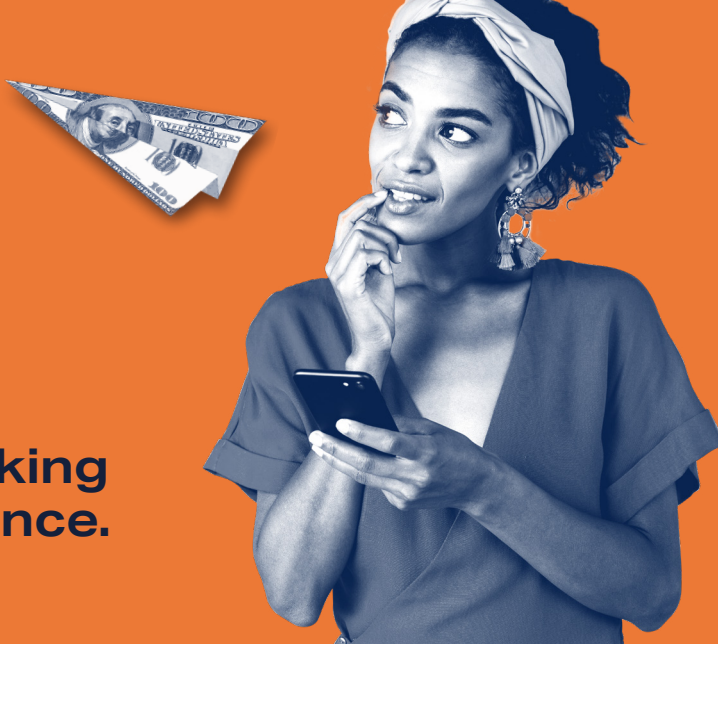


6 Shopper Trends Triggered by Inflation

Consumers are seeking value with a vengeance.



Is your marketing strategy keeping up?

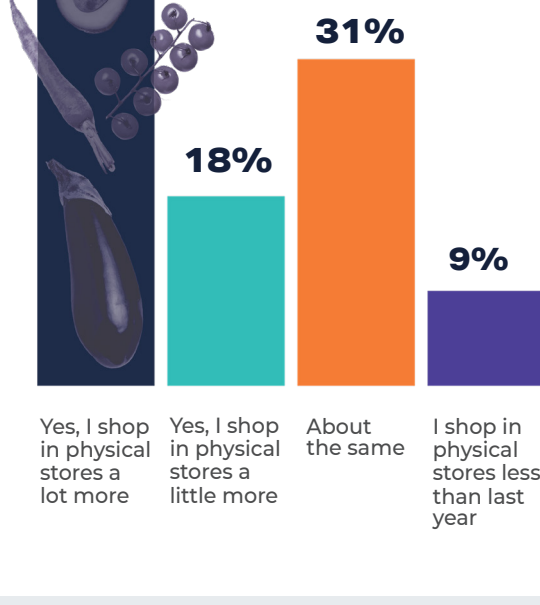
Our recent consumer survey reveals that with inflation looming, consumers are on a mission to economize, switching retailers and brands at every turn to take the sting out of rising costs.

The following six trends that are clear from the survey:

1 Returning to Retail

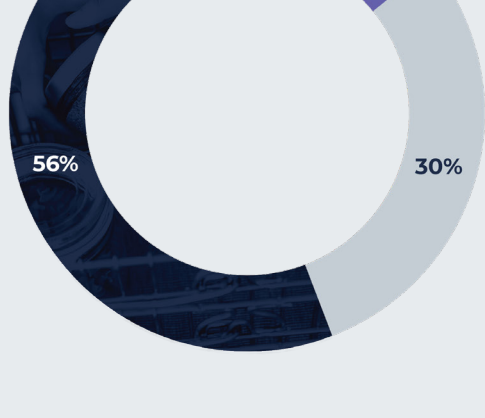
Consumers are ready to return to shopping in-store: **60%** shop in physical stores more than they did compared to the same time last year (with **42%** going to brick and mortar a lot more).

Are you shopping in physical stores (versus online) more than the same time last year?

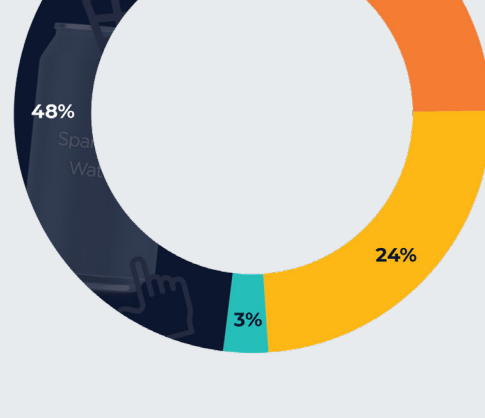


2 Discovering In-Store

The hunt is on in-store. **86%** are discovering items in physical retail (with **76%** of people discovering items shopping online).



