The rise of the new male Power Shopper

Men making more purchases online this year than last year
Now on par with women shoppers

- 41% (up 3 points since 2017)
- 40% (down 6 points since 2017)

Men more likely to be frequent Amazon shoppers than women

- 53% men
- 45% women

More men are shopping at traditional retailers than women

- 25% report shopping 6 or more times per month
- 15% 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

- 48% men 2017 vs 18% 2018
- 21% women 2017 vs 19% 2018