

 Numerator

CONSUMER SURVEY

2022 Shopping Event Preview



2022 Shopping Event Preview

Numerator's 2022 Shopping Event Preview leverages survey intel from 10,000 consumers gathered in late January 2022. It highlights shopping and spending plans for 11 sales events through the end of the year. Consumers were asked which events they planned to shop and were then asked in-depth questions about one of their selected sales.

WHAT'S COVERED



RETAILER SALES EVENTS

- Amazon Prime Day
- Target Deal Days
- Walmart Deals for Days



WINTER HOLIDAY SEASON

- Black Friday
- Small Business Saturday
- Cyber Monday



OTHER HOLIDAY SALES

- Presidents' Day
- Memorial Day
- 4th of July
- Labor Day



SEASONAL SPOTLIGHT

- Back-to-School

Executive Summary

RETAILER SALES EVENTS

Over half of US consumers expect to shop at 2022 annual sales like Amazon Prime Day, Target Deal Days and Walmart Deals for Days. While Amazon Prime Day is likely to focus on higher-ticket items, Walmart and Target events are more likely to capture diverse baskets that are reflective of a typical shopping trip.

WINTER HOLIDAY SEASON

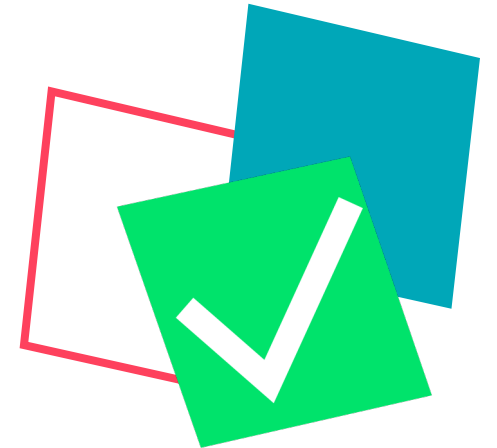
Black Friday, Small Business Saturday, and Cyber Monday will be more widely shopped than any other shopping event grouping in 2022. This 4-day period can be expected to see wide basket diversity and heavily increased buy rate in key channels, with a particular focus on ecommerce.

OTHER HOLIDAY SALES

Sales coinciding with holidays such as Memorial Day and Labor Day are also popular among consumers and pose an opportunity for general merchandise categories to capture mid-year boosts. Brick-and-mortar stores are expected to benefit most from these holiday sales, with more consumers preferring to shop these events in-store than online.

SEASONAL SPOTLIGHT: BACK TO SCHOOL

Back-to-School season will see half of all consumers filling baskets & backpacks. Mass and Club channels are likely to see the most back-to-school activity, and nearly half of all consumers plan to buy online.





RETAILER SALES EVENTS

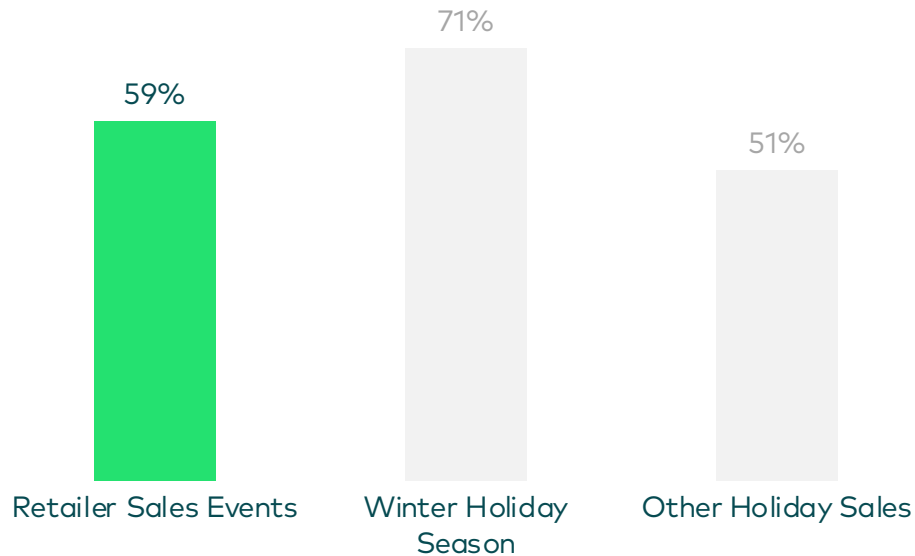
Amazon Prime Day, Target Deal Days, Walmart Deals for Days

Retailer sales events will capture more than half of all shoppers.

