

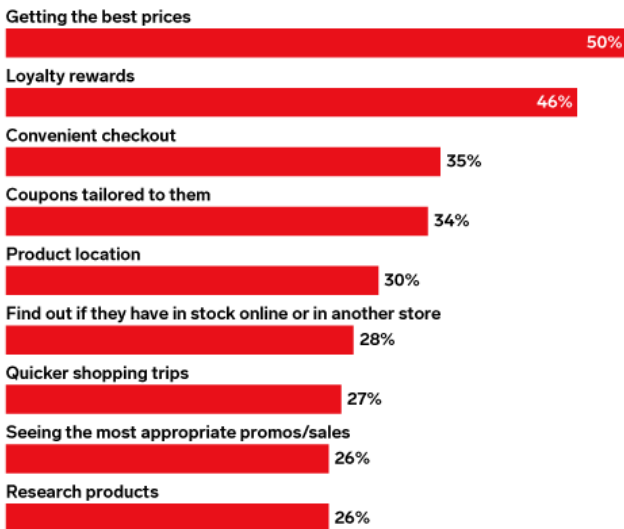
# Getting the best prices motivates US shoppers to use retail apps

Article



## Reasons US Shoppers Use Retail Apps, May 2024

% of respondents



Note: ages 18-65

Source: SPAR Group, "2024 Shopper Insights Survey," June 12, 2024

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**Key stat:** 50% of US shoppers use **retail** apps to get the best prices, according to a May 2024 SPAR Group report.

### Beyond the chart:

- We forecast that 163.8 million US consumers will use retail apps on **smartphones** in 2024, or 76.5% of smartphone users.
- Shoppers use **retail apps** for a variety of reasons—many of which are price related—like accessing **loyalty** rewards (46%), getting tailored coupons (34%), and checking on retailers' sales and promotions (26%), per SPAR Group.
- Nearly half (47%) of US retailers believe branded apps and loyalty programs engage shoppers, according to April 2024 Jumpmind data. Some 42% of shoppers in SPAR Group's survey say apps are helpful.
- 4 in 10 shoppers use a mobile device during in-store shopping trips, primarily for price comparisons (47%), looking up discounts and promotions (40%), and accessing coupons (35%), according to SPAR Group.
- Mobile is having a larger influence on how consumers make a purchase. We forecast that retail **mcommerce** sales, including those from retail apps, will reach \$534.88 billion this year, a 12.7% YoY increase.

## Use this chart to:

- Prioritize mobile app features.
- Showcase mobile and mcommerce habits.
- Improve the in-store and mobile shopping experience.

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*Note: Data was provided to EMARKETER by SPAR Group.*

*Methodology: Data is from the June 2024 SPAR Group report titled "2024 Shopper Insights Survey." 1,000 US shoppers ages 18-65 were surveyed online during May 2024. The respondents were all primary or shared grocery shoppers for their household.*