

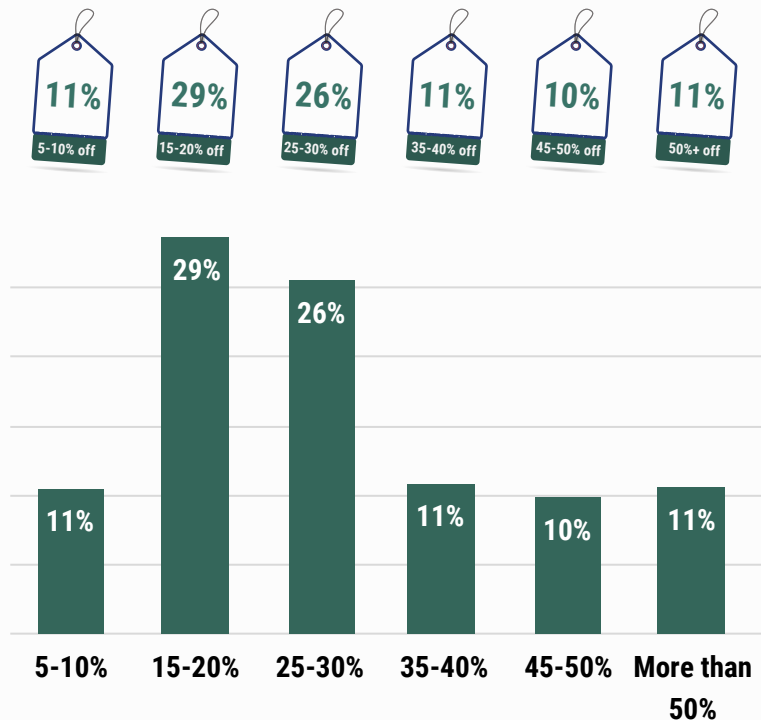
THE STATE OF CONSUMER SPENDING | HOLIDAY 2022