Over half of consumers intend to participate in retailer-specific annual sales in 2022, with nearly three-in-four expecting to shop during Amazon Prime Day, and over half during Walmart Deals for Days or Target Deals Days.

SHOPPING LIKELIHOOD

Average % of total consumers by grouping



SHOPPING LIKELIHOOD

% of total consumers – definitely / probably will shop

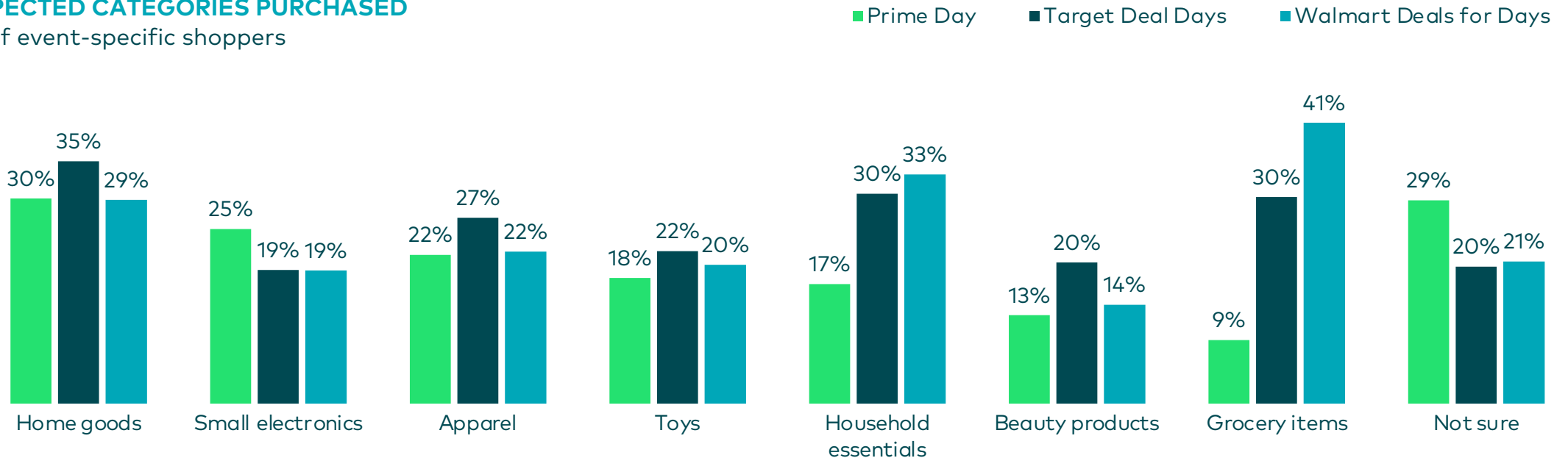


Consumers associate each retailer sale with particular categories.

Amazon will likely be the go-to for small electronics, and Walmart & Target are more likely to capture sales of everyday goods like groceries and household essentials during their sales. While there's room to surprise consumers with unexpected category sales, manufacturers can focus sales where consumers have a predisposition to spend in each category.

EXPECTED CATEGORIES PURCHASED

% of event-specific shoppers

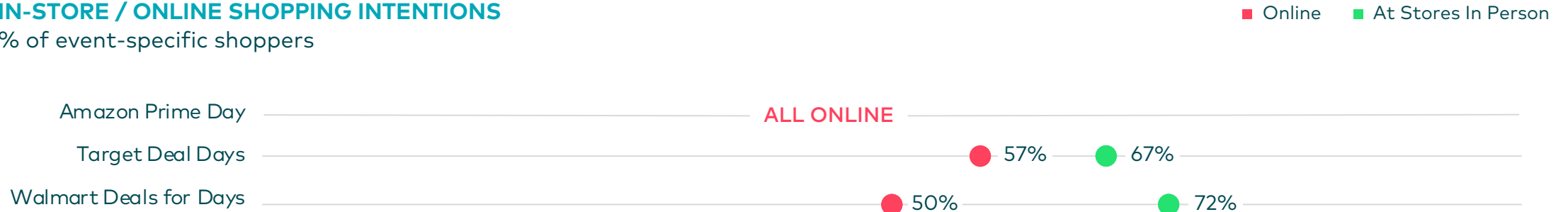


Consumers will take advantage of in-store options when available.

Although consumers are slightly more likely to shop in-store for Target Deals Day and Walmart Deals for Days, at least half expect to shop online for these hybrid sales.

