

CONSUMER SPENDING US

UNDERSTANDING CONSUMER SPENDING US: THE ENGINE OF THE AMERICAN ECONOMY

CONSUMER SPENDING US IS A FUNDAMENTAL INDICATOR, A PULSE CHECK ON THE HEALTH AND TRAJECTORY OF THE AMERICAN ECONOMY. IT REPRESENTS THE COLLECTIVE EXPENDITURES OF HOUSEHOLDS ON GOODS AND SERVICES, FROM THE EVERYDAY NECESSITIES LIKE GROCERIES AND GAS TO THE DISCRETIONARY PURCHASES LIKE VACATIONS AND NEW ELECTRONICS. FLUCTUATIONS IN CONSUMER SPENDING US PAINT A VIVID PICTURE OF ECONOMIC SENTIMENT, BUSINESS CONFIDENCE, AND THE OVERALL FINANCIAL WELL-BEING OF MILLIONS OF AMERICANS. THIS ARTICLE DELVES DEEP INTO THE MULTIFACETED NATURE OF CONSUMER SPENDING US, EXPLORING ITS KEY DRIVERS, INFLUENTIAL FACTORS, MEASUREMENT METHODS, AND ITS PROFOUND IMPACT ON BUSINESSES AND POLICYMAKERS. WE WILL NAVIGATE THROUGH THE NUANCES OF HOW INDIVIDUALS MAKE SPENDING DECISIONS, HOW THESE DECISIONS TRANSLATE INTO ECONOMIC INDICATORS, AND WHAT THIS MEANS FOR THE FUTURE OF THE US ECONOMY.

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WHAT IS CONSUMER SPENDING?

CONSUMER SPENDING, IN ESSENCE, IS THE AGGREGATE OF ALL THE MONEY THAT HOUSEHOLDS IN THE UNITED STATES SPEND ON GOODS AND SERVICES OVER A SPECIFIC PERIOD. THIS ISN'T JUST ABOUT THE BIG-TICKET ITEMS; IT ENCOMPASSES EVERYTHING FROM YOUR MORNING COFFEE TO THE MORTGAGE PAYMENT ON YOUR HOME, THE LATEST SMARTPHONE, AND THAT MUCH-NEEDED HAIRCUT. IT'S THE LIFEBLOOD OF COMMERCE, THE ULTIMATE DEMAND THAT FUELS PRODUCTION, INNOVATION, AND JOB CREATION ACROSS A VAST SPECTRUM OF INDUSTRIES. WHEN CONSUMERS ARE SPENDING, BUSINESSES THRIVE, AND THE ECONOMY GENERALLY EXPANDS.

IT'S CRUCIAL TO DIFFERENTIATE BETWEEN SPENDING ON DURABLE GOODS, NON-DURABLE GOODS, AND SERVICES. DURABLE GOODS ARE THOSE EXPECTED TO LAST MORE THAN THREE YEARS, SUCH AS CARS, APPLIANCES, AND FURNITURE. NON-DURABLE GOODS ARE CONSUMED QUICKLY, LIKE FOOD, CLOTHING, AND GASOLINE. SERVICES REPRESENT INTANGIBLE OFFERINGS, INCLUDING HEALTHCARE, EDUCATION, ENTERTAINMENT, AND FINANCIAL ADVICE. EACH CATEGORY BEHAVES DIFFERENTLY AND PROVIDES UNIQUE INSIGHTS INTO THE ECONOMIC CLIMATE.

WHY IS CONSUMER SPENDING US SO IMPORTANT?

THE SIGNIFICANCE OF CONSUMER SPENDING US CANNOT BE OVERSTATED. IT'S THE LARGEST COMPONENT OF THE GROSS DOMESTIC PRODUCT (GDP), TYPICALLY ACCOUNTING FOR AROUND TWO-THIRDS OF THE TOTAL ECONOMIC OUTPUT. THIS MAKES IT THE PRIMARY ENGINE DRIVING ECONOMIC GROWTH. WHEN CONSUMERS FEEL CONFIDENT ABOUT THEIR FINANCIAL FUTURE AND THE ECONOMY, THEY TEND TO SPEND MORE, LEADING TO INCREASED DEMAND FOR GOODS AND SERVICES. THIS HEIGHTENED DEMAND, IN TURN, ENCOURAGES BUSINESSES TO PRODUCE MORE, HIRE MORE WORKERS, AND INVEST IN NEW EQUIPMENT AND FACILITIES, CREATING A VIRTUOUS CYCLE OF ECONOMIC EXPANSION.

