RETAIL'S DISRUPTORS DRIVING AFFLUENT CONSUMERS TO SHOP FOR DISCOUNTS



of affluent shoppers say they frequently shop at discount retailers

of affluent shoppers say they frequently shop at regular price retailers

36% of shoppers making \$100k or more

22%
of shoppers making less than \$100k
say their shopping at discount retailers has increased

of free mo corr disc

of affluent shoppers frequently use their mobile devices to compare prices at discount retailers



53% sul sul art to

of affluent consumers who own smart speakers such as Amazon Alexa are using Al technology to research prices



39%

of affluent consumers are price comparing in-store **compared to 20%** of consumers making less than \$100K

74% amazon.com

THE AMAZON EFFECT

of affluent consumers said they check Amazon.com for products and pricing before looking anywhere else

vs. 54% of those making less than \$100K