HOW OFTEN DO CONSUMERS VISIT RETAILERS FOR EVERYDAY ITEMS?

Total

Gen Z

Millennials



Baby Boomers

Millennials & Gen X shop more frequently

of consumers purchase everyday items for the household at least









once a week

purchase household items multiple times a week. 40% of consumers with kids

everyday household items at least 29% are making purchases for household items at least once a week.

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









34% of consumers with no under the age of 18 shop for

38% of consumers who make more than a \$100K are more likely to

multiple times per week and

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 💢

Walgreens

65%

27%

amazon

43%

24%

DOLLAR TREE 34%

21%

DOLLAR GENERAL 31%

19%

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

65% Low Prices

27%

Ease of Checkout

58% Convenient Location

Cleanliness

24%

21% Free Shipping

42%

Easy to find what

I am looking for

40% Wide Selection

Hours of Operation

19%

Discounts/Coupons

37%

18% Friendly Staff

PURCHASE CYCLE

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

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

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

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

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







ESTIMATED BUDGET FOR PURCHASING HOUSEHOLD ITEMS PER MONTH

of consumers on average spend anywhere from

\$100 - \$200

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

spend anywhere from \$301 - \$500

spend less than \$100

HOW DO CONSUMERS PREFER TO SHOP FOR EVERDAY HOUSEHOLD ITEMS?

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of consumers prefer to shop alone when purchasing

everyday items

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

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

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prefer to go to a cashier to checkout

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

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of consumers prefer to use a self-checkout

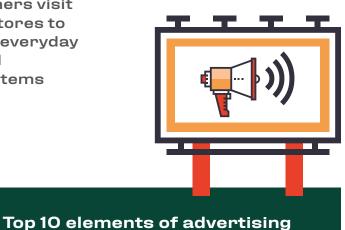
> 60% of Gen Z, 62% of Millennials, 52% of Gen X, prefer selfcheckout

of consumers

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

of consumers visit only one store to purchase household items

of consumers visit multiple stores to purchase everyday household everyday items



WHERE ARE CONSUMERS SHOPPING FOR EVERYDAY HOUSEHOLD ITEMS?

65% of consumers

62%

prefer to visit larger stores when purchasing everyday items

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

at larger stores

of consumers

prefer to visit smaller retailers when purchasing everyday items

44⁰/_n Features of promotions and Deals

that are most appealing

when it comes to advertising for everyday item retailers?

Features products

Informative / factual

33%

30% Features loyalty programs

25% Seasonal offerings

Humor / Wit

Catchy Music

Product Suggestions

Playful / Silly / Funny

Features people like me

SOCIAL RESPONSIBILITY OF RETAILERS

MORE THAN 64% retailers for everyday household

items regardless of their stance on social responsibility

These CARAVAN surveys were conducted by Big Village Insights among a demographically representative U.S. sample of 4,027 adults 18 years of age and older. These surveys were live on April 11-25, 2022.

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