

The top reasons consumers switch brands

Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

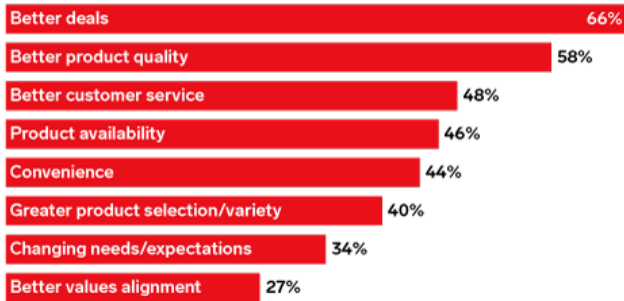
Consumers are driven by value more than anything else. About **two-thirds** of consumers worldwide who had switched brands in the past year were looking for better deals. More than **half** were seeking better product quality.

Beyond the chart: Unsteady supply chains and rapid inflation are making it hard to build brand loyalty. Over the past year, **71%** of consumers worldwide switched brands at least once.

For private label brands and direct-to-consumer companies, this trend presents an opportunity to draw in cost-conscious shoppers—but brands will have to market beyond price to keep them.

Reasons Why Consumers Worldwide Switched Brands in the Past Year, Feb 2022

% of respondents



Note: ages 10-58; among those who switched brands in the past year
Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

275541

eMarketer | InsiderIntelligence.com

More like this:

- Report: [Spotlight on Private Label Brands 2022](#)
- Audio: [Reimagining Retail: Can private label brands inspire a cult-like following?](#)
- Article: [What can established brands learn from digitally native competitors?](#)