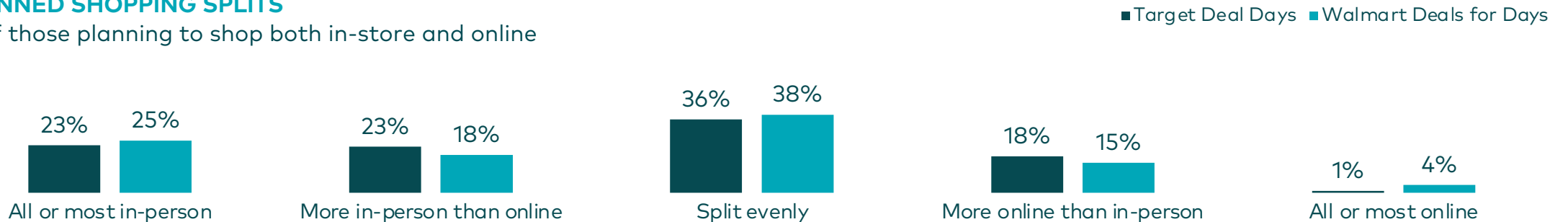
IN-STORE / ONLINE SHOPPING INTENTIONS

% of event-specific shoppers



PLANNED SHOPPING SPLITS

% of those planning to shop both in-store and online



Numerator 2022 Shopping Preview Survey 1/26/22 (n= 10,145)

Amazon Prime Day (n= 836); Target Deal Days (n=847); Walmart Deals for Days (n=845)

How do you plan to shop for [Sales]?

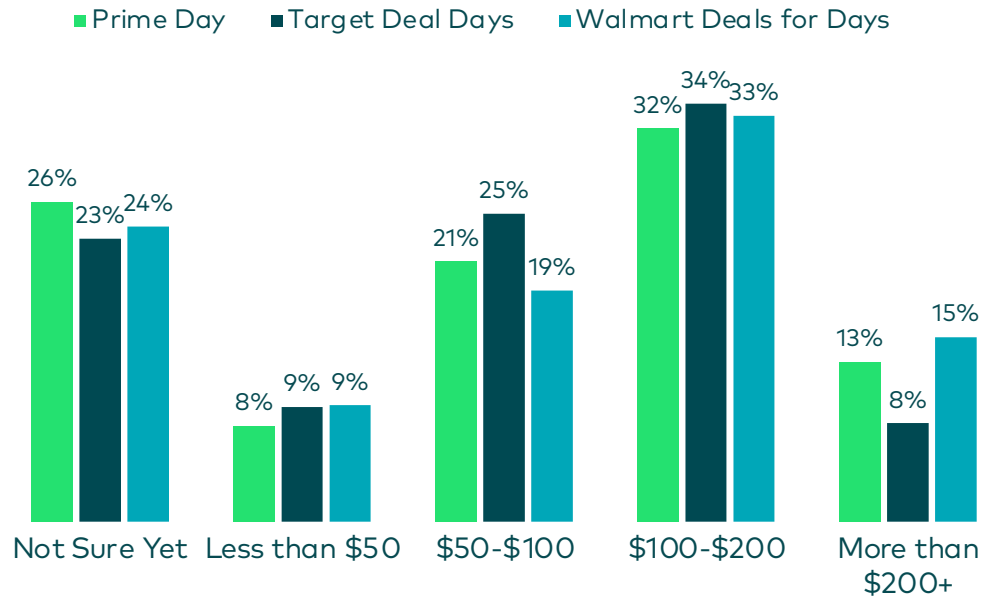
How are you planning to split your shopping for [Sales]?

Consumers expect to spend the most at Amazon & Walmart sales.

The largest group of shoppers are planning to spend over \$100 at these sales this year. In 2021, Amazon Prime Day captured the highest spend, driven by multiple orders and higher-ticket items. Target Deal Days and Walmart Deals for Days saw fewer trips / orders per buyer and more, smaller products purchased.

PLANNED SPENDING

% of event-specific shoppers



2021 OBSERVED BEHAVIORS

by retailer sales event

2021 Events	Prime Day (6/21-6/22)	Target Deal Days (6/20-6/22)	Walmart Deals for Days (6/20-6/23)
Buy Rate	\$155.10	\$75.87	\$94.75
Purchase Frequency	2.9	1.5	1.8
Spend per Trip	\$53.71	\$50.78	\$51.49
Units per Trip	1.8	6.7	12.0

(left) Numerator 2022 Shopping Preview Survey 1/26/22 (n= 10,145)
 Amazon Prime Day (n= 836); Target Deal Days (n=847); Walmart Deals for Days (n=845)
 How much do you expect to spend during [Sales]?
 (right) Numerator Insights 2021 Events



