

Millennials shop on mobile and during weekdays

Article

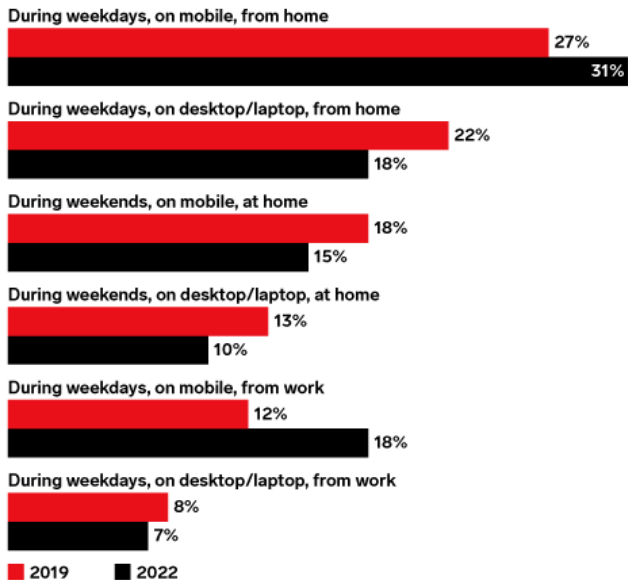
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In the US, **31%** of millennials shop via mobile on weekdays while at home. That's up **4 percentage points** from 2019, while the share who do so via desktop/laptop has decreased

by the same amount, to **18%**. Since 2019, the shopping habits of US millennials have pivoted away from the weekends and toward mobile.

When and How Do US Millennial Digital Shoppers Shop?

% of respondents in each group, 2019 vs. 2022



Note: ages 25-40

Source: CouponFollow, "Millennial Shopping Habits: Trend Report 2022," Sep 15, 2022

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Beyond the chart: We forecast that **97.9%** of US digital shoppers will browse and research products on mobile devices this year, up from **93.8%** in 2019. The mobile shopper base will reach **233.1 million** in the US this year.

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Methodology: Data is from the September 2022 CouponFollow "Millennial Shopping Habits: Trend Report 2022." 1,257 US internet users ages 25-40 were surveyed online during February 2022. The final sample had slightly more females than male respondents, with income ranges up to \$200,000. CouponFollow is a digital coupon site.