CONVERSELY, IF CONSUMER CONFIDENCE WANES, PERHAPS DUE TO JOB LOSSES, INFLATION CONCERNS, OR ECONOMIC UNCERTAINTY, SPENDING CAN CONTRACT. THIS SLOWDOWN IN SPENDING CAN LEAD TO REDUCED PRODUCTION, LAYOFFS, AND A

GENERAL ECONOMIC DOWNTURN. THEREFORE, TRACKING CONSUMER SPENDING US IS PARAMOUNT FOR ECONOMISTS, POLICYMAKERS, AND BUSINESSES ALIKE TO GAUGE THE CURRENT ECONOMIC HEALTH AND ANTICIPATE FUTURE TRENDS. IT'S THE MOST DIRECT MEASURE OF HOW THE AVERAGE AMERICAN IS EXPERIENCING AND CONTRIBUTING TO THE ECONOMIC LANDSCAPE.

KEY COMPONENTS OF CONSUMER SPENDING US

TO TRULY UNDERSTAND CONSUMER SPENDING US, IT'S BENEFICIAL TO BREAK IT DOWN INTO ITS CONSTITUENT PARTS. THESE CATEGORIES OFFER A MORE GRANULAR VIEW OF WHERE AMERICAN HOUSEHOLDS ARE ALLOCATING THEIR RESOURCES AND WHAT SHIFTS MIGHT BE OCCURRING IN THEIR PRIORITIES. EACH COMPONENT TELLS A STORY ABOUT CONSUMER BEHAVIOR AND ECONOMIC CONDITIONS.

SPENDING ON GOODS

SPENDING ON GOODS CAN BE FURTHER DIVIDED INTO DURABLE AND NON-DURABLE GOODS. DURABLE GOODS, SUCH AS AUTOMOBILES, FURNITURE, AND APPLIANCES, REPRESENT SIGNIFICANT PURCHASES THAT OFTEN REFLECT CONSUMER CONFIDENCE IN LONG-TERM ECONOMIC STABILITY. WHEN PEOPLE ARE WILLING TO MAKE THESE LARGER COMMITMENTS, IT SUGGESTS THEY FEEL SECURE IN THEIR FINANCIAL SITUATION. NON-DURABLE GOODS, ON THE OTHER HAND, INCLUDE EVERYDAY ITEMS LIKE FOOD, BEVERAGES, AND CLOTHING. SPENDING IN THIS CATEGORY IS GENERALLY MORE CONSISTENT, THOUGH EVEN HERE, SHIFTS CAN INDICATE CHANGES IN CONSUMER PRIORITIES OR BUDGET CONSTRAINTS.

SPENDING ON SERVICES

THE SERVICES SECTOR IS A MASSIVE AND GROWING PART OF THE US ECONOMY, ENCOMPASSING A WIDE ARRAY OF INTANGIBLE OFFERINGS. THIS INCLUDES HEALTHCARE, WHICH REMAINS A SIGNIFICANT EXPENDITURE FOR MOST HOUSEHOLDS, ESPECIALLY AS THE POPULATION AGES. TRANSPORTATION SERVICES, SUCH AS AIRFARE AND PUBLIC TRANSIT, ARE ALSO A SUBSTANTIAL COMPONENT. FURTHERMORE, SPENDING ON HOUSING AND UTILITIES, EDUCATION, FINANCIAL SERVICES, AND RECREATIONAL ACTIVITIES LIKE DINING OUT AND ENTERTAINMENT ALL FALL UNDER THE SERVICES UMBRELLA. THE GROWTH IN SERVICES SPENDING OFTEN SIGNIFIES AN INCREASING DEMAND FOR CONVENIENCE, EXPERIENCES, AND A HIGHER STANDARD OF LIVING.

