

LoopMe Consumer Snapshot: Retail

LoopMe surveyed 5,336 UK consumers from 3-13 September 2024 to understand sentiment regarding shopping during the golden quarter. We also analysed the type of items consumers are likely to buy during the sales/run up to Christmas and whether sales/discounts increase purchase intent.

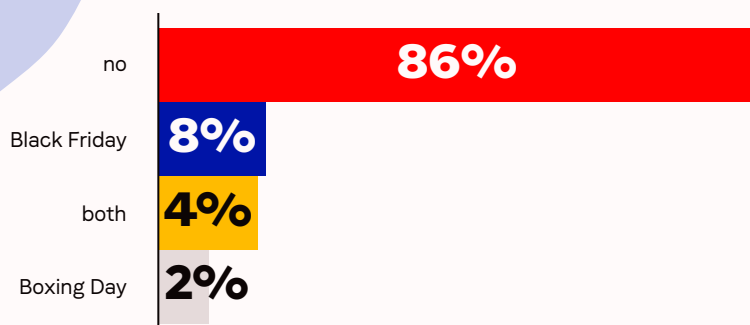


14%

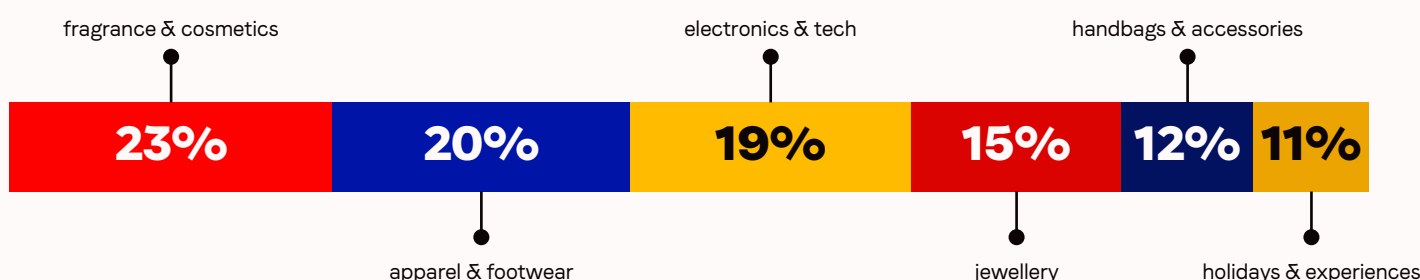
of consumers are planning on shopping during Black Friday and Boxing Day.



Do you plan on shopping during either of the upcoming sale periods?

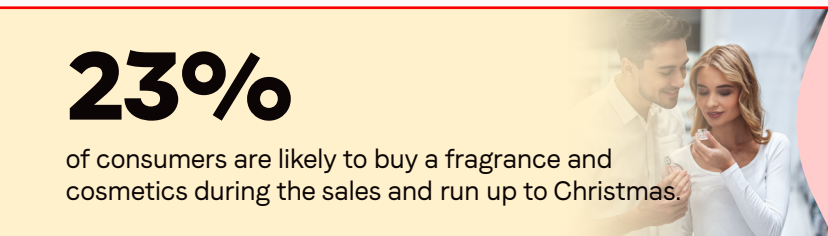


What items are you likely to buy during the sales/run up to Christmas?



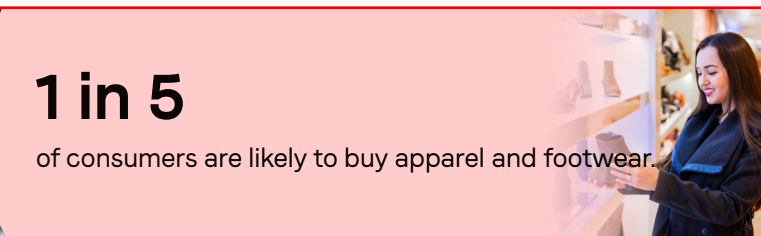
23%

of consumers are likely to buy a fragrance and cosmetics during the sales and run up to Christmas.



1 in 5

of consumers are likely to buy apparel and footwear.