WINTER HOLIDAY SEASON

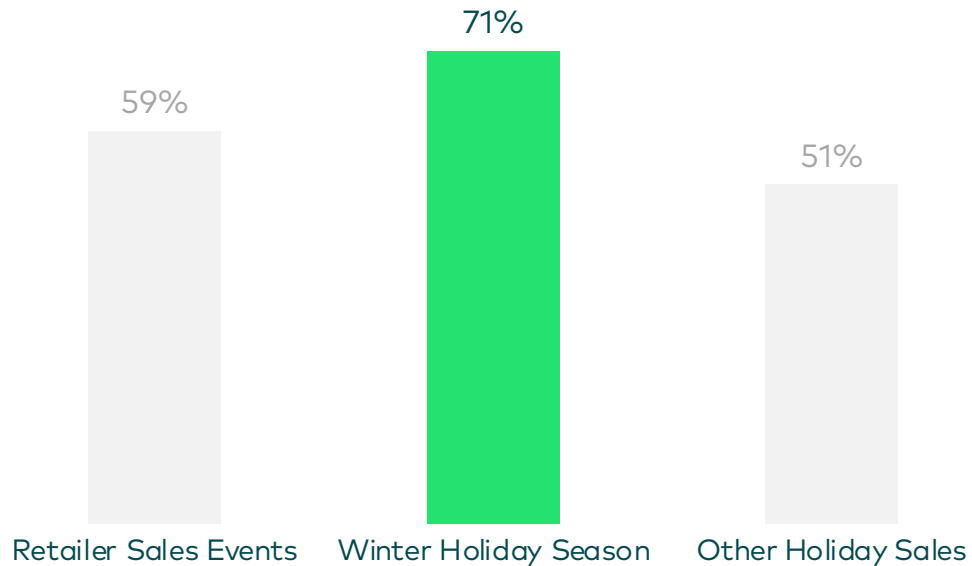
Black Friday, Small Business Saturday, Cyber Monday

The winter holiday season draws more shoppers than any other event group.

Three in four consumers expect to shop on Black Friday or Cyber Monday later this year, outpacing all other 2022 sales events. Over half also expect to participate in Small Business Saturday.