DISCRETIONARY VS. NON-DISCRETIONARY SPENDING

ANOTHER IMPORTANT WAY TO CATEGORIZE CONSUMER SPENDING IS BY ITS NECESSITY. NON-DISCRETIONARY SPENDING REFERS TO ESSENTIAL ITEMS AND SERVICES THAT CONSUMERS MUST PURCHASE REGARDLESS OF ECONOMIC CONDITIONS, SUCH AS FOOD, HOUSING, AND BASIC UTILITIES. DISCRETIONARY SPENDING, IN CONTRAST, INCLUDES GOODS AND SERVICES THAT CONSUMERS CAN CHOOSE TO FORGO OR REDUCE WHEN BUDGETS ARE TIGHT, SUCH AS ENTERTAINMENT, VACATIONS, AND LUXURY ITEMS. THE BALANCE BETWEEN THESE TWO CATEGORIES PROVIDES CRITICAL INSIGHTS INTO CONSUMER BEHAVIOR DURING ECONOMIC BOOMS AND BUSTS.

FACTORS INFLUENCING CONSUMER SPENDING US

MANY FORCES CONVERGE TO SHAPE THE SPENDING HABITS OF AMERICAN CONSUMERS. UNDERSTANDING THESE DRIVERS IS KEY TO INTERPRETING THE DATA AND FORECASTING FUTURE ECONOMIC ACTIVITY. IT'S A COMPLEX INTERPLAY OF PERSONAL FINANCES, BROADER ECONOMIC CONDITIONS, AND EVEN PSYCHOLOGICAL FACTORS.

INCOME AND WAGE GROWTH

ARGUABLY THE MOST SIGNIFICANT DRIVER OF CONSUMER SPENDING IS DISPOSABLE INCOME, WHICH IS THE MONEY LEFT AFTER TAXES ARE PAID. WHEN INDIVIDUALS AND HOUSEHOLDS SEE THEIR INCOMES RISE, WHETHER THROUGH HIGHER WAGES, BONUSES, OR OTHER SOURCES, THEY GENERALLY HAVE MORE TO SPEND ON BOTH NECESSITIES AND DISCRETIONARY ITEMS. CONSISTENT WAGE GROWTH FUELS GREATER CONSUMPTION, WHILE STAGNANT OR DECLINING INCOMES OFTEN LEAD TO REDUCED SPENDING.

CONSUMER CONFIDENCE

BEYOND JUST CURRENT INCOME, HOW CONSUMERS FEEL ABOUT THEIR FINANCIAL FUTURE PLAYS A MASSIVE ROLE. CONSUMER CONFIDENCE SURVEYS, LIKE THOSE FROM THE CONFERENCE BOARD OR THE UNIVERSITY OF MICHIGAN, MEASURE PEOPLE'S OPTIMISM ABOUT THE ECONOMY, THEIR JOB PROSPECTS, AND THEIR PERSONAL FINANCIAL SITUATIONS. HIGH CONFIDENCE BREEDS A WILLINGNESS TO SPEND, ESPECIALLY ON LARGER PURCHASES, WHILE LOW CONFIDENCE CAN LEAD TO A MORE CAUTIOUS APPROACH, ENCOURAGING SAVING OVER SPENDING.

INTEREST RATES AND CREDIT AVAILABILITY

THE COST OF BORROWING MONEY, DICTATED BY INTEREST RATES, SIGNIFICANTLY IMPACTS SPENDING, PARTICULARLY ON BIG-TICKET ITEMS LIKE CARS AND HOMES THAT ARE OFTEN FINANCED. LOWER INTEREST RATES MAKE LOANS MORE AFFORDABLE, ENCOURAGING CONSUMERS TO TAKE ON DEBT FOR PURCHASES. CONVERSELY, HIGHER INTEREST RATES MAKE BORROWING MORE EXPENSIVE, POTENTIALLY DAMPENING DEMAND. THE EASE WITH WHICH CONSUMERS CAN ACCESS CREDIT ALSO PLAYS A ROLE; READILY AVAILABLE CREDIT CAN BOOST SPENDING, WHILE TIGHTER LENDING STANDARDS CAN RESTRICT IT.

