

How consumers access digital coupons

Article

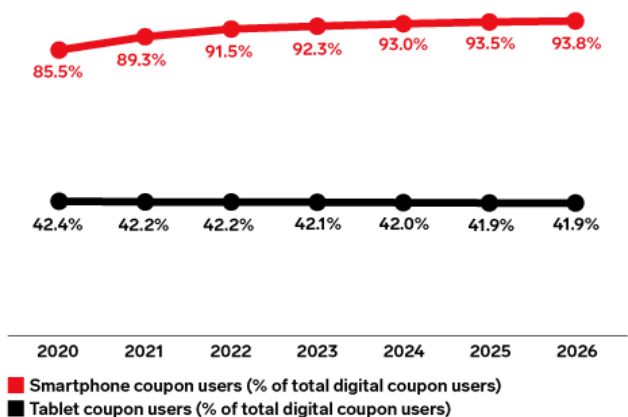


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More than **90%** of US digital coupon users will access the vouchers via smartphone this year. That figure is increasing slowly as tablet coupon adoption remains fairly stagnant.

US Mobile Coupon User Penetration, by Device Type, 2020-2026

% of total digital coupon users



Note: ages 18+; mobile device users who use their device to redeem a coupon/code obtained from app, mobile internet, QR code/other mobile barcode, or SMS for online or offline shopping at least once during the calendar year; includes group-buying coupons purchased via mobile device; numbers do not add up to 100% due to overlap among mobile users and the inclusion of desktop/laptop users in the total digital coupon user figures
Source: eMarketer, Aug 2022

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Beyond the chart: Over **two-thirds** of US adults redeem digital coupons, for a total of **1779 million** users this year. Smartphones help to drive use of the digital deals, particularly via retailer apps.

“Consumers are looking for easy,” said our principal analyst Suzy Davidkhanian. “The digital wallet, typically embedded in the retailer’s app, helps bridge the gap between online and stores seamlessly.”

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Methodology: Estimates are based on the analysis of survey data from research firms, historical trends, company-specific data, and internet and mobile adoption trends.