. Here, we delve further into whether consumers feel social media advertising influences their purchase behaviors, overall, in-app or not.

Overall, more consumers (24%) said that they had been influenced by a Facebook ad to purchase a product, followed by YouTube and Instagram (21%); TikTok (17%); and Pinterest, Snapchat, and X (8%).

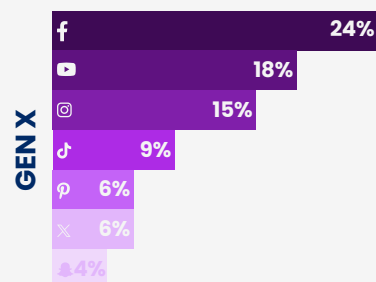
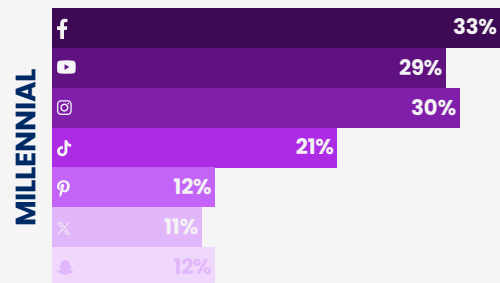
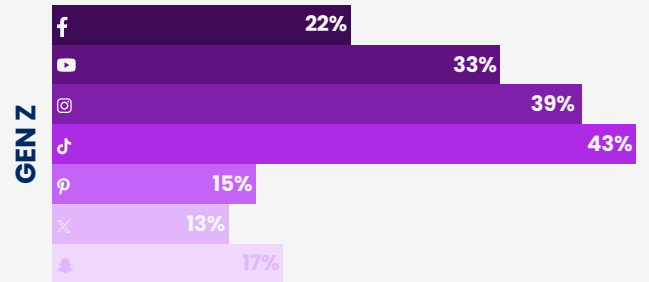
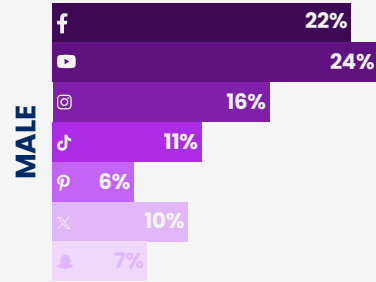
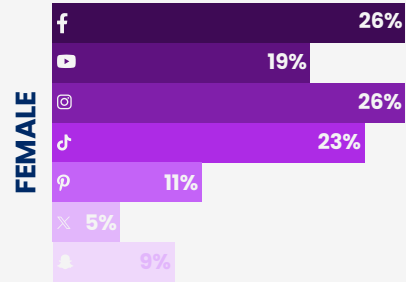
There are generational and gender disparities in social's commerce powers. Women are more likely to be influenced by ads on all platforms, except for YouTube and X. The most significant difference between women and men was in TikTok's influence. Women are 12 points more likely to say the platform moved them to purchase than men.

Gen Z's most influential platform is TikTok, and they are also most likely to say that they are influenced by Instagram and YouTube. Facebook retains its top place among all the other generations.

WE ASKED

On which social media platforms have you seen an ad that caused you to buy a product?

- FACEBOOK
- YOUTUBE
- INSTAGRAM
- TIKTOK
- PINTEREST
- X
- SNAPCHAT



Parents like ads more

As more Millennials and Gen Zers transition to parenthood, understanding what motivates this lucrative consumer group is critical. While they are grappling with more uncertainty than their predecessors, they are more enthusiastic and engaged consumers of advertising.

Parents were consistently more likely to say that advertising influenced them to purchase. This is true for all media types, including social media. Facebook was the parental favorite with a 12-point difference in reported purchase influence as compared to non-parents. However, as Millennials and Gen Z age, marketers should expect Instagram and TikTok to increase in relevance.

Parents consistently appreciated the entertainment and informational value of ads across all media types, more than non-parents. However, it's a different story with ad irritability. Parents were more likely than non-parents to find advertising within games, OOH, radio, and social media irritating.

Average lift in purchase influence for parents vs. non-parents



The bottom line

Consumers are sure to see even more ads in 2024. Facing increasing pressure to be more profitable sooner, many streamers have ramped up their ad-supported tiers and raised the prices for ad-free options. Streamers and advertisers should closely partner to innovate ad formats and solve for things like ad loads and frequency so they deliver optimal brand experiences.