INFLATION AND PURCHASING POWER

INFLATION, THE RATE AT WHICH PRICES FOR GOODS AND SERVICES RISE, DIRECTLY AFFECTS CONSUMER PURCHASING POWER. IF INFLATION OUTPACES WAGE GROWTH, CONSUMERS CAN BUY LESS WITH THE SAME AMOUNT OF MONEY, LEADING TO A DECREASE IN REAL SPENDING EVEN IF NOMINAL SPENDING APPEARS STABLE. HIGH INFLATION ERODES THE VALUE OF SAVINGS AND MAKES CONSUMERS MORE HESITANT TO SPEND, AS THEY WORRY ABOUT FUTURE PRICE INCREASES OR A DECLINE IN THEIR PURCHASING POWER.

GOVERNMENT POLICIES AND FISCAL STIMULUS

GOVERNMENT ACTIONS, SUCH AS TAX CUTS, STIMULUS CHECKS, AND CHANGES IN UNEMPLOYMENT BENEFITS, CAN HAVE A DIRECT AND IMMEDIATE IMPACT ON CONSUMER SPENDING. WHEN THE GOVERNMENT INJECTS MONEY INTO THE ECONOMY THROUGH THESE CHANNELS, IT OFTEN BOOSTS DISPOSABLE INCOME AND ENCOURAGES IMMEDIATE SPENDING. CONVERSELY, AUSTERITY MEASURES OR CHANGES IN TAX POLICY CAN HAVE THE OPPOSITE EFFECT.

DEMOGRAPHIC TRENDS

LONG-TERM TRENDS LIKE POPULATION GROWTH, AGE DISTRIBUTION, AND HOUSEHOLD FORMATION ALSO INFLUENCE SPENDING PATTERNS. FOR EXAMPLE, A GROWING MILLENNIAL POPULATION ENTERING THEIR PRIME EARNING AND SPENDING YEARS CAN BOOST DEMAND FOR HOUSING AND OTHER GOODS. AN AGING POPULATION MIGHT INCREASE SPENDING ON HEALTHCARE AND RETIREMENT-RELATED SERVICES.

How is Consumer Spending US Measured?

Accurately measuring consumer spending US is crucial for economic analysis. Several key government agencies and private organizations collect and report data that provides a comprehensive picture of household expenditures.

Personal Consumption Expenditures (PCE)

The Bureau of Economic Analysis (BEA) is the primary source for measuring consumer spending US through its Personal Consumption Expenditures (PCE) data. This is a critical component of the GDP calculation and is released monthly. PCE tracks spending on goods and services by individuals and households. The BEA breaks down PCE by major categories, providing detailed insights into spending patterns.

Retail Sales Reports

The U.S. Census Bureau releases monthly retail sales reports, which offer a more immediate, though less comprehensive, snapshot of spending, particularly on goods. These reports track sales at various retail establishments, including auto dealers, building material stores, electronics retailers, and general merchandise stores. While it doesn't capture services spending or spending at non-retail locations, it's a valuable timely indicator of consumer activity.

Consumer Confidence Surveys

As mentioned earlier, consumer confidence surveys, such as the Consumer Confidence Index® from The Conference Board and the Consumer Sentiment Index from the University of Michigan, are not direct measures of spending but are leading indicators. They gauge consumers' attitudes and expectations, which are highly correlated with future spending behavior. These surveys are typically released monthly.

The Impact of Consumer Spending US on the Economy

The ripple effects of consumer spending US are profound and far-reaching. It's not just about individual transactions; it's about the aggregate force that shapes the entire economic landscape.

Economic Growth and GDP

As highlighted, consumer spending is the bedrock of U.S. GDP. An increase in consumer spending directly translates into higher GDP, signaling economic expansion. Businesses see higher sales, which leads to increased production, investment, and job creation. A robust consumer spending environment is the hallmark of a healthy economy.

Business Investment and Innovation

WHEN CONSUMERS ARE ACTIVELY SPENDING, BUSINESSES ARE INCENTIVIZED TO INVEST IN THEIR OPERATIONS TO MEET THAT DEMAND. THIS CAN INCLUDE PURCHASING NEW MACHINERY, EXPANDING FACILITIES, AND DEVELOPING NEW PRODUCTS OR SERVICES. THIS CYCLE OF INVESTMENT AND INNOVATION IS CRUCIAL FOR LONG-TERM ECONOMIC COMPETITIVENESS AND PRODUCTIVITY GAINS.

