

Learn more
[Explore Deloitte's ConsumerSignals](#)
[Subscribe](#) to stay on top of
 changing consumer behavior
 trends

State of the US consumer: March 2024

Key insights about US consumers from Deloitte's ConsumerSignals

Higher prices are likely still key in plateauing financial sentiment and spending intentions.

- The percentage of US respondents concerned about rising prices remained at 76% in February. This level of price concern is comparable to June 2022, when inflation peaked at 9.1% (figure 1).
- Deloitte's financial well-being index has plateaued over the past year, with February's 98.4 remaining relatively unchanged from 99.6 a year ago (figure 2). The index has generally moved inversely with inflation over the past four years (figure 2). Persisting inflation above the Fed's 2% target likely continues to weigh on financial sentiment.
- Peak inflation levels in June 2022 also coincided with a long-term decline in consumer spending intentions. Discretionary spending intentions are still yet to recover (figure 3).
- At the category level, spending intentions suggest consumers continue to reshape their budgets to accommodate rising costs. Spending intentions in non-discretionary categories like housing, groceries, and transportation are higher or even, relative to 2021, while categories like clothing, personal care, and household goods remain at two-year lows. Strong spending intentions in the leisure-travel category remain an outlier (figure 4).

Figure 1. Concern about rising prices remains elevated even as inflation rates have eased since 2022

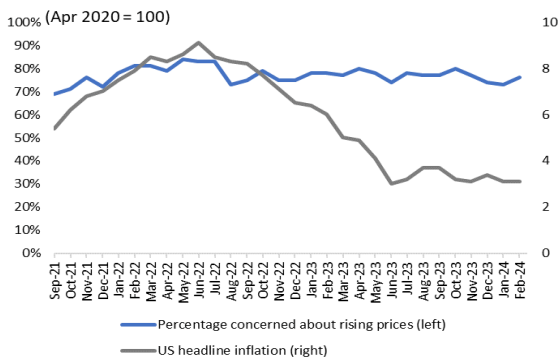


Figure 2. Financial well-being sentiment has plateaued over the past year

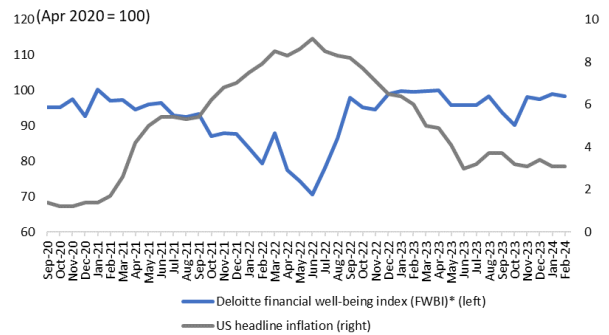


Figure 3. Discretionary spending intentions began declining in June 2022

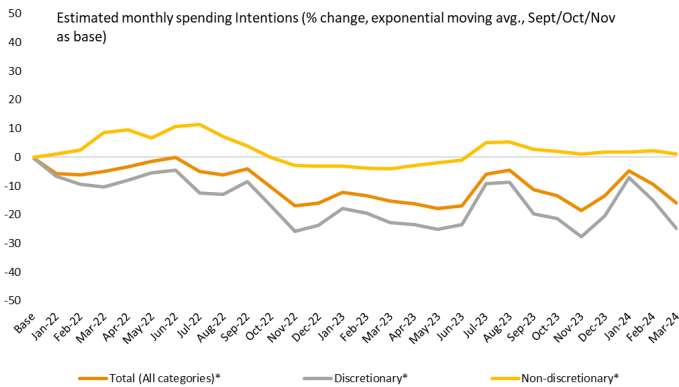
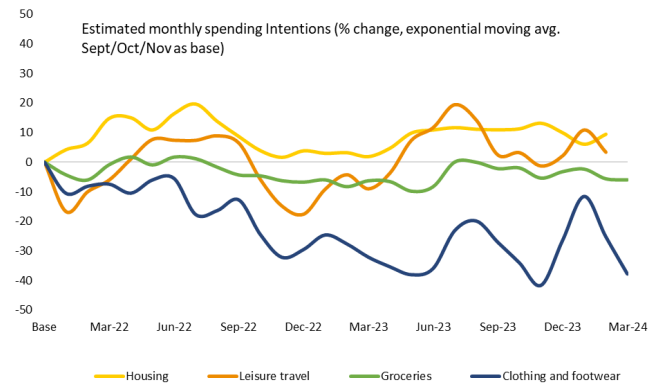