Nearly half of Gen Z (43%) said that TikTok ads have influenced them to purchase. Their rapid embrace of TikTok underscores the need for brands to be at-the-ready to adapt to emerging social platforms, especially as brands increasingly look to target Gen Z.

Parents are more receptive to advertising in most cases. It may be that the informational utility of advertising is a service for time-stretched caretakers. Either way, placing the right ad messages in the right environment can positively impact this group's attitudes and brand outcomes.

Cable TV & streaming

The shift from “cable” to CTV

As we covered in the previous section, streaming is in the midst of an advertising explosion. When Netflix and Disney+ introduced ad-supported tiers this year, they changed the game. Amazon Prime Video will [follow](#) in 2024. In the second half of 2023, [price hikes](#) subtly (or not) pushed consumers to ad-supported offerings.

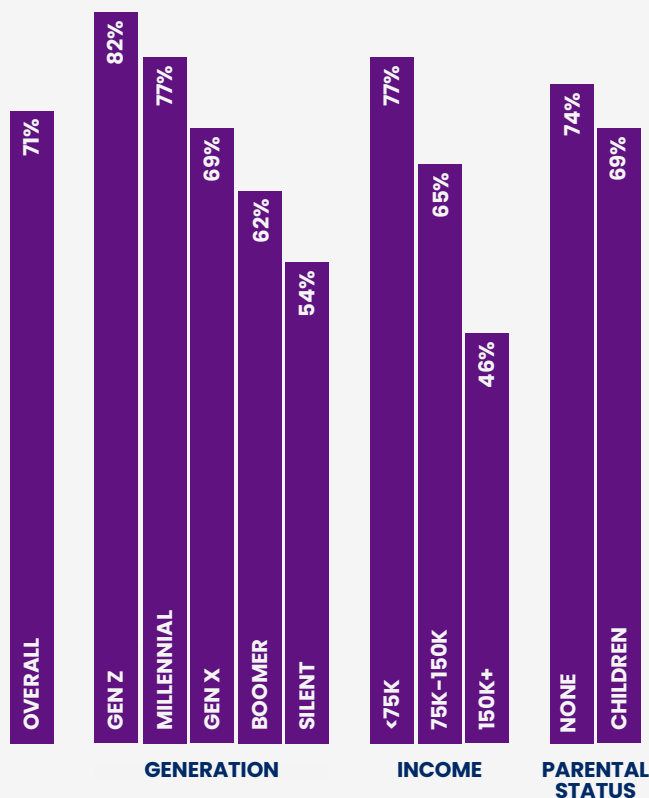
Meanwhile, cable/satellite/telco TV subscriptions have continued their decline. In the summer of 2023, [linear TV dropped below 50% of total TV usage](#) for the first time. However, major broadcast events like the presidential election and the Olympics could induce a temporary reprieve.

WE ASKED

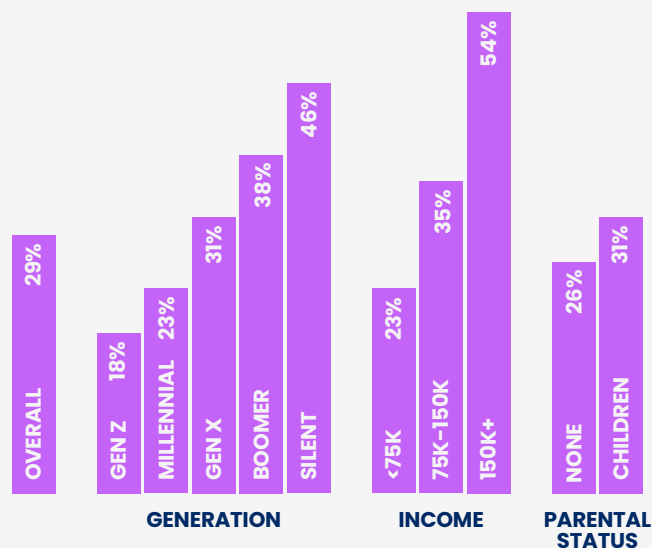
How much do you spend monthly on cable TV and/or streaming services?



Over two-thirds of consumers report sending \$100 or less on cable and streaming services combined. Naturally, spending increases as a function of age and income, and it is also influenced by having children.