EMPLOYMENT LEVELS

THE DIRECT CORRELATION BETWEEN CONSUMER SPENDING US AND EMPLOYMENT IS UNDENIABLE. AS BUSINESSES EXPERIENCE INCREASED SALES AND DEMAND, THEY NEED MORE STAFF TO PRODUCE GOODS, PROVIDE SERVICES, AND MANAGE OPERATIONS. THEREFORE, STRONG CONSUMER SPENDING TYPICALLY LEADS TO LOWER UNEMPLOYMENT RATES AND HIGHER WAGES AS COMPANIES COMPETE FOR TALENT.

INFLATIONARY PRESSURES

WHILE STRONG SPENDING IS GENERALLY GOOD FOR GROWTH, EXCESSIVE DEMAND CAN SOMETIMES OUTSTRIP SUPPLY, LEADING TO INFLATIONARY PRESSURES. WHEN CONSUMERS HAVE A LOT OF MONEY TO SPEND AND ARE EAGER TO DO SO, BUSINESSES MAY RAISE PRICES BECAUSE THEY KNOW DEMAND WILL REMAIN HIGH. CENTRAL BANKS, LIKE THE FEDERAL RESERVE, CLOSELY MONITOR CONSUMER SPENDING TO MANAGE INFLATION AND MAINTAIN ECONOMIC STABILITY.

SECTORAL PERFORMANCE

DIFFERENT SECTORS OF THE ECONOMY ARE IMPACTED DIFFERENTLY BY CONSUMER SPENDING PATTERNS. FOR INSTANCE, A SURGE IN SPENDING ON TRAVEL AND ENTERTAINMENT BOOSTS THE HOSPITALITY AND LEISURE INDUSTRIES. INCREASED DEMAND FOR ELECTRONICS FUELS THE TECHNOLOGY SECTOR. UNDERSTANDING THESE SECTORAL IMPACTS HELPS IN ANALYZING SPECIFIC INDUSTRY TRENDS AND INVESTMENT OPPORTUNITIES.

THE FUTURE OF CONSUMER SPENDING US

LOOKING AHEAD, THE TRAJECTORY OF CONSUMER SPENDING US WILL LIKELY BE SHAPED BY A CONFLUENCE OF EVOLVING ECONOMIC, TECHNOLOGICAL, AND SOCIETAL FACTORS. THE POST-PANDEMIC LANDSCAPE HAS BROUGHT NEW DYNAMICS INTO PLAY, AND CONSUMERS ARE NAVIGATING A WORLD WITH SHIFTING PRIORITIES AND EXPECTATIONS.

TECHNOLOGICAL ADVANCEMENTS WILL CONTINUE TO INFLUENCE HOW AND WHERE CONSUMERS SPEND, WITH E-COMMERCE AND DIGITAL PAYMENTS BECOMING EVEN MORE INTEGRATED INTO DAILY LIFE. THE GROWING EMPHASIS ON SUSTAINABILITY AND ETHICAL CONSUMPTION MAY ALSO STEER SPENDING TOWARDS MORE ENVIRONMENTALLY FRIENDLY AND SOCIALLY RESPONSIBLE PRODUCTS AND SERVICES. FURTHERMORE, DEMOGRAPHIC SHIFTS, SUCH AS THE INCREASING PURCHASING POWER OF YOUNGER GENERATIONS AND THE ONGOING AGING OF THE POPULATION, WILL CONTINUE TO SHAPE DEMAND ACROSS VARIOUS CATEGORIES.

ECONOMIC FACTORS LIKE INTEREST RATE POLICIES, INFLATION TRENDS, AND LABOR MARKET CONDITIONS WILL REMAIN PIVOTAL. POLICYMAKERS WILL BE TASKED WITH BALANCING ECONOMIC GROWTH WITH PRICE STABILITY, A DELICATE ACT THAT WILL DIRECTLY INFLUENCE CONSUMER CONFIDENCE AND SPENDING POWER. BUSINESSES, IN TURN, WILL NEED TO REMAIN AGILE, ADAPTING TO CHANGING CONSUMER PREFERENCES AND ECONOMIC REALITIES TO THRIVE IN THIS DYNAMIC ENVIRONMENT.