While shopping in physical stores, how often are you buying newly discovered items that are not on your list?

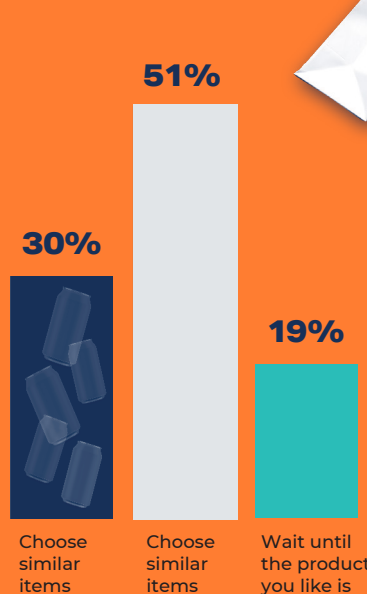


While shopping online, how often are you buying newly discovered items that aren't on your list?

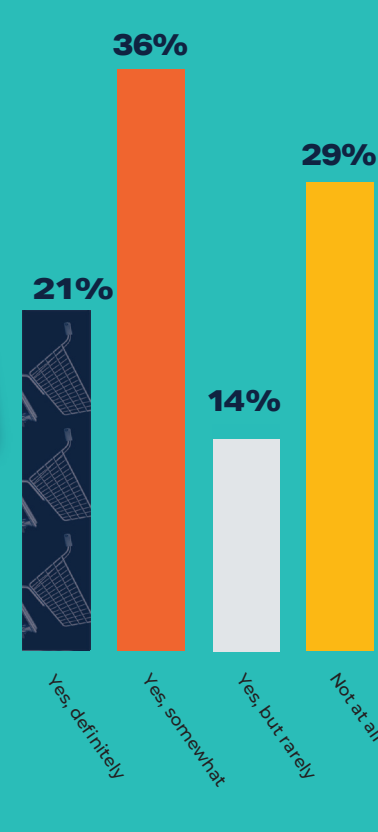
3 Switching Stores & Brands

When it comes to loyalty, the results indicate that it's a jump ball. Over half choose a competitor when faced with an out-of-stock item and **57%** switched to new retailers to save money.

When a favorite brand's item is out of stock do you...



Have you recently switched from your usual retailers to save money?



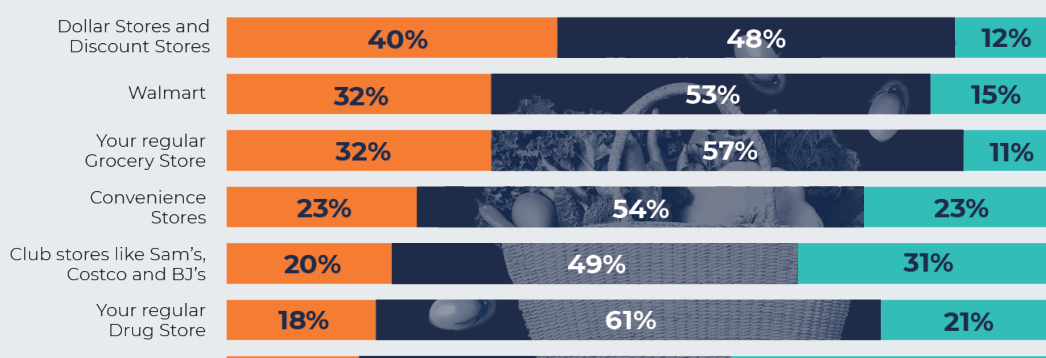
4 Shopping more at Walmart, less at Target

Shoppers are making lifestyle changes in response to economic pressures. Economizing on food items appears to be steering shoppers towards discounted Dollar store items and Walmart's everyday low prices and away from Target's more discretionary categories.