\$0-\$100

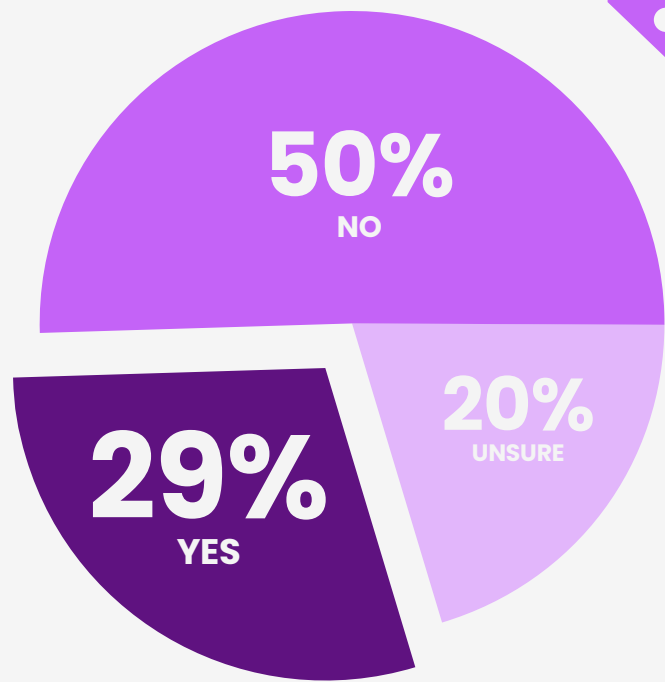


\$101+

Accelerated cord cutting

People are evenly split between those who have and haven't "cut the cord." Upper-income, older people, males, and parents were more likely to report having cable TV subscriptions.

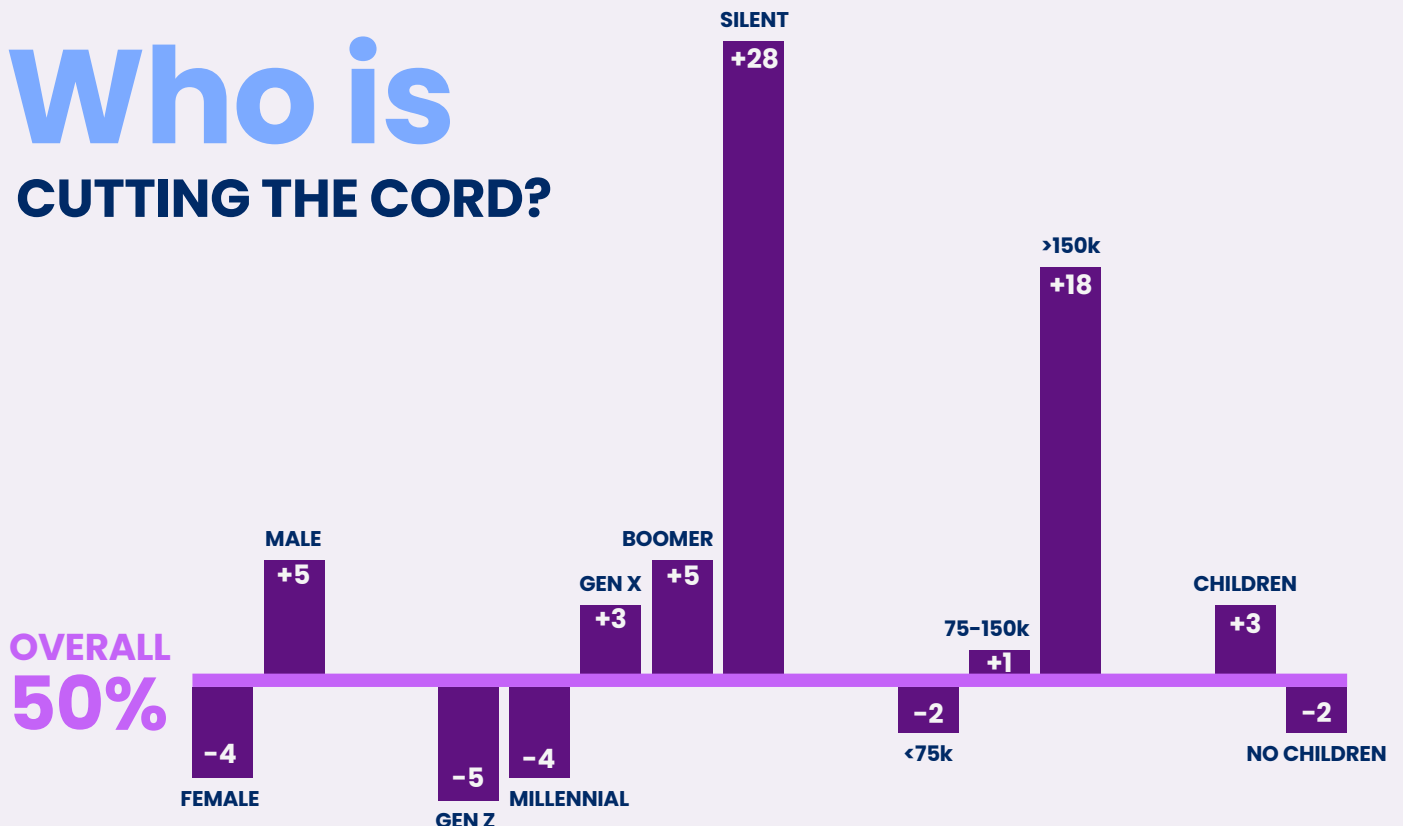
Worryingly for providers, nearly 30% of cable, telco and satellite TV subscribers said they planned to discontinue their services in the coming months. And, another 20% said they were unsure.



