The Budget Shopper - US - December 2015

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"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."
- Diana Smith, Senior Research Analyst - Retail & Apparel

This report looks at the following areas:

- Consumer confidence is up
- Improved confidence does not mean less frugality
- Multi-stop path to purchase

Technology advancements are enabling shoppers and merchants to be smarter than ever. Single parents, Millennials, Hispanics, and Blacks are key targets for value-oriented retailers and brands; they exhibit numerous budgeting actions and will shop around to make sure they get the best prices on the items they want. Retailers can connect with them by helping to maximize their productivity and paychecks. Thinking more broadly, all consumers have some budget shopping tendencies embedded within them as this is just human behavior. Even so, the degree to which one saves, seeks deals, and even splurges will vary across generations, and throughout an individual's lifetime regardless of what's happening in the economy. Retailers, too, need to continue evolving to remain not just value brands, but brands that *add* value.

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