THE DISCOUNT DILEMMA AND RETURNS RISK

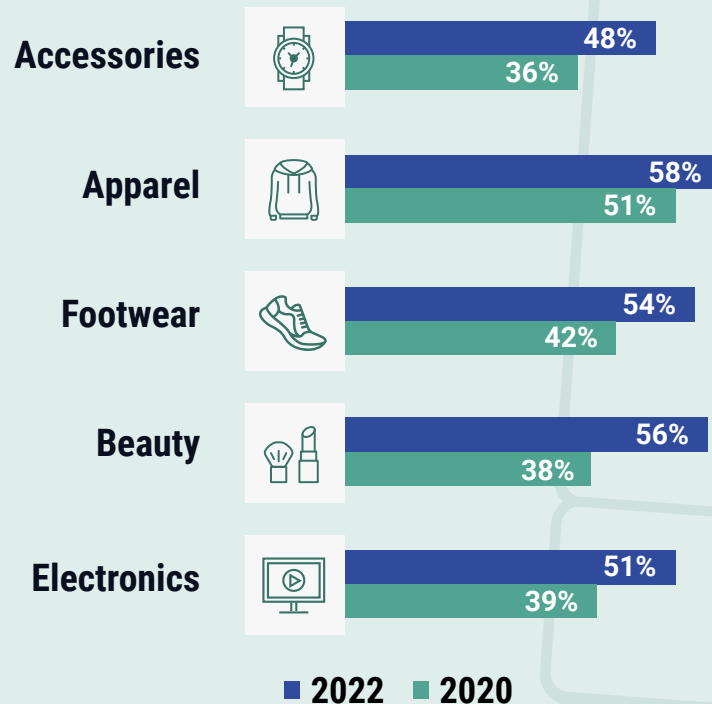


PROMOTION AND DISCOUNTS TO ENTICE PURCHASE

MINIMUM PROMOTIONAL OFFER TO ENTICE CONSUMERS TO PURCHASE THIS YEAR



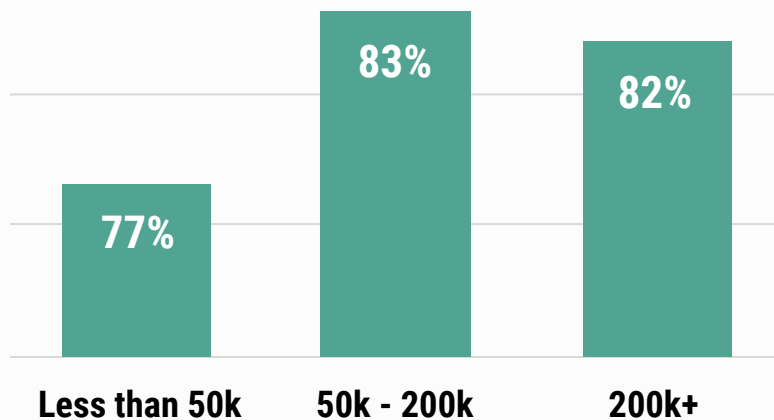
70 PERCENT OF SHOPPERS REQUIRE 30% DISCOUNT OR LESS TO MAKE A PURCHASE



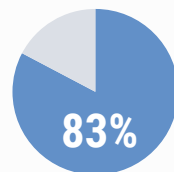
WILLINGNESS TO PAY FULL PRICE

79%

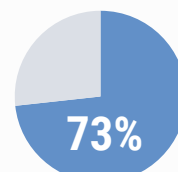
OF SHOPPERS ARE WILLING TO PAY FULL PRICE FOR SOMETHING IF THEY REALLY LIKE IT



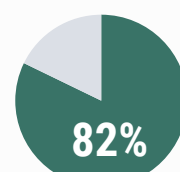
Millennials



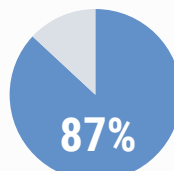
Gen X



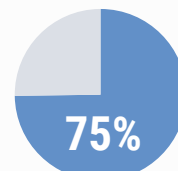
Male



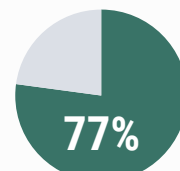