Compared to the same time last year:



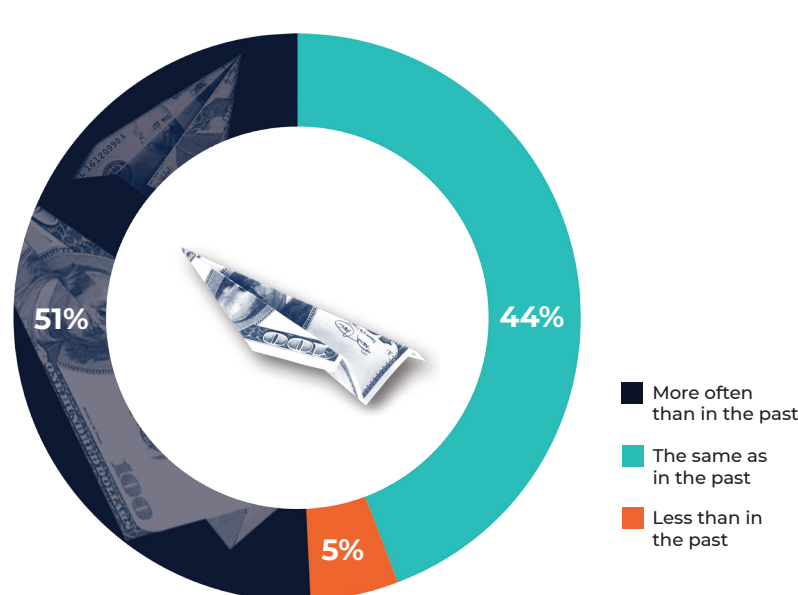
How often are you shopping at the following stores (or types of stores) compared to the same time last year?



5 Budgeting Before they Buy

51% are sticking to a budget more than in the past. Shopper marketing technologies like Retail Media can help brands and retailers coordinate their value messaging inside and outside of the store, assisting pre-planners.

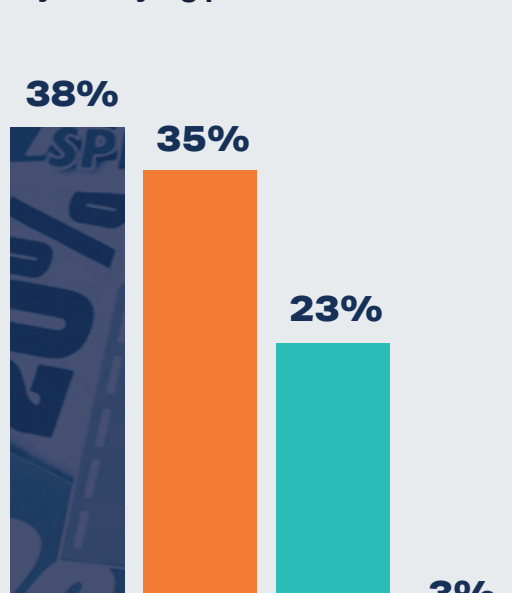
Before shopping, do you try to stick to a certain budgeted amount?



6 Seeking Savings

73% are buying products based on deals more than a year ago. Retailers' digital deals, brand-funded receipt-scanned rebates, bank credit card-linked offers and consumer apps can deliver savings to eager consumers.

Are you buying products based on deals?



5 Strategies to Engage Today's Savings Minded Shoppers

As brands and retailers continually walk the tightrope between delivering value to consumers and profits to their bottom line, here are the top 5 ways we think innovative marketers can successfully meet both objectives in today's value-driven economy.

1

Rethink Shopper Marketing: It's no longer just about end caps and shelf tags. CPG brands are reaching shoppers before they hit the aisles at home via connected TV, currently serving over half of all video ad impressions.

2

Mix in Retail Media: Walled garden, yes, but customized campaigns and unmatched attribution is driving brands to invest in retailer owned media platforms at a rising pace. Some estimate that retail media currently makes up 11% of global ad spend.

3

Engage to Earn Shopper's Loyalty: Kellogg's uses its Kellogg's Family Rewards® loyalty program to analyze first party data from **33 million** households to better understand consumer demands and in turn mirror those preferences in the brand creative, messaging, rewards and the products they manufacture.

4

Use Consumer Promotions to Stand Out: Strategic consumer promotions like sweepstakes, gift-with-purchase, scan receipt for rewards, social media promotions, contest or layered promotions (combos of more than one type), can help your brand stand out, increase engagement or drive trials of new products.

5

Step Up Your Messaging: To make it easy for your customers to understand your brand's unique value, personalize messaging and promotions based on the preferences of the communities you serve. Whether that be ethnicity, demographics or seasonality, tie messaging to consumer demands and interests to stay top of mind.

Want to Learn More? See the full results of our **Inflation and Ever-Evolving Shopper Survey** here.

GET THE REPORT

www.snipp.com/lp-survey-inflation-and-the-ever-evolving-shopper

Sources:
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Snipp offers Shopper Promotions, Rebates, Loyalty and Rewards for brands.

Offerings include:

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- Sweepstakes and Contests
- Gift with Purchase
- Instant Win Games
- And much more...

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