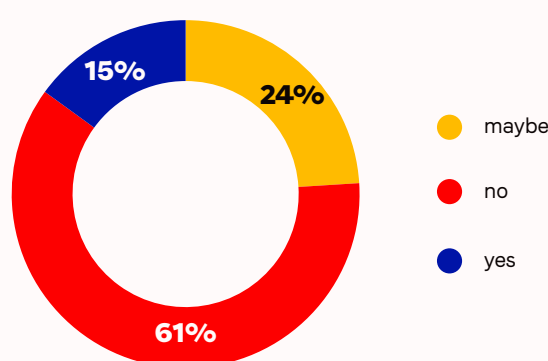


39%

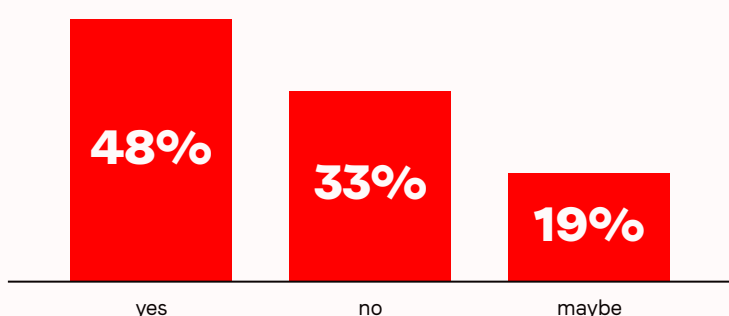
consumers are likely to buy or will consider buying luxury goods during the sales/run up to Christmas.



Are you likely to buy any luxury goods during the sales/run up to Christmas?



Are you likely to purchase a gift for someone during the sales/run up to Christmas?



48%

of consumers are likely to purchase a gift for someone during the sales/run up to Christmas.

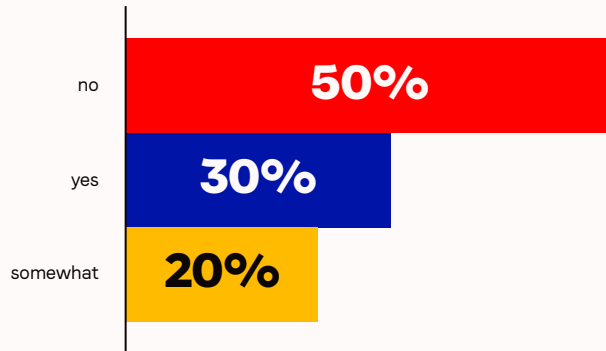


1 in 2

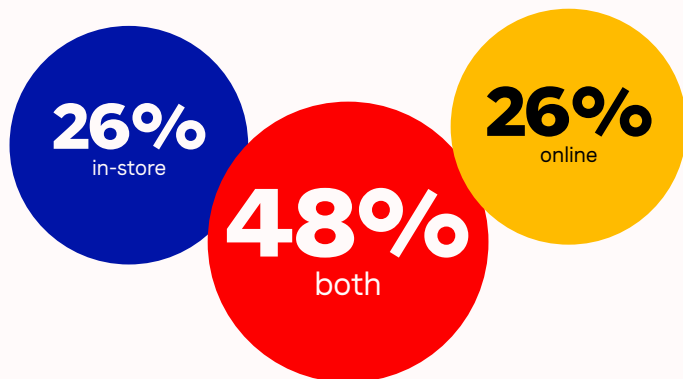
consumers feel that sales/discounts make them want to purchase more.



Do sales/discounts make you want to purchase more?



Are you likely to shop in-store or online?



48%

of consumers are likely to shop online and in-store.

Consumers are equally likely to shop online (26%) as they are in-store (26%).

Custom audience segments are available including:

In-market for fragrance and cosmetics

In-market for apparel and footwear

In-market for electronics & technology

Black Friday shoppers

Christmas gifters

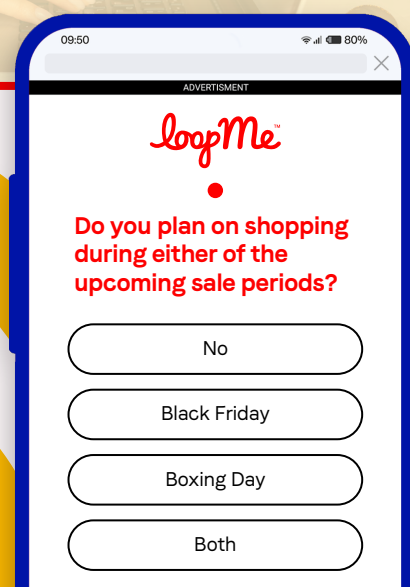
Boxing Day shoppers

Luxury shoppers

In-store shoppers

Online shoppers

Data source: LoopMe PurchaseLoop Audiences



Putting the consumer at the heart of every campaign

For more information, contact your local sales rep or solutions@loopme.com