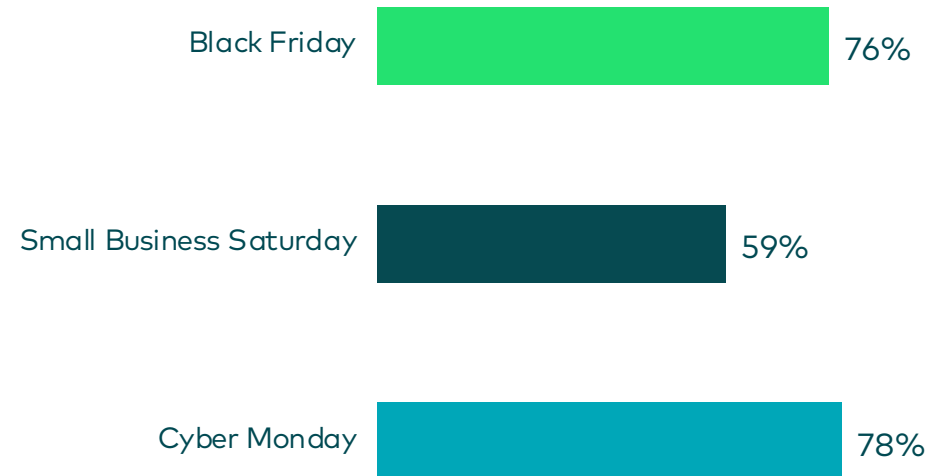
SHOPPING LIKELIHOOD

Average % of total consumers by grouping



SHOPPING LIKELIHOOD

% of total consumers – definitely / probably will shop



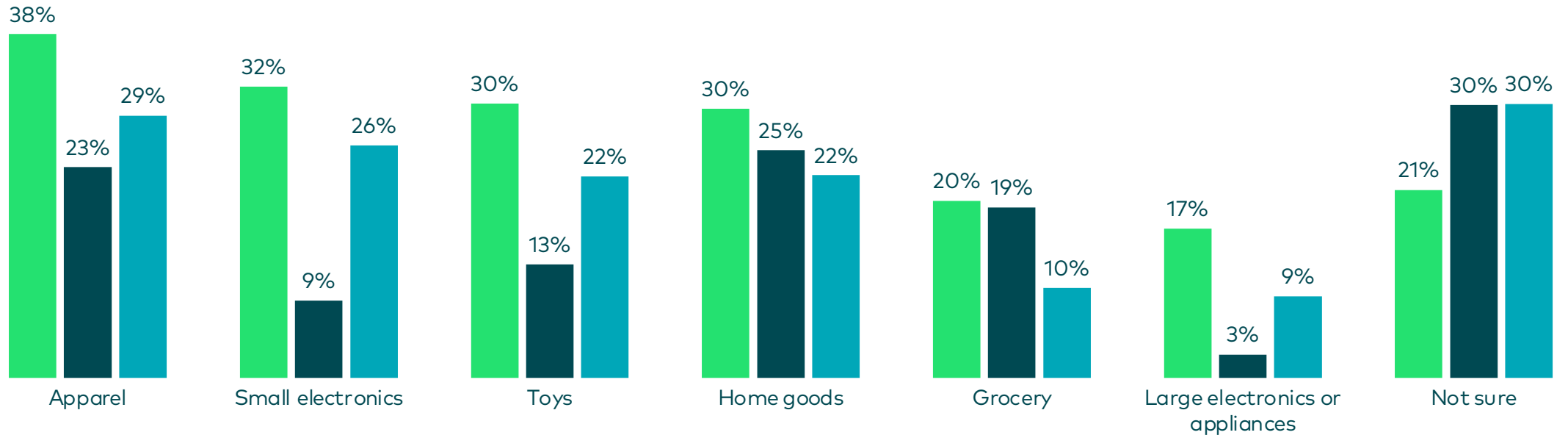
Shoppers are already building their Black Friday lists.

The remainder of the weekend is full of possibility for manufactures & retailers to surprise consumers with unexpected offers. Cyber Monday shoppers will be more likely to opt for electronics.

EXPECTED CATEGORIES PURCHASED

% of event-specific shoppers

■ Black Friday ■ Small Business Saturday ■ Cyber Monday



Mass retailers are expected to dominate the weekend of holiday sales.

Mass retailers and online shopping will be the most popular options for both Black Friday and Cyber Monday shopping. Small Business Saturday allows for Specialty retailers and local bars and restaurants to gain some holiday traffic, and also presents an opportunity for mainstream retailers to promote smaller / local brands in their stores.

PLANNED SHOPPING LOCATIONS

Top channels by day



BLACK FRIDAY

Mass – 78%
Club / Wholesale – 31%
Specialty – 19%
Grocery – 15%



SMALL BUSINESS SATURDAY

Specialty – 49%
Mass – 17%
Grocery – 15%
Bar or Restaurant – 12%



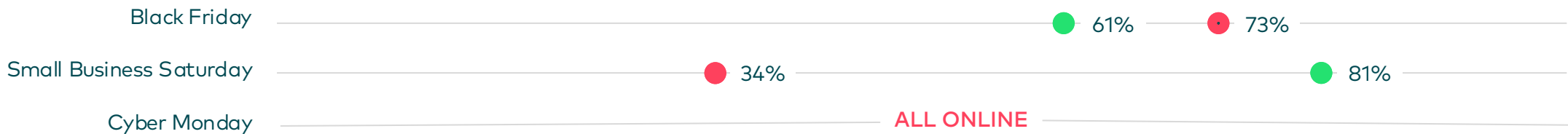
CYBER MONDAY

Mass – 65%
Club / Wholesale – 22%
Specialty – 16%
Grocery – 18%

IN-STORE / ONLINE SHOPPING INTENTIONS

% of event-specific shoppers

■ Online ■ At Stores In Person



Online shoppers during Cyber Weekend 2021 spent more than those in-store.

The average online shopper during Cyber Weekend 2021 spent nearly \$50 more than the typical in-store shopper. Buy rate online was also 4 times higher during Cyber Weekend than it was in the typical 4-day period throughout the year.

