

Worldwide Cost of Living 2020

How is Covid-19 affecting the prices of consumer goods?

A report by The Economist Intelligence Unit

- The Economist Intelligence Unit's Worldwide Cost of Living (WCOL) index, which this year reports the prices of 138 goods and services in about 130 major cities as at September 2020, has risen by just 0.3 points on average over the past year.

Cities in the America have seen prices fall
(Average change in WCOL index and ranking; year on year)



Amid the pandemic, price-conscious consumers have also opted for cheaper products in many countries, increasing price competition for less-expensive goods. Low demand has had a particular impact on clothing prices, for example. On the other hand, high-earning consumers have been comparatively unaffected by the pandemic. While they are likely to shop less, prices of premium products have remained resilient. Supply-chain problems have also had differing impacts on different goods, pushing up the price of high-demand products such as computers in some cities.

The impact on consumer goods prices

The 2020 WCOL survey shows that, while most prices for consumer goods and services have remained fairly flat over the past year in the world's major cities, the pandemic has impacted particular categories differently. With many shops closed during lockdowns, the prices of essential products have been more

Recreation up; clothing down
(Change in mean price index; year on year)

