

THE RISE OF THE NEW MALE POWER SHOPPER



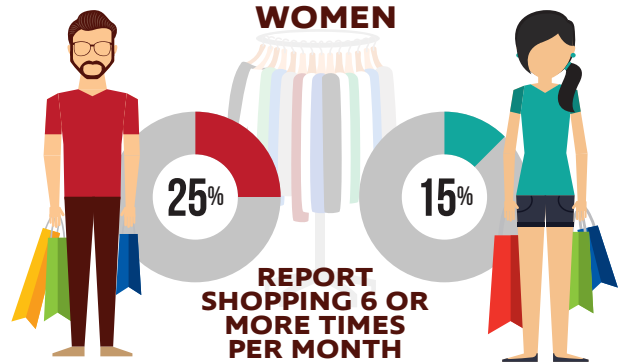
MEN MAKING MORE PURCHASES ONLINE THIS YEAR THAN LAST YEAR
Now on Par With Women Shoppers



MEN MORE LIKELY TO BE FREQUENT AMAZON SHOPPERS THAN WOMEN



MORE MEN ARE SHOPPING AT TRADITIONAL RETAILERS THAN WOMEN



MEN ARE EMBRACING SMART SPEAKERS AND RESEARCHING PRICES

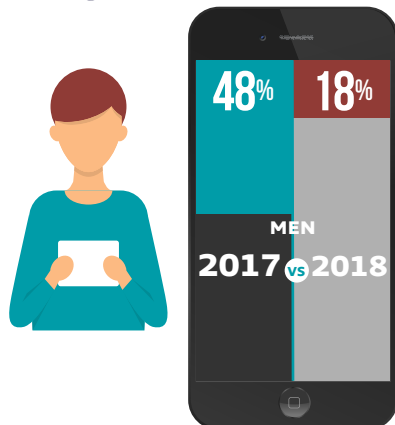


Smart speaker ownership has spiked by **75%** Since 2017

70% OF MEN

46% OF WOMEN

Use Smart Speakers to research prices before making a purchase



Percentage of Men who **NEVER** Make Mobile Purchases has decreased drastically; Now Equal to Women