2021 BUY RATE BY CHANNEL

Black Friday through Cyber Monday



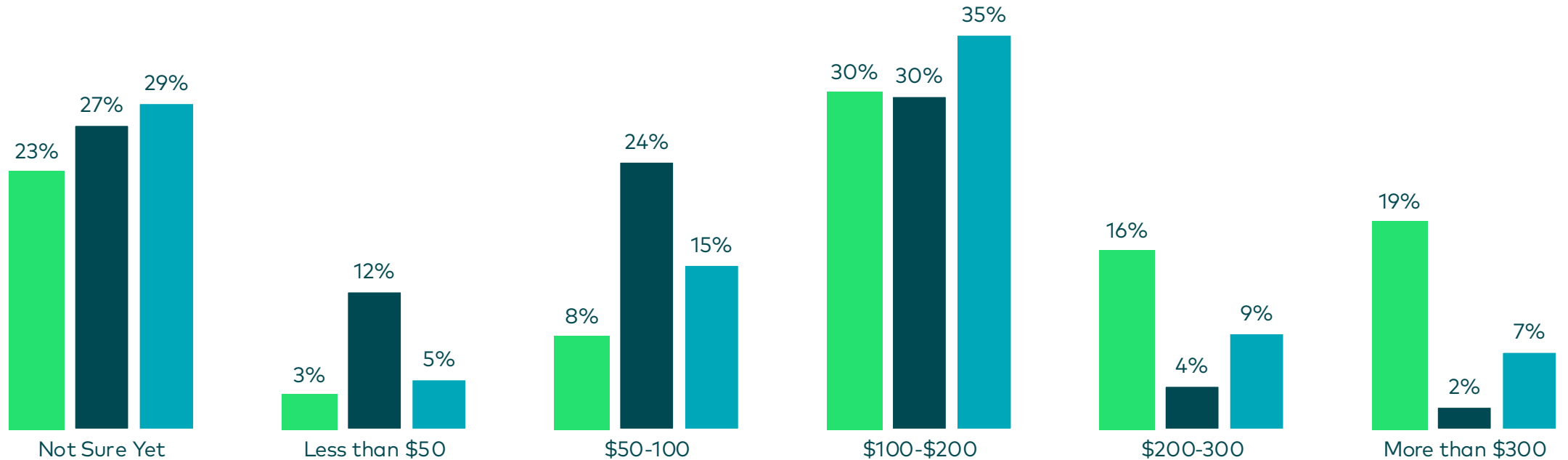
Black Friday is likely to capture the highest spending.

Nearly 1 in 5 shoppers plan to spend north of \$300 on Black Friday, compared to much lower figures for Small Business Saturday and Cyber Monday. 1 in 3 shoppers expect to spend between \$100 and \$200 at these sales events.

PLANNED SPENDING

% of event-specific shoppers

■ Black Friday ■ Small Business Saturday ■ Cyber Monday





OTHER HOLIDAY SALES

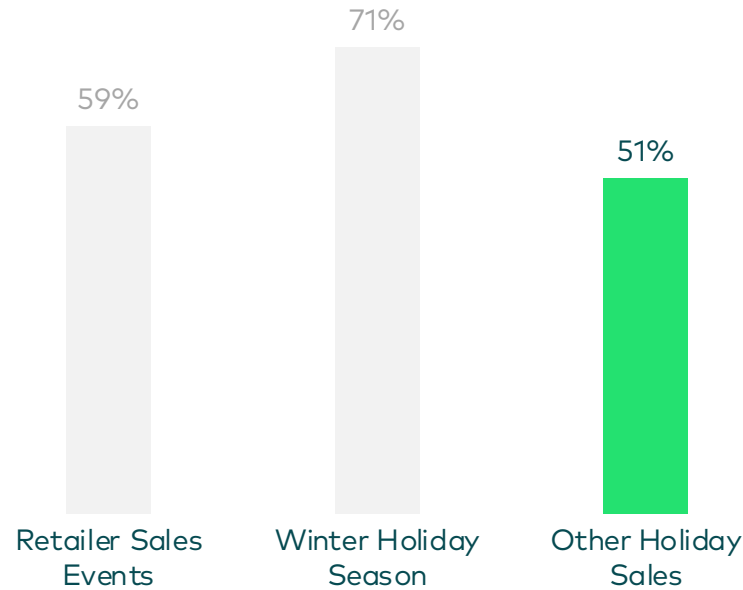
Presidents' Day, Memorial Day, 4th of July, Labor Day

Other holiday sales see lower engagement but still capture half of all shoppers.

While retailer sales events and the winter holiday season are more top-of-mind for most consumers, roughly half of all shoppers expect to participate in Presidents' Day, Memorial Day, Labor Day, and 4th of July sales.

