

# The Power of the Consumer

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Provided by DSA Financial Group

A confident consumer can be a powerful ally in an economy. But when the consumer starts to have questions, we can measure consumer confidence in everything from retail sales to home buying to the personal savings rate.

In recent months, consumer confidence has been falling as inflation expectations have been rising. So, if inflation slows, does that mean the consumer will regain confidence? It's possible, but other factors can influence consumer confidence, including perceptions of COVID-19.<sup>1,2</sup>

When the consumer does regain confidence, we may expect it to be a powerful force driving economic growth. Many may base the 2022 U.S. economic outlooks on a rebound in consumer confidence, leading to increased spending.<sup>3</sup>

In some ways, the only consumer confidence that matters is yours. Are you optimistic about 2022, or do you have concerns or doubts that are holding you back? We look forward to hearing from you.

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## Citations

1. SCA.ISR.UMich.edu, November 2021
2. Conference.Board.org, November 2021
3. MorganStanley.com, November 22, 2021