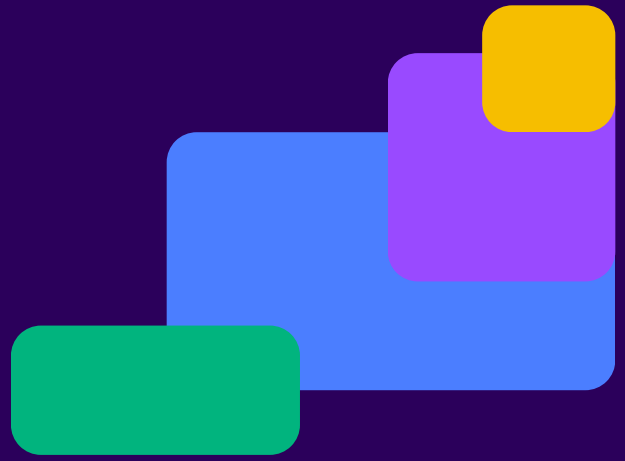


Shoppers No Longer Take Price At Face Value

Economic pressure is making U.S. shoppers more price-conscious, more skeptical, and more likely to compare before they buy.



79%

of consumers have delayed a purchase because they believed the price would be lower later.

PRICE PRESSURE IS RISING FASTER THAN TRUST

59%

of consumers say price is now more important when considering a purchase than it was six months ago.

68%

of consumers have little to no trust that retailers offer a fair or competitive price.

89%

of consumers take steps to ensure they are getting the best price when shopping online.

COMPARE ACROSS RETAILERS

46%

CHECK CUSTOMER REVIEWS

29%

USE AI TOOLS TO FIND DEALS

24%

CONSISTENCY AND TRANSPARENCY ARE NOW PART OF THE PRODUCT EXPERIENCE

77%

have noticed the same product at different prices across different retailers or platforms.

68%

at least sometimes check a retailer website or app while in-store to see if a product is cheaper online.

57%

would trust a retailer if a price changed on personal information or shopping behavior.

AI

56%

at least somewhat trust AI tools to provide accurate pricing information across retailers.

THIS HOLIDAY SEASON, SHOPPERS EXPECT TO USE MULTIPLE TOOLS TO JUDGE A DEAL, INCLUDING:

