

THE STATE OF **CONSUMER SPENDING**







IN-STORE SPENDING EXCEEDS ONLINE **AMONG SHOPPERS**



Spend more than \$50 when shopping online

Spend more than \$100 when shopping online

54% (5) 71%

21% (34%)

Spend more than \$50 when shopping in-store

Spend more than \$100 when shopping in-store



WHEN SHOPPING IN-STORE



Sometimes or always add additional items to their cart when shopping online

67% OF MEN

OF WOMEN

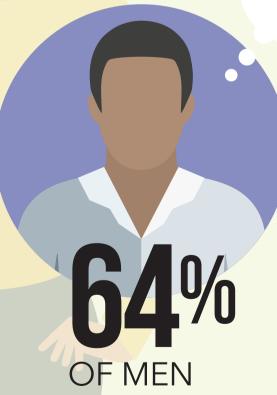
OF WOMEN

OF MEN

Sometimes or always add additional items to their cart when shopping in-store



MOST CONSUMERS SHOP IN-STORE ONLY WHEN THEY HAVE A NEED FOR SOMETHING



OF WOMEN

said that they only shop online when they have a need for something

OF MEN

OF WOMEN

said that they only shop in-store when they have a need for something

