

THE RISE OF THE NEW MALE POWER SHOPPER

Men Shopping More Often than Women Across
Most Online and Traditional Retail Channels

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First Insight conducted a consumer survey on shopping habits, purchase behavior and influences driving purchase decisions. The results indicated that men are shopping more often than women across most online and traditional retail channels and are embracing technology for shopping and researching prices more than women.

The survey found that:

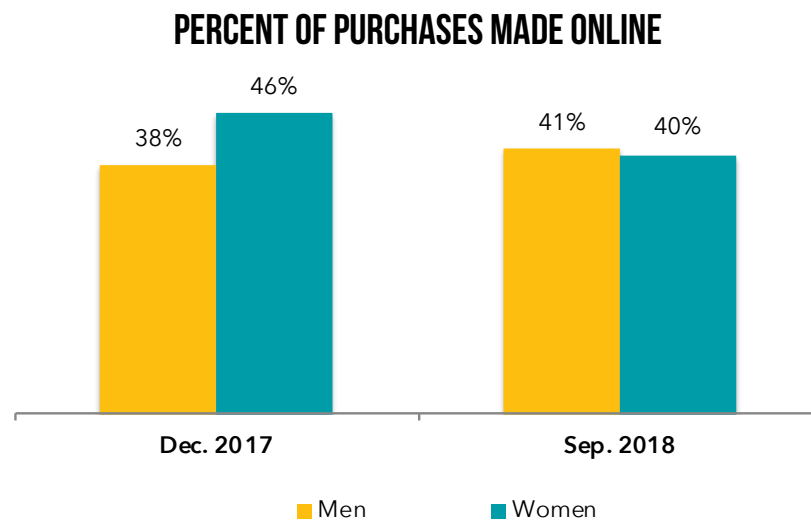
1. Men are more likely to be frequent shoppers online and on Amazon.com than women, and more men than women predict that their shopping on Amazon will increase.
2. Men are more likely than women to shop six or more times a month across most traditional retail channels including mass department stores, specialty stores, luxury stores, off-price stores, and even Walmart.
3. Men are embracing technology for shopping and research more than women. Male respondents reported higher overall ownership of smart speakers. Usage of these speakers for researching product prices increased for men when compared with last year while it stayed constant for women. Further, a higher percentage of men than women reported looking on Amazon.com before looking and/or buying anywhere else.
4. The percentage of men making mobile purchases is now nearly the same as women. The percent of men who reported “never” (less than once a month) making mobile purchases dropped significantly from last year, and now is about equal to the percent of women who reported the same.

First Insight’s findings come from two separate surveys. The consumer surveys are based on targeted samples of 1,000 respondents each and were fielded in December of 2017 and September of 2018. They were completed through proprietary sample sources amongst panels who participate in online surveys.

First Insight is the world’s leading customer-centric merchandising platform that empowers retailers and brands to incorporate the Voice of the Customer into the design, pricing, planning, and marketing of new products. Through the use of online consumer engagement, the First Insight solution gathers real-time consumer data and applies predictive analytic models to create actionable insights, which drive measurable value.

Men Increasingly Shopping Online vs In-Store This Year Compared With Last Year - Now on Par With Women Shoppers

Men’s estimated percent of purchases made online grew year over year according to the study. When comparing the percentages of purchases men said they made online this year, male survey participants felt that 41 percent of their purchases were being made online, compared to male survey respondents a year ago who said about 38 percent were made online. Women, conversely, are making a smaller proportion of purchases online this year compared with last year. Women respondents reported making only 40 percent of their purchases online this year, down from 46 percent reported last year.



Men More Likely to be Frequent Amazon Shoppers than Women

Further, 53 percent of men reported shopping on Amazon six or more times a month, while only 45 percent of women respondents said the same. Additionally, 60 percent of men (versus 52 percent of women) say that their Amazon purchases have increased in the last year.



