

US Shoppers Are Still Driven By Saving a Buck

The vast majority shop regularly at discount retailers

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Despite the recession a decade ago and [consumer confidence rising this year](#), US shoppers still care about value.

A new [National Retail Federation](#) (NRF) study examines what it is calling "value shoppers," the 89% of US consumers who frequent discount retailers. With a figure that high, this behavior transcends gender, region, income and age.

Compared with five years ago, 63% of respondents said they buy more items on sale now. But where are these sales-minded consumers shopping?

By channel, dollar stores are the most popular with this set (58%) and half shop at off-price stores like [Marshalls](#) and [discount grocers like Aldi and Lidl](#).

Where Are US Value Shoppers* Shopping?

% of respondents, by generation, July 2018

	Dollar stores	Off-price stores	Discount grocery	Outlet stores	Thrift stores
Millennials (24-37)	60%	58%	54%	52%	39%
Gen X (38-53)	70%	60%	56%	50%	45%
Baby boomers (54-72)	68%	50%	59%	44%	37%
Total	58%	50%	50%	44%	36%

Note: includes digital and in-store, but discount retailers skew in-store;

*those who shop at discount retailers

Source: National Retail Federation (NRF), "Fall 2018 Consumer View:

Beyond the Bargain Bin: The Rise of the Value-Conscious Shopper"

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While the report called out millennials as many do, this group made up the same share of value shoppers as Gen X (29%). Gen X also had a higher incidence than millennials, Gen Z or boomers in shopping in a majority of the retail channels: 70% frequent dollar stores, 60% off-price stores and 43% thrift stores. Boomers rule discount grocery shopping (59%) and millennials favor outlet stores more than the rest (52%).

More than three-quarters (76%) will wait for a sale or search for a coupon or promotion if an item isn't on sale. The NRF study focused on offline retail, but new RetailMeNot data shows two-thirds of digital shoppers in the US search for promotions beforehand and mobile coupons are increasingly used at online and brick-and-mortar retailers.

These shoppers are also willing to give up many retail perks if that means they will get a bargain. More than eight in ten shoppers (82%) did not expect a discount retailer to offer buy online, pick up in-store options or free two-day shipping. Product reviews and entertaining shopping experiences weren't expected by many either, with only one-third anticipating quality customer service.

Even as retailers focus intently on improving customer experience, consumers are willing to accept fewer frills in exchange for savings. There is a reason why basic economy airfare is becoming the norm, private labels are thriving and dollar stores continue to open new locations while other retailers are shuttering.