WE ASKED

Do you plan to "cut the cord" in the coming months?

Who is CUTTING THE CORD?



Will streaming subscriptions plateau?

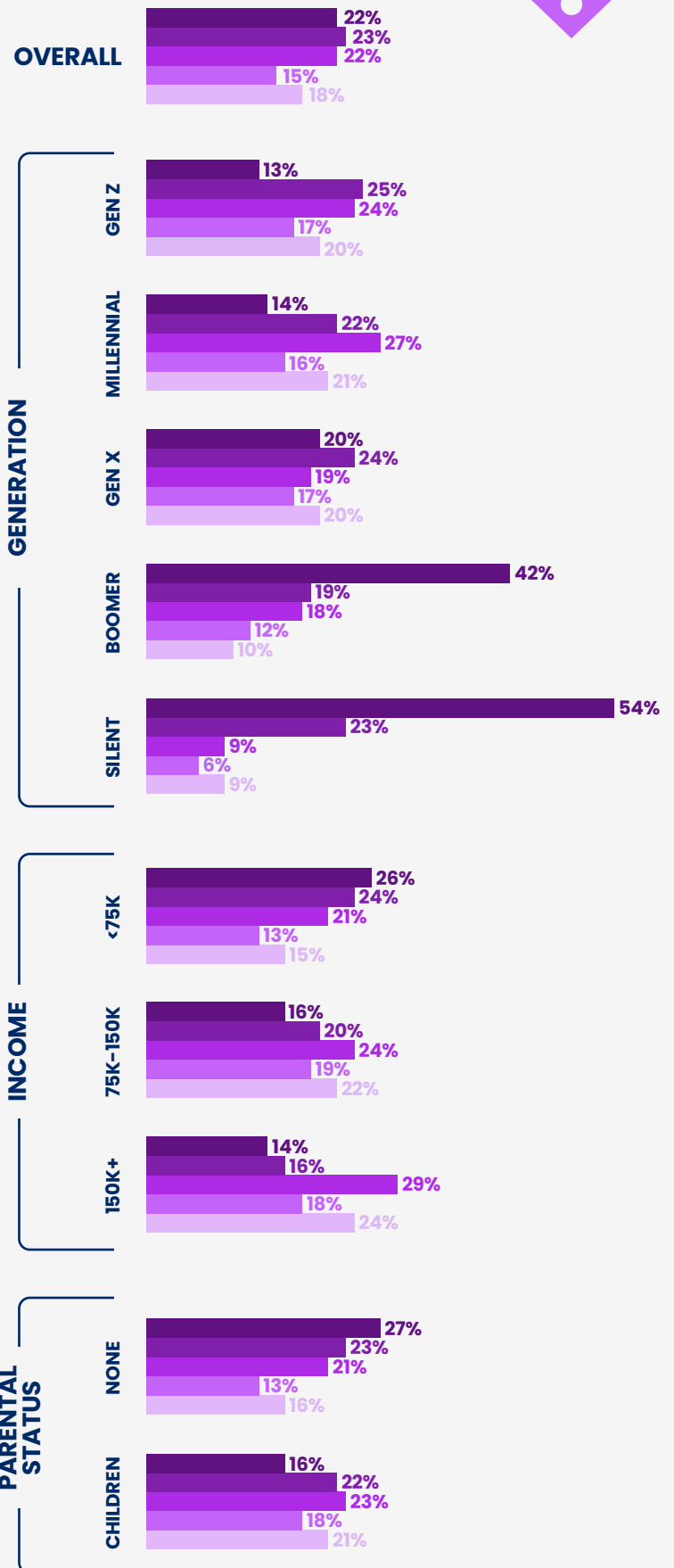
Subscription overload is real. The proliferation of new streaming services and bundling options have significantly increased the volume of subscriptions per household. Here, we examine the number of reported subscriptions among those paying for these services.