ULTIMATELY, THE FUTURE OF CONSUMER SPENDING US IS INEXTRICABLY LINKED TO THE BROADER ECONOMIC HEALTH AND RESILIENCE OF THE NATION. BY UNDERSTANDING THE INTRICATE WEB OF FACTORS THAT INFLUENCE IT, WE CAN GAIN VALUABLE INSIGHTS INTO THE DIRECTION OF THE U.S. ECONOMY AND THE OPPORTUNITIES AND CHALLENGES THAT LIE AHEAD.

Q: WHAT IS THE MOST COMMON MEASURE OF CONSUMER SPENDING US?

A: THE MOST COMPREHENSIVE AND WIDELY FOLLOWED MEASURE OF CONSUMER SPENDING US IS THE PERSONAL CONSUMPTION EXPENDITURES (PCE) DATA RELEASED BY THE BUREAU OF ECONOMIC ANALYSIS (BEA). IT FORMS A SIGNIFICANT PORTION OF THE GROSS DOMESTIC PRODUCT (GDP) CALCULATION.

Q: HOW DO INTEREST RATES AFFECT CONSUMER SPENDING US?

A: LOWER INTEREST RATES MAKE BORROWING CHEAPER, ENCOURAGING CONSUMERS TO TAKE OUT LOANS FOR MAJOR PURCHASES LIKE HOMES AND CARS, THUS INCREASING SPENDING. CONVERSELY, HIGHER INTEREST RATES MAKE BORROWING MORE EXPENSIVE, WHICH CAN DAMPEN CONSUMER SPENDING.

Q: CAN GOVERNMENT STIMULUS CHECKS SIGNIFICANTLY IMPACT CONSUMER SPENDING US?

A: YES, GOVERNMENT STIMULUS PAYMENTS DIRECTLY INCREASE HOUSEHOLD DISPOSABLE INCOME, OFTEN LEADING TO A NOTICEABLE SHORT-TERM BOOST IN CONSUMER SPENDING, ESPECIALLY ON GOODS AND SERVICES.

Q: WHAT IS THE DIFFERENCE BETWEEN DURABLE AND NON-DURABLE GOODS IN CONSUMER SPENDING US?

A: DURABLE GOODS ARE ITEMS EXPECTED TO LAST THREE YEARS OR MORE, SUCH AS APPLIANCES AND VEHICLES. NON-DURABLE GOODS ARE CONSUMED QUICKLY, LIKE FOOD AND CLOTHING. SPENDING ON DURABLE GOODS IS OFTEN MORE SENSITIVE TO ECONOMIC CONDITIONS AND CONSUMER CONFIDENCE.

Q: HOW DOES INFLATION INFLUENCE CONSUMER SPENDING US?

A: HIGH INFLATION ERODES PURCHASING POWER. IF PRICES RISE FASTER THAN INCOMES, CONSUMERS CAN BUY LESS, LEADING TO A DECREASE IN REAL CONSUMER SPENDING EVEN IF NOMINAL SPENDING REMAINS STEADY OR INCREASES.

Q: WHAT ROLE DOES CONSUMER CONFIDENCE PLAY IN CONSUMER SPENDING US?

A: CONSUMER CONFIDENCE, WHICH REFLECTS OPTIMISM ABOUT THE ECONOMY AND PERSONAL FINANCES, IS A LEADING INDICATOR. HIGH CONFIDENCE ENCOURAGES SPENDING, ESPECIALLY ON DISCRETIONARY ITEMS, WHILE LOW CONFIDENCE LEADS TO MORE CAUTIOUS SPENDING AND INCREASED SAVING.

Q: ARE SERVICES A GROWING PART OF CONSUMER SPENDING US?

A: YES, SPENDING ON SERVICES, SUCH AS HEALTHCARE, EDUCATION, AND ENTERTAINMENT, HAS BEEN A GROWING COMPONENT OF CONSUMER SPENDING US FOR MANY YEARS, REFLECTING EVOLVING CONSUMER NEEDS AND A SHIFT TOWARDS EXPERIENCES.

Q: WHAT IS THE PRIMARY DRIVER OF CONSUMER SPENDING US?

A: THE PRIMARY DRIVER OF CONSUMER SPENDING US IS DISPOSABLE INCOME – THE MONEY HOUSEHOLDS HAVE AVAILABLE TO SPEND OR SAVE AFTER TAXES. INCOME AND WAGE GROWTH DIRECTLY IMPACT THE ABILITY OF CONSUMERS TO SPEND.

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