

RETAIL

## Half of shoppers have an ideal dream purchase: Klarna

June 1, 2022



*Whether it is a vehicle, blazer, statement ring or another coveted item, many shoppers do have a dream purchase. Image credit: Bloomingdale's*

---

By KATIE TAMOLA

Pivotal life moments can inspire consumers to splurge on their dream purchase, according to flexible payment provider Klarna.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

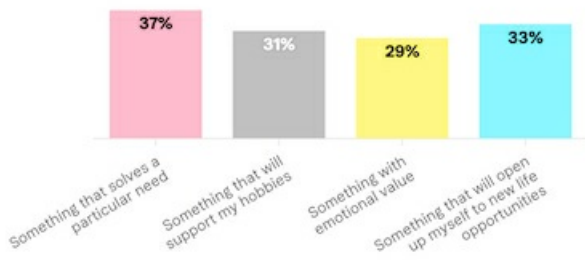
Klarna's **Dream Deals Report** found that half of global shoppers currently have an item they would describe as "their ideal dream purchase." Additionally, 37 percent say it is impossible to put a price tag on what should be considered an ideal dream purchase.

Klarna surveyed more than 19,000 consumers from 19 countries, including the U.S., the U.K., Canada, Ireland, Australia, New Zealand, Germany, Austria, Poland, Netherlands, Belgium, France, Sweden, Norway, Finland, Denmark, Italy, Spain and Portugal in May 2022.

### Purchasing the dream

It falls on luxury brands and retailers to spotlight items worthy of being a dream purchase and to help consumers discover the next items that could earn that kind of yearning as well.

In some countries, as many as two-thirds of respondents have an ideal dream purchase they are looking to make.



*How consumers define a dream purchase. Image credit: Klarna*

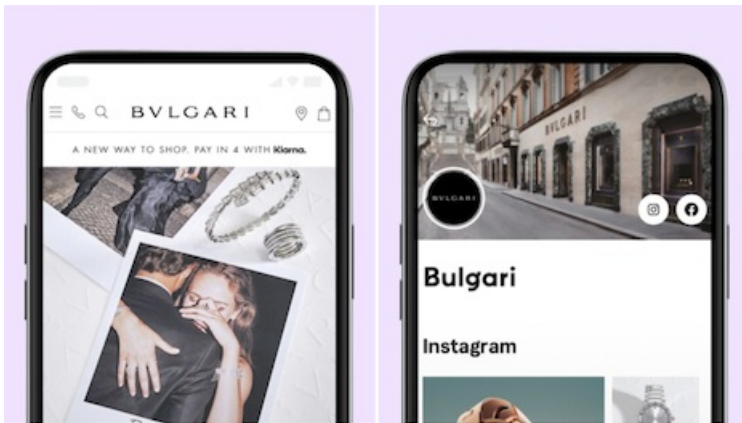
About half of shoppers also said that there is a specific event that would trigger a dream purchase, the most common event is moving to a new home.

Regarding what constitutes a dream buy, 37 percent of consumers consider something that solves a particular need, 33 percent say it is something that will open up themselves to new life opportunities, 31 percent say it is something that will support their hobbies and 29 percent say it is something with emotional value.

Other events that could trigger a dream purchase are personal events like birthdays at 20 percent, followed by milestones and career changes both at 12 percent.

Baby boomers are four times more likely to consider retirement a motivator for a dream purchase compared to younger age groups, at a rate of 20 to 5 percent.

Conversely, Gen Z respondents, at 20 percent, are 10 times more likely to consider graduating a motivating factor in making a dream purchase, compared to only 2 percent of baby boomers.



*More than four in 10 consumers would make a dream purchase for a loved one. Image credit: Klarna*

Forty-three percent of respondents said they were planning to make a dream purchase for someone else. Of those respondents, 52 percent said the purchase was for their family, 49 percent said it was for their partner and 23 percent said it was for their friends.

The top factor in preventing a dream purchase is cost, coming in at 62 percent. However, 26 percent of people are waiting for as long as it takes to make their dream purchase.

#### Making it possible

Klarna released the report in conjunction with its Klarna Dream Deal Days event this past weekend, which featured deals from more than 65 merchant partners in the U.S. including Saks Fifth Avenue, Bloomingdale's, Farfetch and Coach.

Klarna and other flexible payment providers continue providing means for consumers to buy their dream items, providing a range of ways to pay for coveted items.

While luxury has always been synonymous with exclusivity, it is becoming more accessible for young consumers as flexible payment plans and sustainable values come into play.

Prior to the COVID-19 pandemic, boomers and Gen X were consistently considering and buying luxury items, but

according to a new luxury report from Klarna, this trend has since flipped. Despite being newer to the luxury category, Gen Z at 60 percent and millennials at 63 percent purchased luxury items at a higher rate over the last 12 months than Gen X at 46 percent and baby boomers at 18 percent ([see story](#)).

Last year, ecommerce giant Amazon partnered with pay-over-time provider Affirm to provide consumers with payment flexibility at checkout.

With Affirm's services, Amazon shoppers have the choice to break up the total cost of purchases of \$50 or more into monthly payments ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.