Gen Z



Baby Boomers



Female

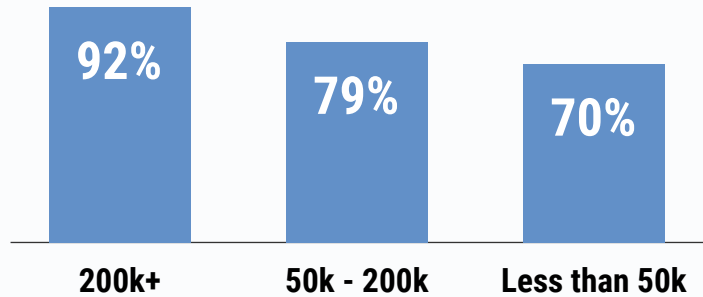


CHARGING FOR RETURNS DETERS PURCHASE

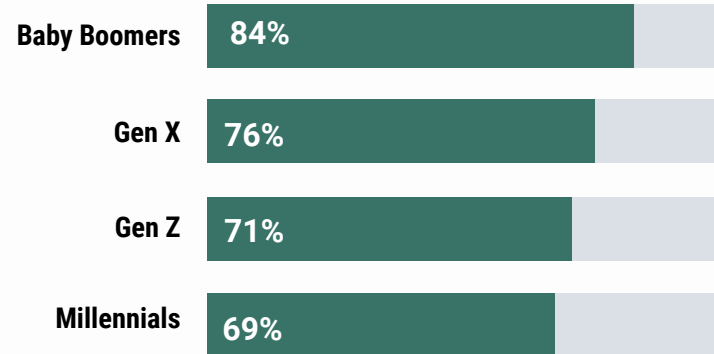
3/4

OF CONSUMERS WILL BE DETERRED FROM SHOPPING AT A RETAILER IF THEY CHARGE FOR RETURNS

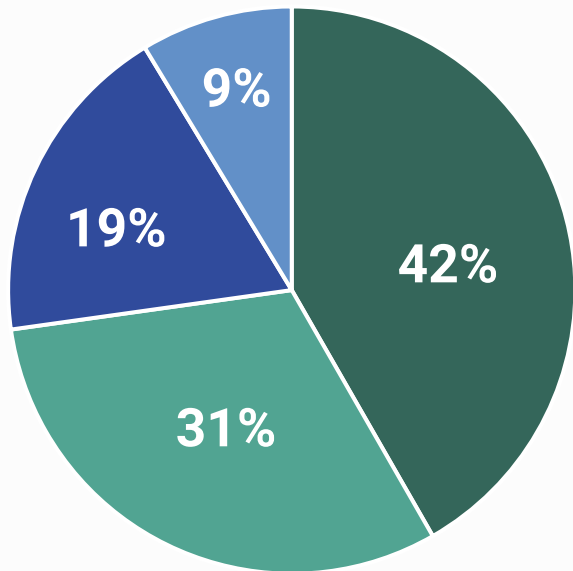
BY INCOME



BY GENERATION



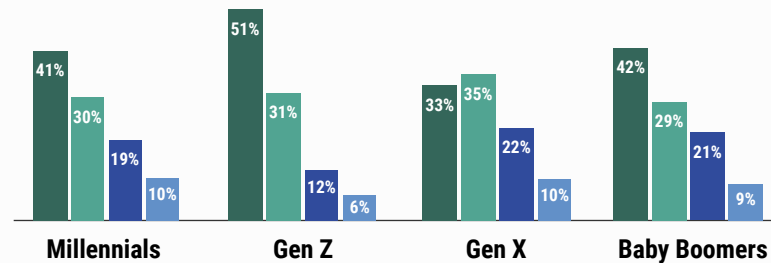
RETURN POLICY EXPECTATIONS ARE HIGH



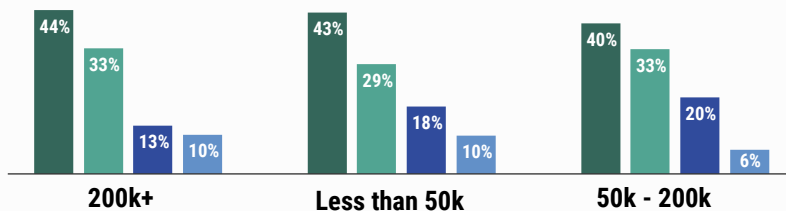
73% OF CONSUMERS EXPECT 30-60 DAYS TO MAKE A RETURN

■ 30 days ■ 60 days ■ 90 days ■ 90+ days

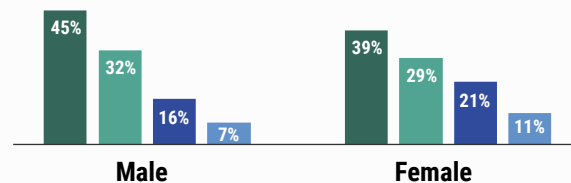
BY GENERATION



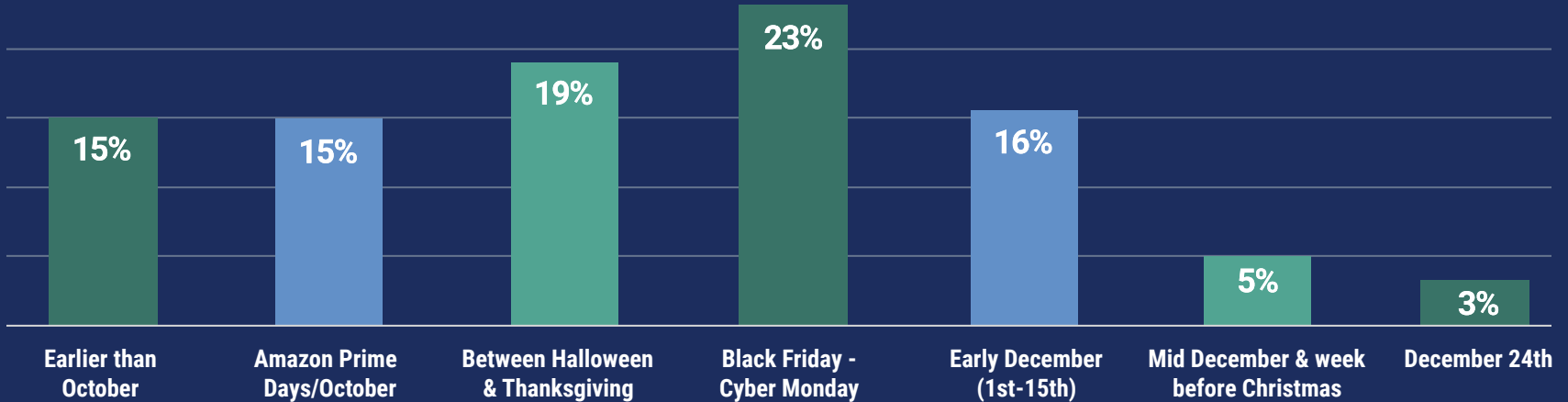
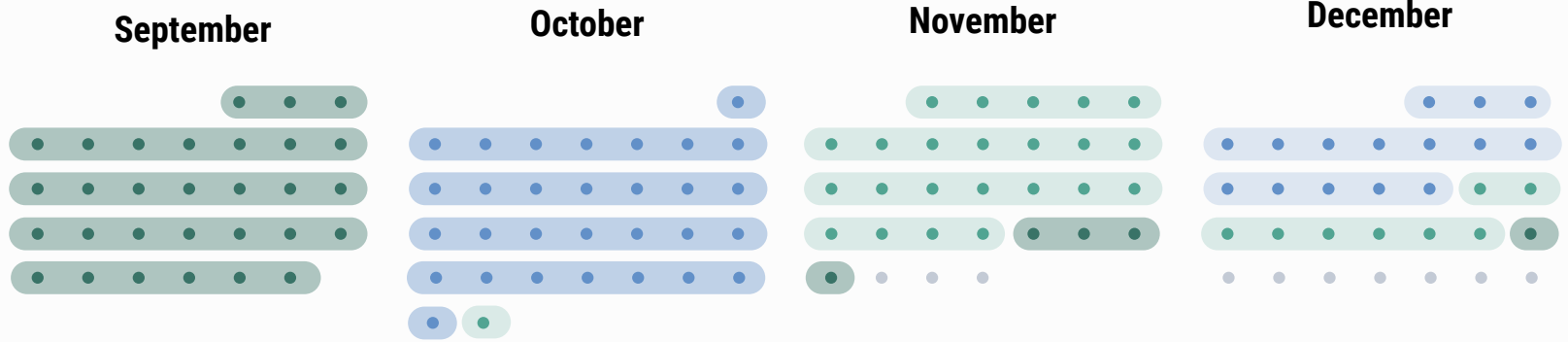
BY INCOME