Figure 4. Spending intentions continue to signal consumers are reshaping their budgets to accommodate rising costs



Notes: In figure 1, Deloitte's financial well-being index* is measured across six dimensions of financial health: (1) confidence in the ability to meet current financial obligations; (2) comfort with level of savings; (3) income relative to spending; (4) delays in making large purchases; (5) assessment of current personal financial situation compared to prior year; and (6) expectations of personal financial situation for the year ahead. Higher index values represent stronger financial well-being. In figure 4, total spending intentions include housing (including utilities and maintenance), transportation, groceries, health care, clothing, household goods, personal care, education, internet and data, recreation and entertainment, leisure travel, restaurants, electronics, and home furnishings. Non-discretionary categories include housing, transportation, groceries, and health care.

Sources: Deloitte ConsumerSignals; US Bureau of Labor Statistics.

State of the US consumer: March 2024

A low personal saving rate will continue to aid consumer spending in the near term

A roundup of key consumer-related economic data

Figure 5. Consumer spending fell 0.1% month on month in January due to a 2.1% decline in spending on durable goods

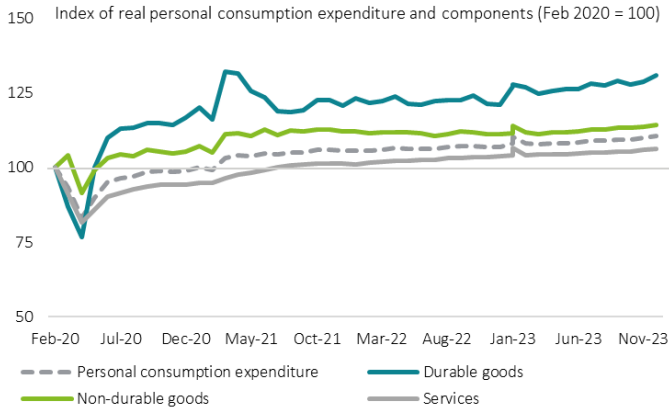


Figure 6. Jobs growth remained strong at 275,000 in February; the unemployment rate rose slightly to 3.9% in the month

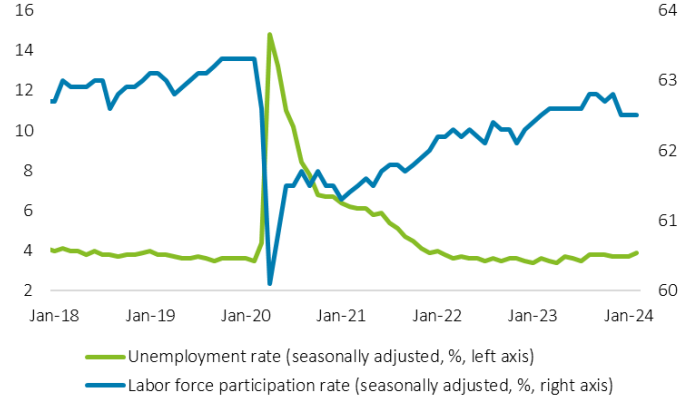
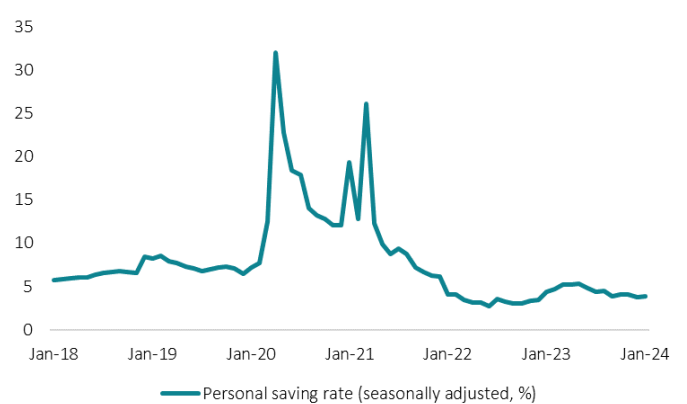