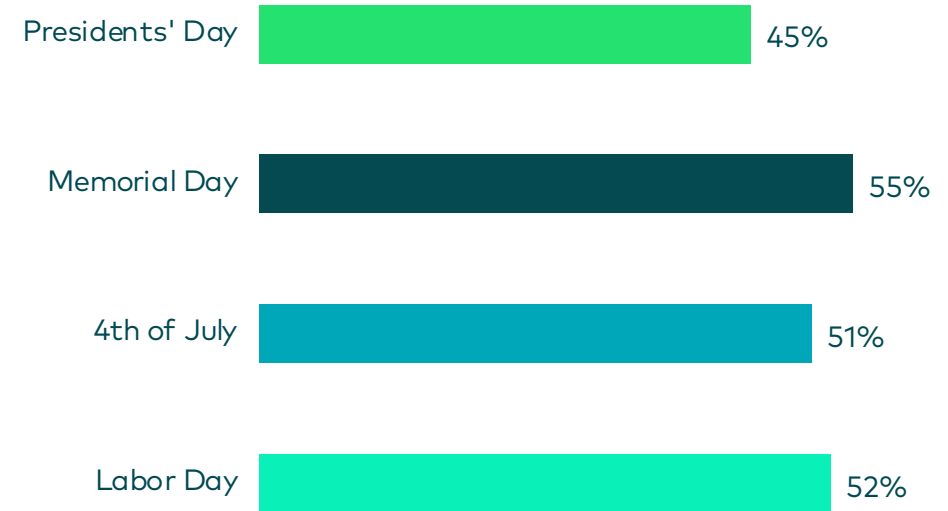
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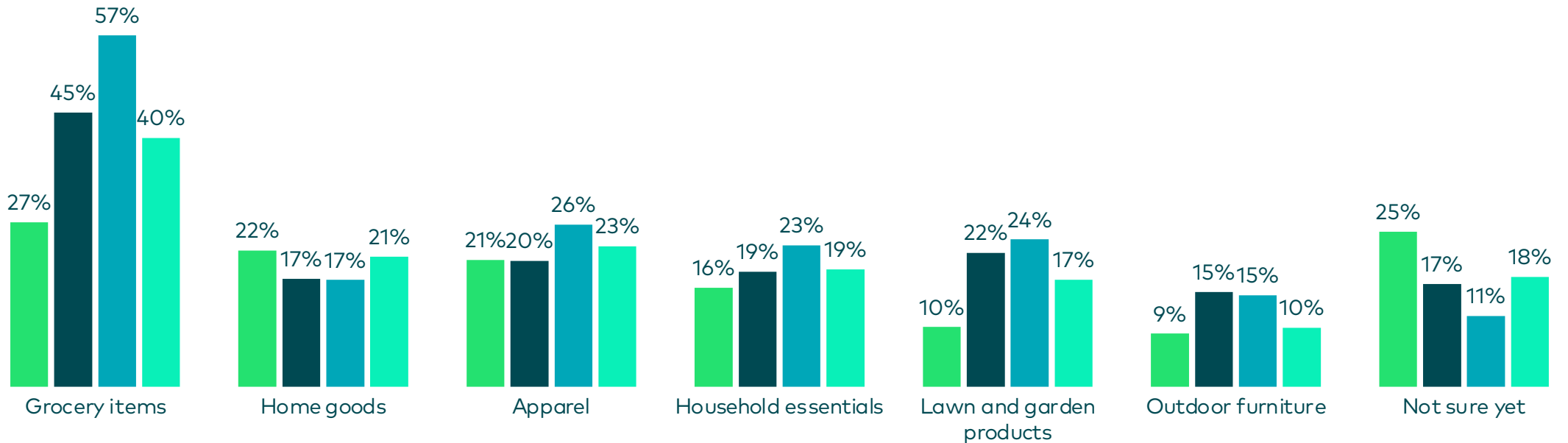
Sales will stretch beyond celebration-focused grocery purchases.

Grocery items will be the most heavily shopped as consumers plan for their summer holiday cookouts and celebrations. However, shoppers are also ready to take advantage of sales in general merchandise such as home goods and apparel.

