



# Me, my life, my wallet

**What's really driving  
consumers' decisions?**

**Global executive summary**

KPMG International  
Global Customer Insights  
*Second edition*

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[kpmg.com/customerinsights](http://kpmg.com/customerinsights)





For organizations faced with an already demanding consumer with rising expectations, our global research provides a fresh approach to help understand the complex, underlying and interconnected drivers of human decision-making.

Today's consumer grows more complex by the day. Tomorrow's consumer is less predictable than ever. And the collision of geographic, geopolitical, demographic and technological revolutions has created a 'perfect storm' that's making customer centricity a prerequisite for survival, far from simply a management ideal.

In the second edition of *Me, my life, my wallet*, we've continued our exploration of the multidimensional customer — what's truly driving behavior and choices — and how this is set to change as the customer of tomorrow emerges. We've built on the first edition's unique and multilayered research methodology developed by KPMG Innovation Labs with an even more ambitious research endeavor, drawing on new insights from across the KPMG network. This year's edition is based on ethnographic interviews and an online survey, conducted during 2018, by GLG and Foresight Factory on behalf of KPMG International for *Me, my life, my wallet*. The survey included nearly 25,000 consumers across Brazil, Canada, China, France, India, the UAE, the UK and the US.

The research explores six key themes of critical importance to organizations and institutions around the world.



### Trust

Understanding consumers' explicit and implicit expectations regarding their data, and the need for organizations to rebalance permission and presumption.



### Data

Uncovering the stark realities of the data trail consumers create across devices, interactions and key life stages.



### Wealth and retirement

Questioning the potential impact of a looming savings crisis and rethinking retirement in an era of unretirement.



### Generational surfing

Challenging the Boomer and Millennial hype and looking at the overlooked Generation X and the behavior transfer to Generation Z.



### The customer of the future

Connecting the need to understand consumers more intimately with the ability to deliver more personalized experiences in today's hyperconnected and informed world.



### The B2B customer

Recognizing that rapidly changing consumer motivations and expectations are permeating the workplace, and applying a consumer behavior lens in a B2B context.

The research across eight global markets provides an in-depth look at the STEP (social, technological, economic and political) events influencing consumers of today and tomorrow, and spotlights emerging patterns of behavior around the world.

## Brazil



of Brazilians gave their first child a smartphone at the age of six or younger, and that number rises to 53% for the second child and 65% for the third

“Despite the economic downturn, Brazil’s consumer has fallen in love with mobile technology, and this has led to a complete realignment of purchasing behavior. A return to robust economic growth would allow them to act on these motivations fully for the first time, creating enormous opportunities for companies that have laid the groundwork in time.”

**Charles Kriek**  
Chairman and CEO,  
KPMG in Brazil

## Canada



of Canadian consumers don’t trust anyone with their social data, ahead of the global average of 36%

“The Canadian consumer has increasing expectations of value in a very diverse market. Only companies with a deep understanding of local consumer motivations and priorities will win in this thriving market.”

**Elio Luongo**  
CEO, KPMG in Canada

## China



of Chinese consumers would trade their personal data for better customer experience and personalization, compared to the global average of 15%

“The scale and sophistication of China’s online environment is unique — and the story is ongoing. China’s consumer chases novelty, giving new players plenty of opportunities to enjoy astonishing growth rates. The players that dominate this, the world’s largest online market, must reinvent themselves continually to stay ahead.”

**Benny Liu and Honson To**  
co-Chairmen,  
KPMG in China

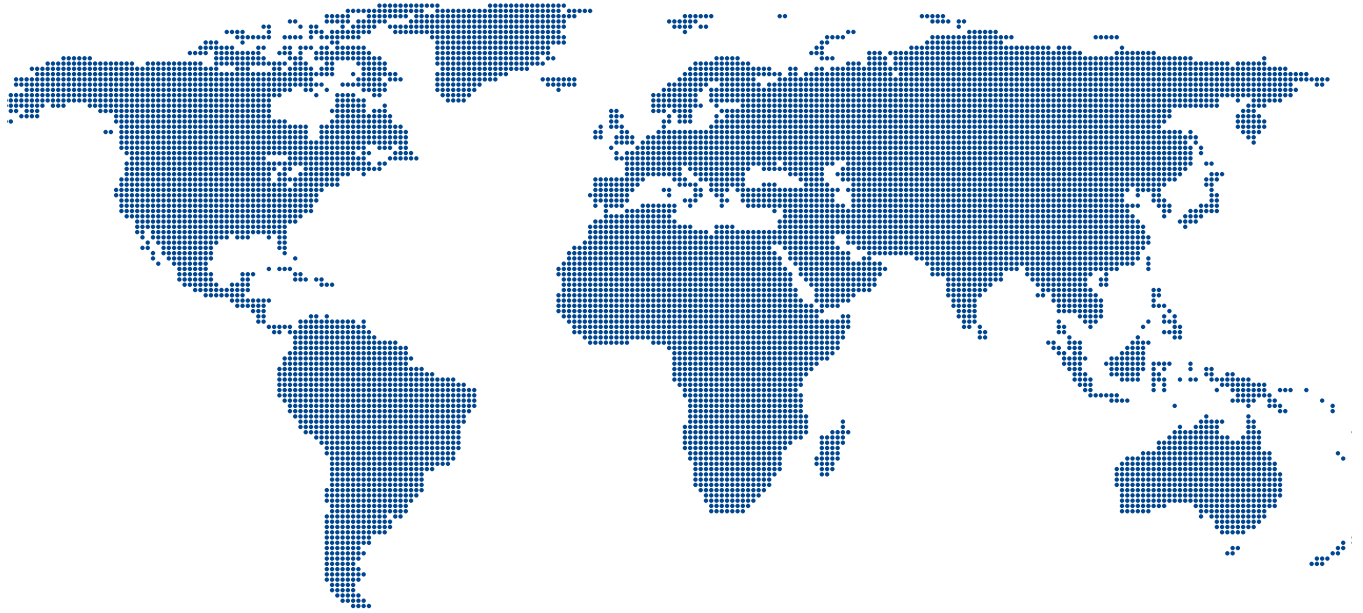
## France



of consumers in France say they would not trade their data, compared to 24% globally