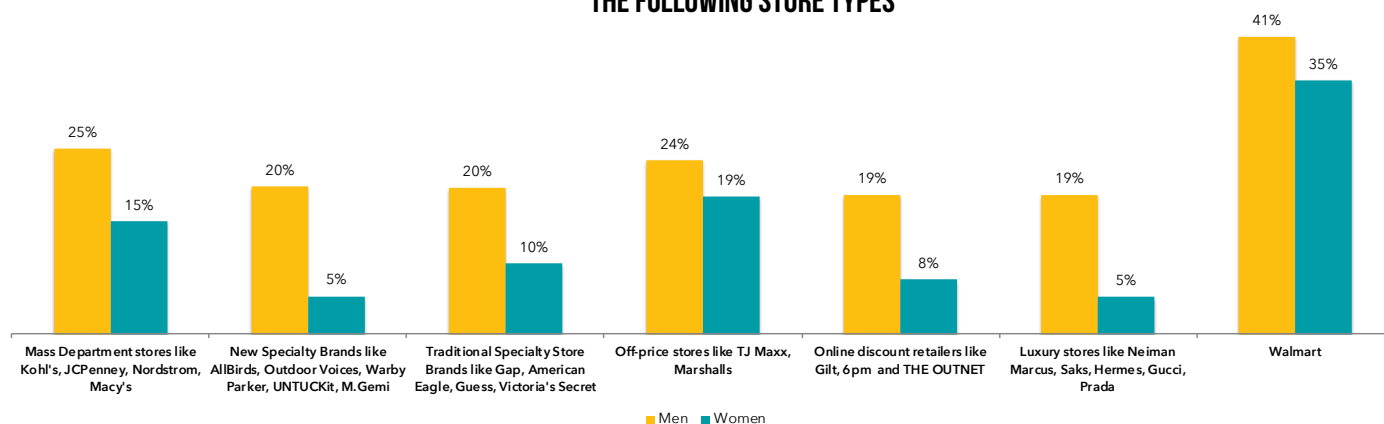
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More Men are Shopping at Traditional Retailers Often than Women

The data reflected that men are shopping more often than women across traditional retail channels also, as 25 percent of men versus only 15 percent of women reported shopping six or more times a month at mass department stores like Kohl's or JCPenney. Luxury stores like Neiman Marcus, Saks Fifth Avenue, Gucci, and Prada saw 19 percent of men versus five percent of women shopping six or more times a month. Similarly, 41 percent of men surveyed reported shopping at Walmart six or more times a month, versus just 35 percent of women.

WHEN GOING TO A PHYSICAL STORE, HOW FREQUENTLY DO YOU FIND YOURSELF SHOPPING AT THE FOLLOWING STORE TYPES

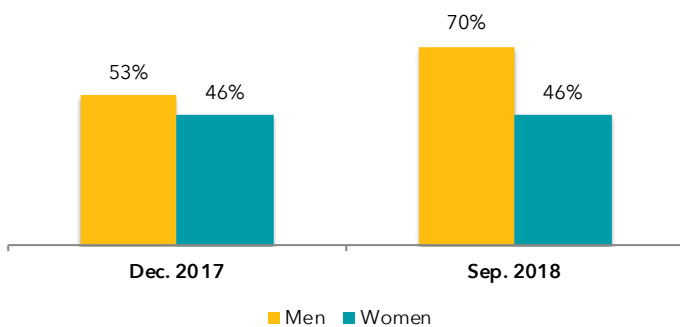


Survey results also showed similar gender divides at off-price stores like TJ Maxx and Marshalls (24 percent of men versus 19 percent of women shop six times a month) traditional specialty stores like Gap, American Eagle, Guess, Victoria's Secret (20 percent of men versus 10 percent of women shop six times a month), new specialty brands like Allbirds, Outdoor Voices, Warby Parker, UNTUCKit and M.Gemi (20 percent of men versus five percent of women shop six times a month) and online discount retailers like Gilt, 6pm and THE OUTNET (19 percent of men versus eight percent of women shop six times a month).

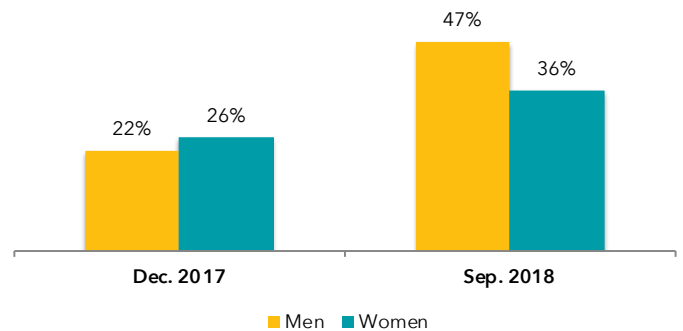
Male Ownership of Smart Speakers Spikes as Men Embrace Researching Pricing More than Women

Overall ownership of smart speakers including Amazon Echo/Alexa, Google Home and Apple HomePod showed a 75 percent relative increase over last year (24 percent to 42 percent). However, when comparing men and women, 47 percent of male respondents report owning one now, a 113 percent increase from last year (22 percent). By comparison, only 36 percent of women reported owning a smart speaker now. While that is a 38 percent relative increase in their reported ownership over last year (26 percent), it is still a relative 23 percent lower than smart speaker ownership among men. Usage of these speakers for researching product prices jumped 17 percent for men to nearly 70 percent, compared to women who stayed about the same as last year at 46 percent.