Figure 7. Retail sales fell 0.5% month on month in January—the first such decline in 10 months; sales were up 2.2% compared to a year ago



Figure 8. The personal savings rate rose slightly to 3.8% in January as consumers continue to dip into their savings to spend more



Sources: US Department of Commerce; US Bureau of Labor Statistics; *The Wall Street Journal* (all sourced through Haver Analytics); Deloitte analysis.

Figure 9. Consumer lending rates remain elevated, with mortgage rates and car loan rates rising in February

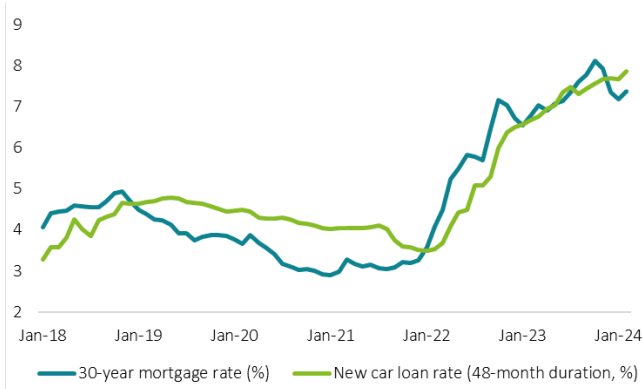
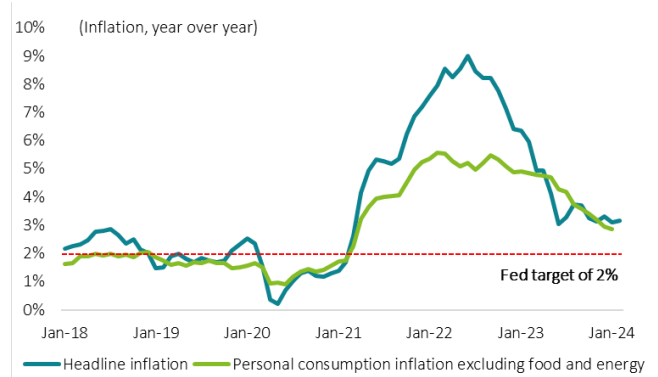


Figure 10. Consumer prices rose 0.4% month on month in February, primarily due to rising prices of energy and shelters



Sources: US Department of Commerce; US Bureau of Labor Statistics; *The Wall Street Journal* (all sourced through Haver Analytics); Deloitte analysis.

Follow this [link](#) for more on Deloitte’s ConsumerSignals.

To know more about the state of the US consumer, reach out to:

Stephen Rogers (Consumer Industry) at stephenrogers@deloitte.com

Akrur Barua (Economics) at abarua@deloitte.com

David Levin (Data Science) at davlevin@deloitte.com

Deloitte. Insights

About Deloitte Insights

Deloitte Insights publishes original articles, reports and periodicals that provide insights for businesses, the public sector, and NGOs. Our goal is to draw upon research and experience from throughout our professional services organization, and that of coauthors in academia and business, to advance the conversation on a broad spectrum of topics of interest to executives and government leaders.

Deloitte Insights is an imprint of Deloitte Development LLC.

About Deloitte

Deloitte refers to one or more of Deloitte Touché Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

Copyright © 2024 Deloitte Development LLC. All rights reserved.
Member of Deloitte Touché Tohmatsu Limited