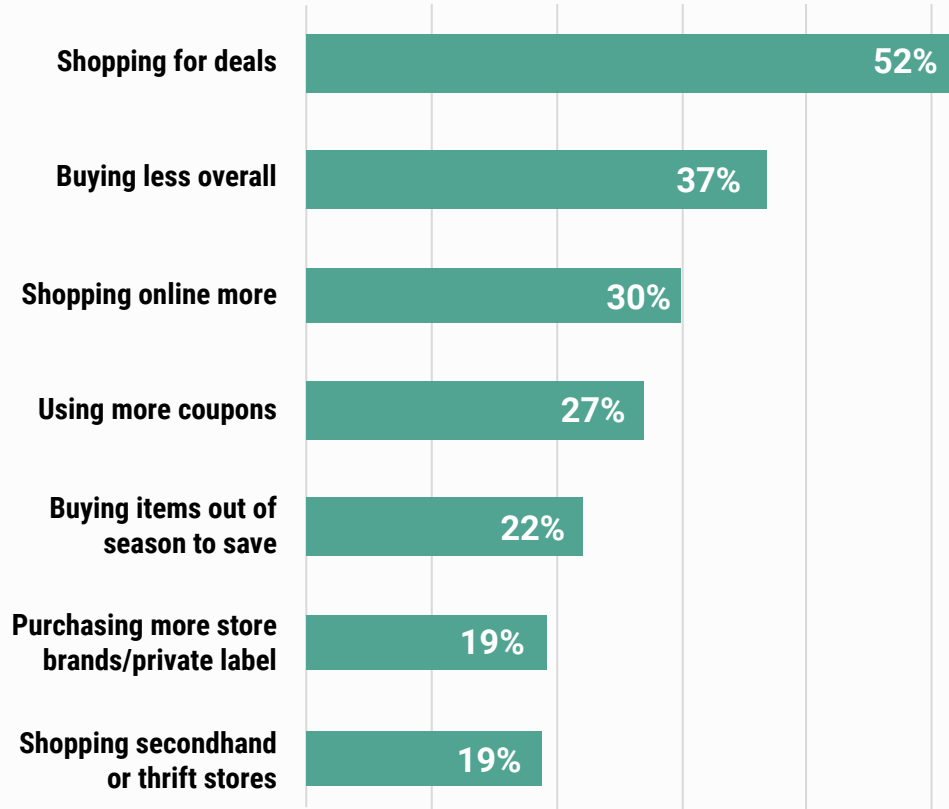
BY GENDER



WHEN CONSUMERS STARTED OR PLAN TO START HOLIDAY SHOPPING



HOW CONSUMERS ARE CUTTING BACK COMPARED TO LAST YEAR



ABOUT FIRST INSIGHT

First Insight, the world leader in Next-Gen Experience Management, is transforming how companies make better decisions leading to a sustainable future. Customers include some of the world's leading vertically integrated brands, department stores, consumer products companies, mass merchant retailers and wholesalers. For more information, please visit www.firstinsight.com.

METHODOLOGY

First Insight's findings are based upon a survey conducted through its proprietary platform. The report is based upon samples of over 900 consumers fielded in November 2022. The samples were proportionately balanced by generation, region, and gender. Further details on the findings are available upon request.

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