WE ASKED

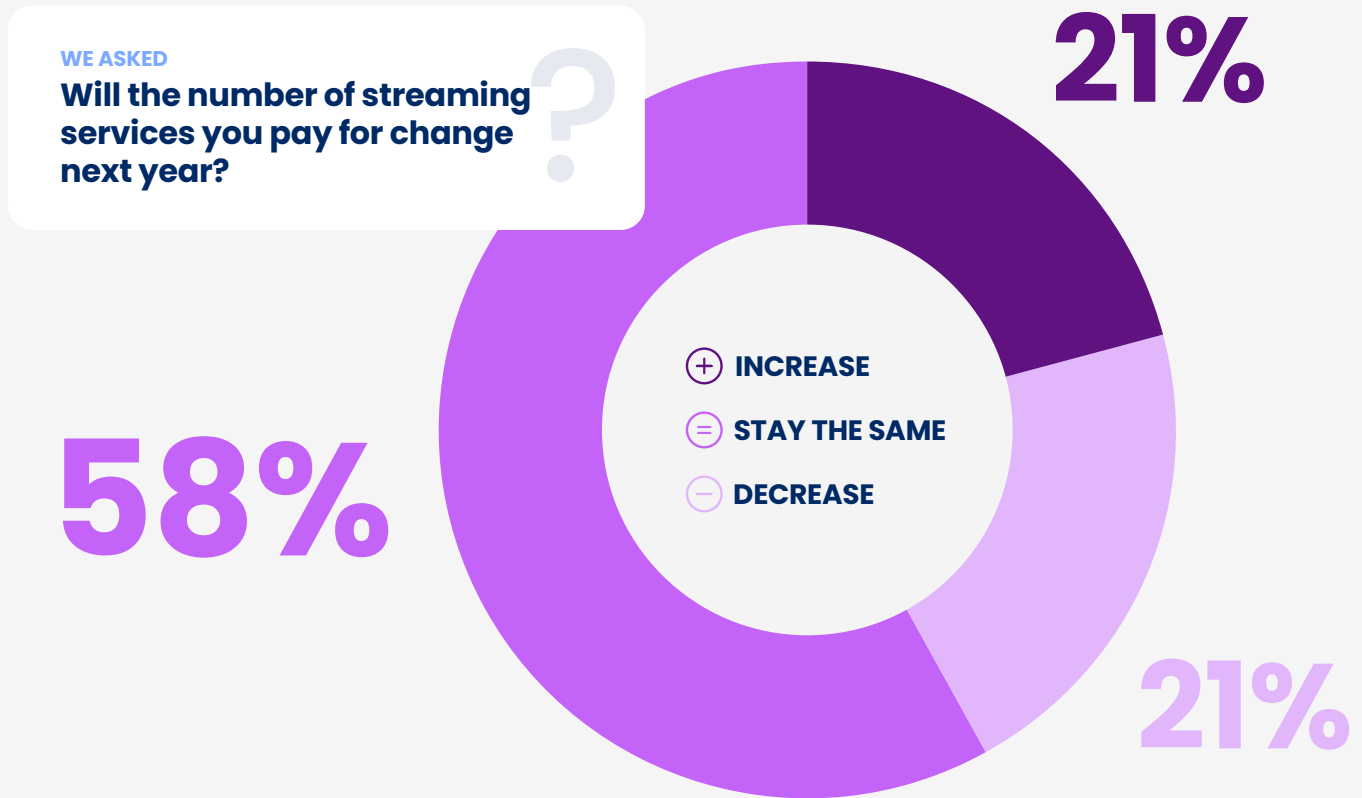
How many streaming subscriptions do you have?

