

Almost three quarters of households say that they have changed their consumption habits over the past year as a result of inflation

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In September 2023, for the fourth time since late 2022, INSEE surveyed households on how their consumer habits have changed as a result of inflation. Almost three quarters of households (73%) surveyed in September reported that they had adapted their consumption behaviour as a result of inflation (► [Figure 1](#)) over the past twelve months. That figure was higher than the response for December 2022 (68%), but has remained relatively stable since March 2023.

Household energy spending (for heating, cooking, lighting etc.) remains, as in previous months, the form of consumption for which the greatest number of households reported a change in their habits compared with last year¹: 51% of households felt affected in this area, a higher proportion than that concerned about food spending, and far superior to clothing and transport. Nevertheless, this proportion has fallen from the peak recorded in March of this year (54%). This decrease may indicate that, for some households, consumption adjustments were already made a year previously, particularly during the winter.

Food is second on the list of categories in which households report that their spending habits have changed as a result of inflation: 47% in September, unchanged since June and more so than in December 2022 (37%). In the majority of cases, these changing habits corresponded to buying less expensive options or shopping around (► [Figure 2](#)): all in all, 27% of households surveyed in September 2023 reported that they had made one or both of these changes. That still represents a decrease on the figures from June of this year. Conversely, in September more households reported that they had reduced the quantities they consumed (17%, up from 14% in June).

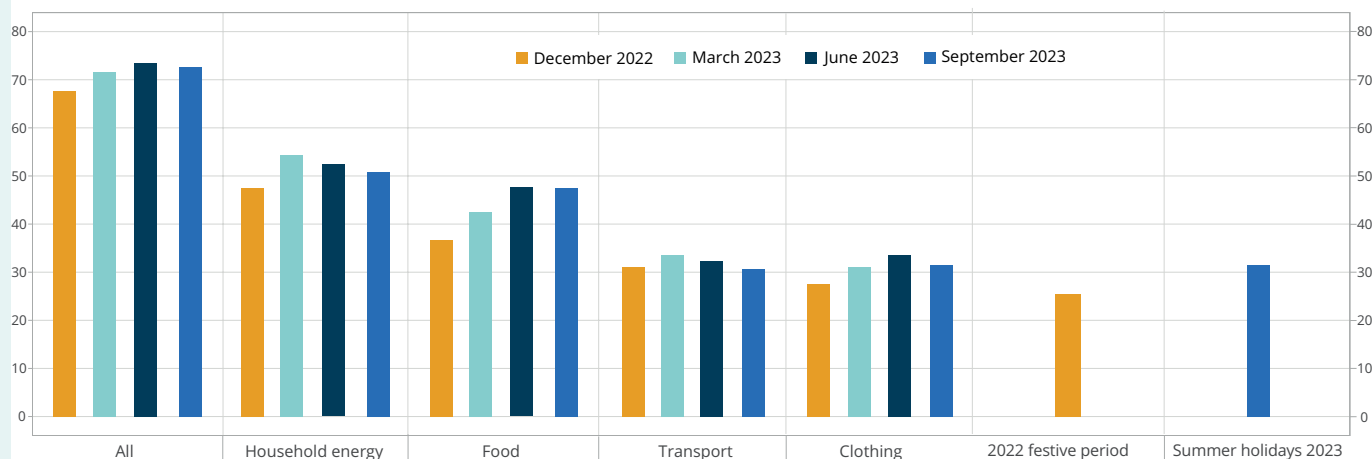
With regard to travel and clothing, households were less likely to report changes in their consumption habits compared with household energy and food bills. 31% reported changes to their travel habits in September, a proportion which has remained relatively stable since late 2022, possibly on account of the unavoidable nature of certain journeys (commuting, for example). With regard to clothing in particular, just over 30% of households surveyed in September reported that they had modified their consumption habits as a result of inflation: this represents an increase on the figures from December 2022 (27%), but a moderate increase which reflects the relatively modest rate of inflation observed for products in this category.

Finally, this September households were also questioned about their consumption during the 2023 summer holidays. 30% of households reported that they had modified their holiday habits in relation to summer 2022 as a result of inflation (► [Figure 1](#)), for example by taking less holiday time or by changing their form of transportation or type of accommodation. This is very close to the proportion of households who reported, in late 2022, that their spending during the festive season had changed as a result of inflation (27%). ●

1 For example, they may have turned the heating on less often or used electrical appliances less frequently, or been more attentive to “off-peak hours” etc.

► 1. Proportion of households reporting changes in their consumption habits over the past 12 months, as a result of inflation

(in %)



Note: households declaring changes to their general consumption habits as a result of inflation were then asked more specific questions about their consumption in different categories.

The question about spending during the 2022 festive period was asked between late November and mid-December 2022; the question about 2023 summer holidays was asked in September 2023.

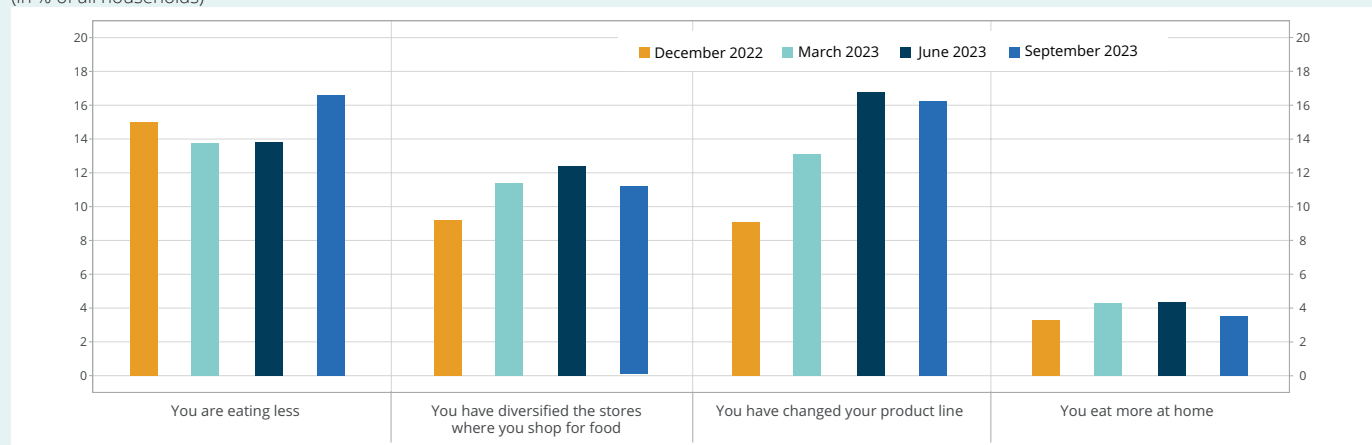
How to read it: in September 2023, 73% of households reported that they had adapted their consumption habits over the past year as a result of inflation; 30% of households reported changing their consumption habits for the summer holidays as a result of inflation, compared with the summer of 2022.

Scope: households living in ordinary housing in Metropolitan France.

Source: INSEE, monthly business survey of households.

► 2. Principal changes made by households in terms of food consumption

(in % of all households)



Note: Households declaring changes to their food consumption habits as a result of inflation were then asked more specific questions about the types of changes they had made.

How to read it: in September 2023, 17% of households reported consuming fewer food products over the past 12 months, as a result of inflation.

Scope: households living in ordinary housing in Metropolitan France.

Source: Insee, monthly business survey of households.