

THE PULSE OF THE AMERICAN CONSUMER

CATEGORY INSIGHTS: RETAIL

CARAVAN[®]
Omnibus Surveys

HOW OFTEN DO CONSUMERS VISIT RETAILERS FOR EVERYDAY ITEMS?

● Total ● Gen Z ● Millennials ● Gen X ● Baby Boomers

*net

Millennials & Gen X shop more frequently

33%

of consumers purchase everyday items for the household **at least once a week**

32% 28% 32% 36%

31%

of consumers are purchasing everyday items for the household **multiple times per week**

28% 36% 33% 28%

38% of consumers who make more than a \$100K are more likely to purchase household items multiple times a week.

40% of consumers with kids under the age of 18 shop for everyday household items multiple times per week and at least 29% are making purchases for household items at least once a week.

34% of consumers with no children under the age of 18 are purchasing household items at least once a week and 20% of them are purchasing items multiple times per month.



I Top 10 Retailers

Walmart

65%

amazon

43%

DOLLAR TREE

34%

DOLLAR GENERAL

31%

Target

30%

Walgreens

27%

CVS pharmacy

24%

FAMILY DOLLAR

21%

COSTCO WHOLESALE

19%

Kroger

18%

Top 10 Most Important Factors that Influence Which Retailers you Shop at for Everyday Items

65%

Low Prices

58%

Convenient Location

42%

Easy to find what I am looking for

40%

Wide Selection

37%

Discounts/Coupons

27%

Ease of Checkout

24%

Cleanliness

21%

Free Shipping

19%

Hours of Operation

18%

Friendly Staff

PURCHASE CYCLE

59%

of consumers prefer to make **less frequent larger trips** for everyday household items

41%

of consumers prefer to make **more frequent small trips** to purchase everyday items

74%

of consumers prefer to go into the store for everyday household items purchases vs online/pick up

11% 15% 18% 10%

66%

of consumers tend to **buy the same product** when shopping for everyday items

34%

of consumers like to **try new products** when shopping for everyday items

ESTIMATED BUDGET FOR PURCHASING HOUSEHOLD ITEMS PER MONTH

27%

of consumers on average spend anywhere from \$100 - \$200

19%

of consumers on average spend anywhere from \$200 - \$300

19%

of consumers spend anywhere from \$301 - \$500

18%

of consumers spend less than \$100

HOW DO CONSUMERS PREFER TO SHOP FOR EVERDAY HOUSEHOLD ITEMS?

63%

of consumers prefer to shop alone when purchasing everyday items

36%

prefer to shop with someone when purchasing everyday items for the household

53% of millennials prefer to shop alongside someone for everyday items

49%

prefer to go to a cashier to checkout

61% of baby boomers prefer to check out with a cashier at the register

51%

of consumers prefer to use a self-checkout

60% of Gen Z, 62% of Millennials, 52% of Gen X, prefer self-checkout

81%

of consumers prefer to shop when the store is less busy with shorter checkout lines and less crowds

52%

of consumers visit only one store to purchase household items

48%

of consumers visit multiple stores to purchase everyday household items



WHERE ARE CONSUMERS SHOPPING FOR EVERYDAY HOUSEHOLD ITEMS?

65%

of consumers prefer to visit larger stores when purchasing everyday items

35%

of consumers prefer to visit smaller retailers when purchasing everyday items

62% 61% 65% 70%

73% of consumers making more than \$100K prefer shopping at larger stores

Top 10 elements of advertising that are most appealing when it comes to advertising for everyday item retailers?

44%

Features of promotions and Deals

37%

Features products

33%

Informative / factual

30%

Features loyalty programs

25%

Seasonal offerings

25%

Humor / Wit

21%

Product Suggestions

20%

Features people like me

18%

Catchy Music

18%

Playful / Silly / Funny

SOCIAL RESPONSIBILITY OF RETAILERS

MORE THAN 64%

of consumers make purchases from retailers for everyday household items regardless of their stance on social responsibility