

THE PRICING DISCONNECT

Between Senior Retail Executives & Consumers



20%



Price as the Most Important Factor Driving Purchase Decisions

40%

12%



Ranked Price Promotions, Coupon Availability and Better Pricing As One of the Top Three Factors For Shopping In-Store

36%

20%



Believe That Prices Are Increasing Online

51%

20%



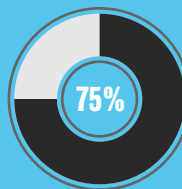
Believe That Prices Are Increasing In-Store

60%

The Impact of Smart Speakers

Only 2% of Executives

Rated smart speakers as 'impactful to their business'



The number of consumers saying they own a smart speaker has increased **75% over last year**

59% of smart speaker owners use them to research prices

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