



THE STATE OF CONSUMER SPENDING

In-Store Impulse Shopping Stands the Test of Time



IN-STORE SPENDING EXCEEDS ONLINE AMONG SHOPPERS



Spend more than \$50 when **shopping online**

54% VS **71%**

Spend more than \$50 when **shopping in-store**

Spend more than \$100 when **shopping online**

21% VS **34%**

Spend more than \$100 when **shopping in-store**



'IMPULSE' PURCHASES ARE MORE COMMON WHEN SHOPPING IN-STORE



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

67%
OF MEN

VS

78%
OF MEN

77%
OF WOMEN

89%
OF WOMEN

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



64%
OF MEN

56%
OF WOMEN

VS

73%
OF MEN

69%
OF WOMEN

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

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