- ONE
- TWO
- THREE
- FOUR
- FIVE OR MORE

Most paying consumers have between one and three subscriptions (67%). However, nearly a fifth (18%) have five or more subscriptions. Millennials are most likely to report five or more subscriptions, followed closely by Gen Z and Gen X. Parents and higher-income consumers were also more likely to say they subscribe to a greater number of subscriptions. We see a 10-point difference between younger generations and Boomers and the Silent generation. Older people were far more likely to report just one subscription.



When asked about their intentions for streaming subscriptions in 2024, more than half said they plan to keep their subscriptions the same. Twenty-one percent (21%) said they plan to increase the number of subscriptions and another 21% said they planned to decrease them. While streaming subscriptions have seen a steady [upward trend](#), providers may see a plateau or even dip in 2024.



The bottom line

“Cable” TV and streaming services could see significant shifts in 2024. If prices continue to increase, cost-conscious consumers will be hard-pressed to invest in new subscriptions – or even keep all of the ones they currently have. Streamers need to get creative about how they’re reaching and retaining subscribers.

Cable providers and, more recently, streamers turn to advertising for revenue when subscriber price sensitivity sets in. Media owners and distributors will need to carefully balance giving customers optimal experiences that balance monthly subscription costs with exposure to advertising.

Importance of brand experience

Every brand touchpoint counts

Building a brand that consumers trust, value, and are loyal to over time is hard. Every interaction counts, including brand advertising and other customer experiences. Sixty-one percent (61%) of consumers said that the specific experiences they have with brands are top perception drivers. Advertising (21%) and social media (18%) also play important roles. The battle for consumers' attention to paid and organic messages is fierce, so actionable insights on what's relevant is crucial to breaking through the "noise."

WE ASKED

What touchpoint influences your view of a brand the most?



61%

BRAND EXPERIENCES

48%

ONLINE REVIEWS

18%

SOCIAL MEDIA

8%
NONE

43%

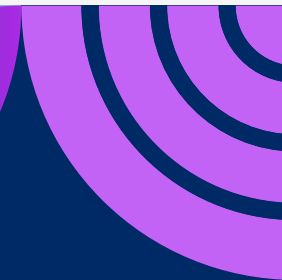
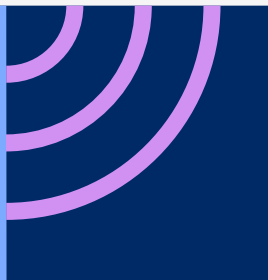
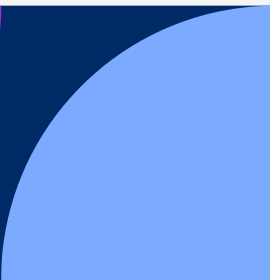
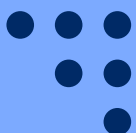
WHAT FRIENDS & FAMILY SAY

16%

NEWS

21%

ADS



The elements of brand experience

To dig in further, we asked consumers which specific factors influence their view of brands the most. Value for the money, quality, trustworthiness, and customer service were the most influential.

Lowest on the list was social responsibility, further supporting recent industry debates over the efficacy of purpose-led marketing. However, this is a complex topic. While few brands may be successful in winning customers and loyalty based on their values, fewer brands can afford to be called out for perceived failures in caring for their customers, employees and communities. Check out DISQO's report, [From Boldness to Backlash](#), for a deeper dive into what consumers expect in terms of brand alignment with their values.



WE ASKED

What **attributes**, if any, impact your view of a brand?

* "None of these"

