How consumers access digital coupons

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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.
Beyond the chart: Over two-thirds of US adults redeem digital coupons, for a total of 177.9 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.