PERCENT OF SMART SPEAKER OWNERS USING SMART SPEAKER TO RESEARCH PRODUCT PRICES

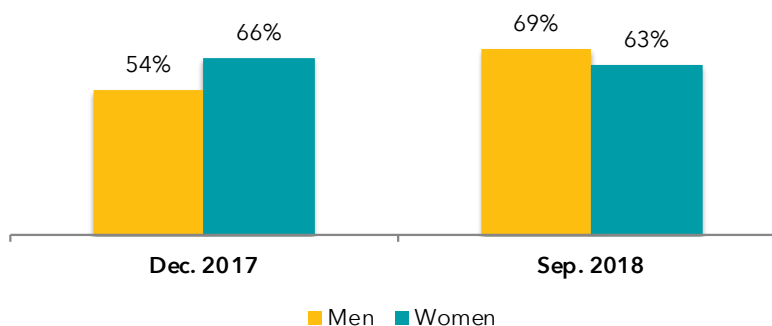


PERCENT OF RESPONDENTS OWNING A SMART SPEAKER



Further, a higher percentage of men than women reported checking on Amazon.com before looking and/or buying anywhere else, with 69 percent of men this year, versus 54 percent last year checking Amazon.com. Women by comparison fell slightly from 66 percent to 63 percent year over year.

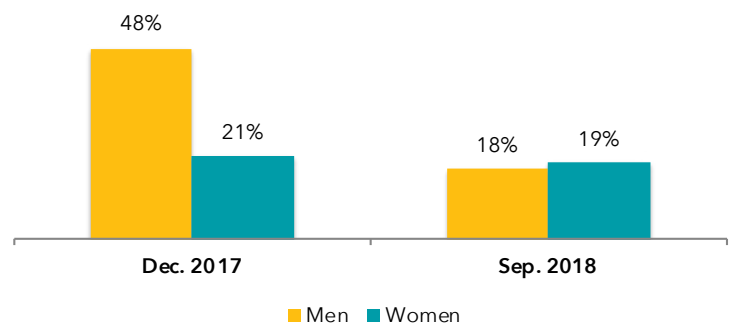
PERCENT OF RESPONDENTS CHECKING ON AMAZON.COM FOR PRODUCTS AND PRICES BEFORE LOOKING/BUYING ANYWHERE ELSE



Percentage of Men Making Mobile Purchases Is Now Equal to Women

When it comes to mobile purchasing, men are embracing mobile shopping as much as women. The number of men who reported “never” (less than once a month) making mobile purchases dropped significantly from 48 percent last year to 18 percent this year. Women were about the same, with the number that said they never make mobile purchases dipping slightly from 21 percent last year to 19 percent this year.

PERCENT OF RESPONDENTS NEVER MAKING PURCHASES ON MOBILE DEVICES



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Conclusion

A consumer survey by First Insight examined shopping habits, purchase behavior and influences driving decisions. The survey revealed a significant shift in shopping behavior by men, which is challenging many age-old gender stereotypes as men shop more and with increasing frequency online and in-store, and are surpassing women in their frequency of shopping at online and traditional retailers including Amazon and Walmart. Retailers need to abandon the perception that shopping is a female-dominated activity. As men become more active shoppers, this trend will likely continue into the foreseeable future. As such, retail and brand decision makers must not be too quick to overlook the voice of male shoppers, and work to meet their expectations for products and pricing in equal measure to their female shopping counterparts if they hope to compete. They should also take special care to consider that men use the latest technologies like smart speakers, mobile technology and Amazon.com to research the best prices. Retailers and brands that ignore the growing opportunities presented by male shoppers will lose this lucrative segment to better equipped competitors.

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About First Insight

First Insight is the world's leading customer-centric merchandising platform that empowers retailers and brands to incorporate the Voice of the Customer into the design, pricing, planning, and marketing of new products. For more information, visit: www.firstinsight.com