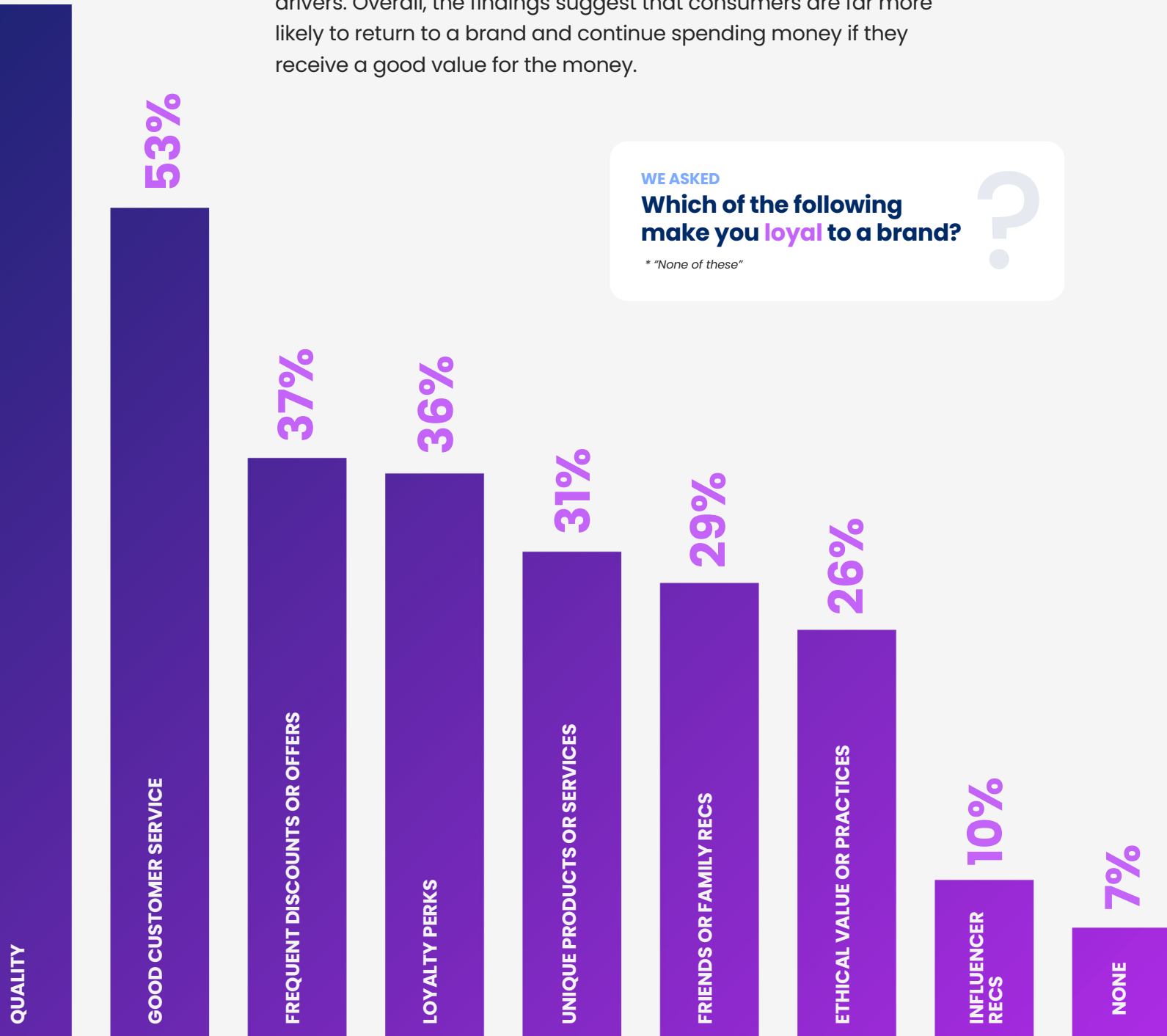


Value goes a long way in building brand loyalty

Loyalty programs are a valuable engagement strategy for rewarding your best customers, but today the customer data access they enable are of increasing utility to the data-constrained marketer. As the cookie further fades, many marketers are turning to first-party data from loyalty programs to connect to data sets from media partners and other third parties so they can better understand ad campaign effects. The insights uncovered enable marketers to continue learning about their customers and optimizing their brand experiences.

When we asked consumers what drives their loyalty most, quality customer service topped the list. Over a third of consumers also said that frequent discounts or offers and loyalty perks were important drivers. Overall, the findings suggest that consumers are far more likely to return to a brand and continue spending money if they receive a good value for the money.