“The French consumer is frustrated by clumsy online marketing and prefers to do their own searches online. They like to feel free as they deepen their involvement with the digital world. A company that is smart enough to win the sophisticated French consumer can win any consumer worldwide.”

**Jay Nirsimloo**  
Chairman and CEO,  
KPMG in France



## India



of Indian consumers feel overwhelmed by the volume of available information

“The Indian consumer is difficult to understand, and as the online revolution progresses beyond the big cities and starts gaining momentum in the country’s heartland, they are getting more complicated still. The rewards for companies who take time to learn, though, are substantial.”

**Arun M. Kumar**  
Chairman and CEO,  
KPMG in India

## UAE



of consumers in the UAE find virtual personal assistants ‘cool’

“The consumer in the UAE has grown accustomed to a superb physical experience, enjoying some of the world’s most iconic malls. Matching this experience in the digital world is tough but necessary if consumers are to switch to spending more online.”

**Nader Haffar**  
CEO, KPMG in the  
Lower Gulf

## UK



of UK consumers say their data is not for sale

“We remain a digitally astute nation, however the UK consumer mind-set is shifting. Data privacy is a key concern, and consumer trust is at an all-time low. Organizations need to truly understand their consumers’ behaviors and values, if they are really going to exploit the value of personalization and drive growth.”

**Bill Michael**  
Chairman, KPMG in the UK

## US



of US consumers find the prospect of drone deliveries ‘cool’

“Over the last year, the US economy has proven its resilience across a range of measures, but presuming that this upwards trajectory will naturally translate into improved revenue growth isn’t a foregone conclusion. The companies thriving in today’s marketplace are taking steps to ensure they understand the consumer of today, and tomorrow, and are adjusting their business models accordingly.”

**Lynne Doughtie**  
Chairman and CEO,  
KPMG in the US

# Highlights

- **We live in anxious times and younger generations are feeling it.**  
Forty-seven percent of consumers worldwide feel more anxious than last year, and the same number feel more anxious than 5 years ago — especially the Millennials at 51%, compared to only 36% of Boomers.
- **Consumers are eager for all kinds of new technologies that make their life easier.**  
Two-thirds of consumers are interested or very interested in technology — and even more so in China (81%) and India (83%). And the majority of AI, voice and machine-learning ‘new tech’ is considered ‘cool’ rather than ‘creepy’ — particularly virtual personal assistants (42%), fraud detection on credit cards (43%) and smart home devices used for security (42%).
- **Consumers love access to information — but increasingly need a break.**  
Seventy-six percent of consumers like having access to lots of information; however, 29% sometimes feel overwhelmed. In fact, 30% of consumers say they intentionally disconnect from technology, with over half (54%) saying it is because they need a break.
- **Huge concerns surround the use of data and hacking.**  
Globally, 51% of consumers are anxious about identity theft, 48% about the hacking of financial, medical, or other personal info online, 46% about the theft of credit card details when shopping online, and 38% about the unauthorized tracking of their online habits by companies, governments, and criminals. And concerns run surprisingly higher among digitally native younger generations, with Millennials consistently the most anxious.

- **Consumers are aware of the breadth and value of their data.**  
Globally, 73% of consumers are okay with sharing some aspects of their data and personal information, although they want to see value from its use. And financial data isn't the biggest concern when it comes to safety — 72% of consumers don't trust anyone with their social media data, 68% don't trust others with their search or browsing history and 81% don't trust behaviorally tracked ads.

- **Trust varies widely by industry ...**  
Globally, the majority of consumers trust banks (59%), healthcare providers (60%) and technology companies (54%). Advertising (26%) and government (37%) are trusted the least.

## ... and by the type of data being shared.

Consumers are more likely to trust companies with the data that is directly relevant to the service they are providing. For example, 71% of consumers trust banks with their financial data, but only 9% would trust retailers with this info. Likewise, 47% of consumers trust telecom providers with their mobile data, but only 8% would trust advertisers.

Explore the full *Me, my life, my wallet* report, including an in-depth look at these themes, alongside comprehensive country-by-country analysis, at [www.kpmg.com/customerinsights](http://www.kpmg.com/customerinsights).





# Contacts



## Julio Hernandez

Customer Advisory Lead  
KPMG in the US  
Global Head, Customer Center of Excellence  
KPMG International  
juliojhernandez@kpmg.com  
+1 404 222 3360



## Willy Kruh

Global Chair, Consumer & Retail  
KPMG International  
wkruh@kpmg.ca  
+1 416 777 8710



## Colleen Drummond

Partner in Charge  
Innovation Labs at KPMG Ignition  
Innovation & Enterprise Solutions  
KPMG in the US  
colleendrummond@kpmg.com  
+1 804 399 3858



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