66%



The brand vs. generic battle

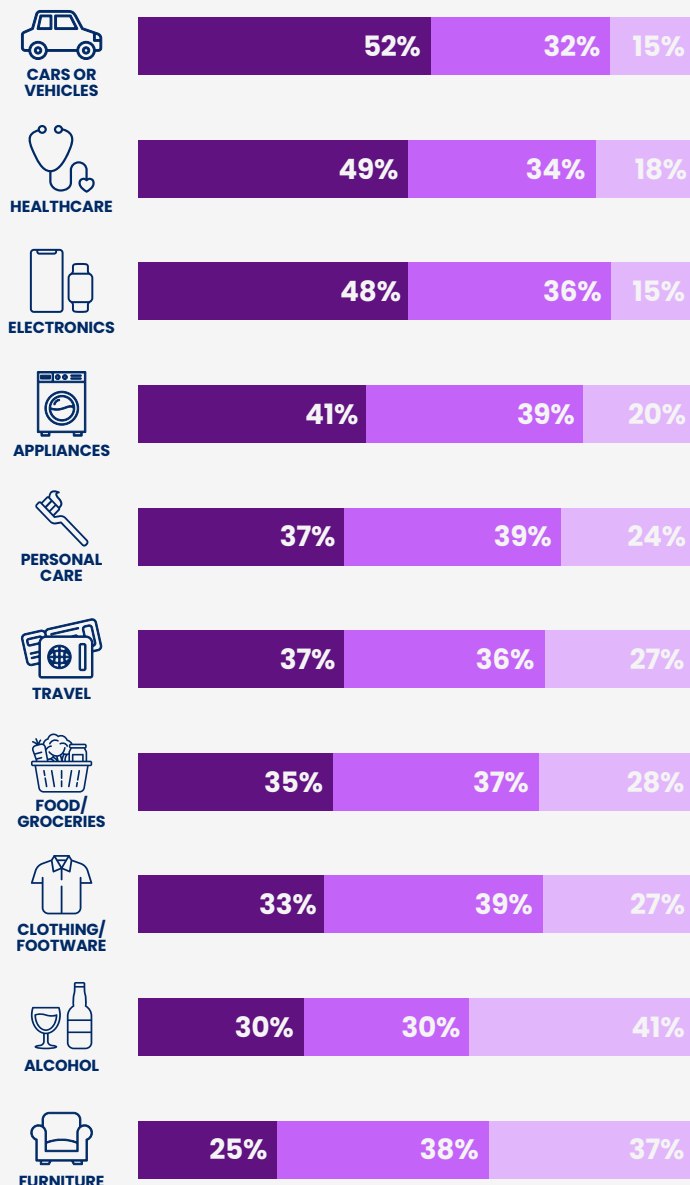
Record 2022 inflation fueled expansion of private-label retailer offerings which appeal to cost-conscious consumers. We saw a [proliferation of store-branded items](#) in groceries as cost-effective alternatives. Shoppers always look to stretch their dollars in trying times; 2024 will likely be no different. So, how important is a brand name? Let's look by category.

WE ASKED

How important is brand name when buying these products?



● IMPORTANT ● SOMEWHAT ● NOT



Brand names are more important for higher-ticket items. As customers cope with inflation and tighter budgets, marketers can expect consumers to increasingly turn to store brand options for everyday purchases like CPG or alcohol.

The bottom line

Marketers that prioritize customer and brand experiences in 2024 will win. While factors like corporate responsibility still play an important role in building a brand, it's critical that businesses pay attention to the table stakes of product quality, customer service, and value for the money.

Brand names still matter, but more so in some categories versus others. Retailers have the opportunity to further verticalize their strategies by offering price-wary consumers a "port in the storm."

An experience platform for every customer, touchpoint & outcome



Audience Access

Want to know more about your target audience? Need to learn about their preferred content, products, and brand activations? Use our proprietary audience of over 2M U.S. consumers to quickly field questions about their attitudes and experiences. Target general audiences of representative U.S. consumers, or specific audiences with unique behavioral profiles powered by our digital metering capabilities.



Brand and Outcomes Lift

DISQO provides holistic, cross-media ad measurement. Our Brand Lift product enables cross-platform measurement of attitudinal lift on KPIs like awareness, consideration, and favorability. Our Outcomes Lift product uniquely adds measurement of post-exposure digital behaviors across platforms, like search, site visits, and shopping. Combined, these products give brands, agencies, and publishers a complete picture of full-funnel advertising effectiveness.



Customer Feedback

DISQO allows marketers, researchers and product developers to rapidly test and evaluate product concepts, features, messaging, and creatives with a highly targeted audience. This includes social media users, online shoppers, video game players, vehicle intenders, and more. With a repository of metered digital behaviors (2.2B digital data points per month), we can create unique cohorts on search, site visitation, and e-commerce behaviors. This enables users to gather realistic feedback before going to market, saving time and resources. Our ready-to-use templates and dashboarding tools enable teams to quickly evaluate results.