EXPECTED CATEGORIES PURCHASED

% of event-specific shoppers

■ Presidents' Day ■ Memorial Day ■ July 4th ■ Labor Day



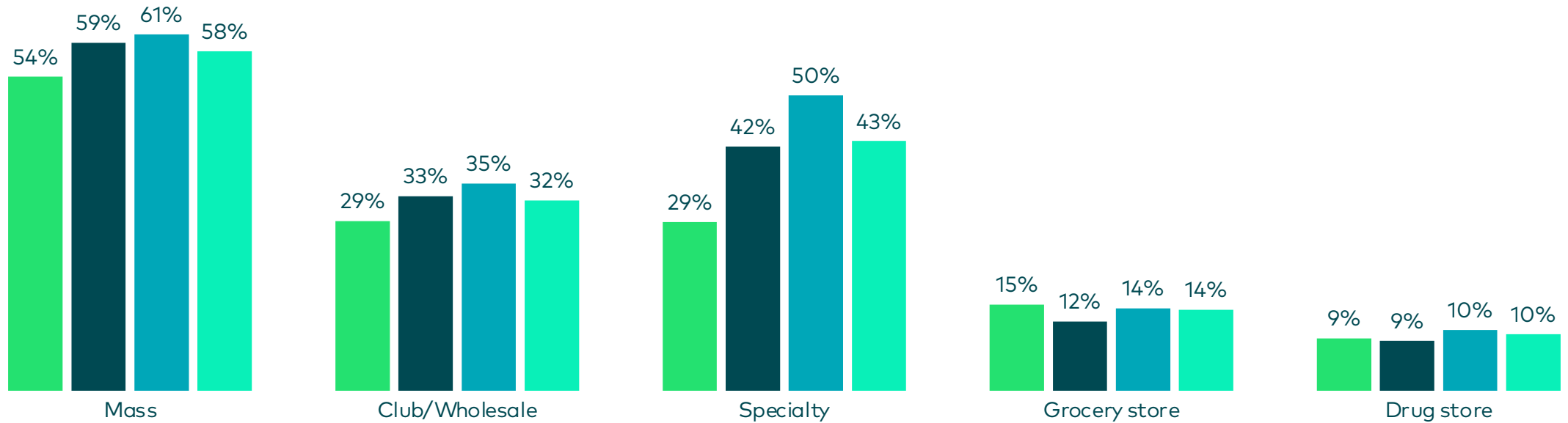
Shopping will be spread across three primary channels for these sales.

Over half of shoppers expect to shop holiday sales events in mass retailers, followed by club and specialty. On July 4th in particular, many shoppers plan to participate in specialty channel sales.

PLANNED SHOPPING LOCATIONS

% of event-specific shoppers

■ Presidents' Day ■ Memorial Day ■ July 4th ■ Labor Day

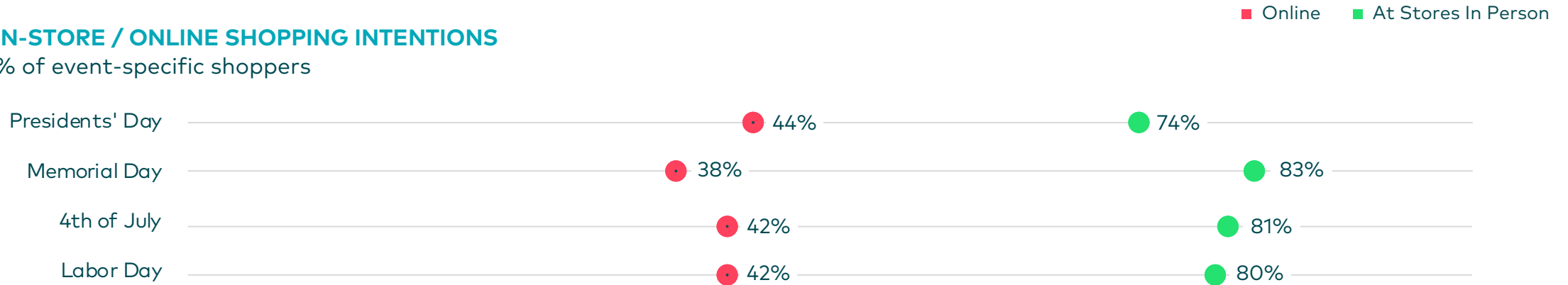


In-store shopping holds a consistent lead for holiday sales.

Less than half of consumers expect to shop online sales for these particular holidays. Those that do shop online will be more inclined to split their purchases between in-store and online, with a leaning towards in-store.

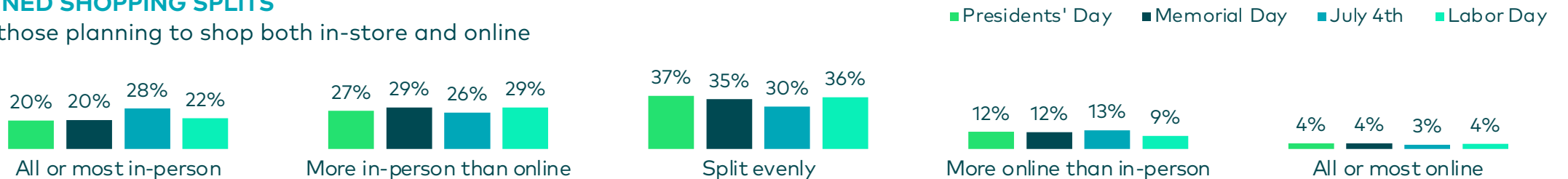
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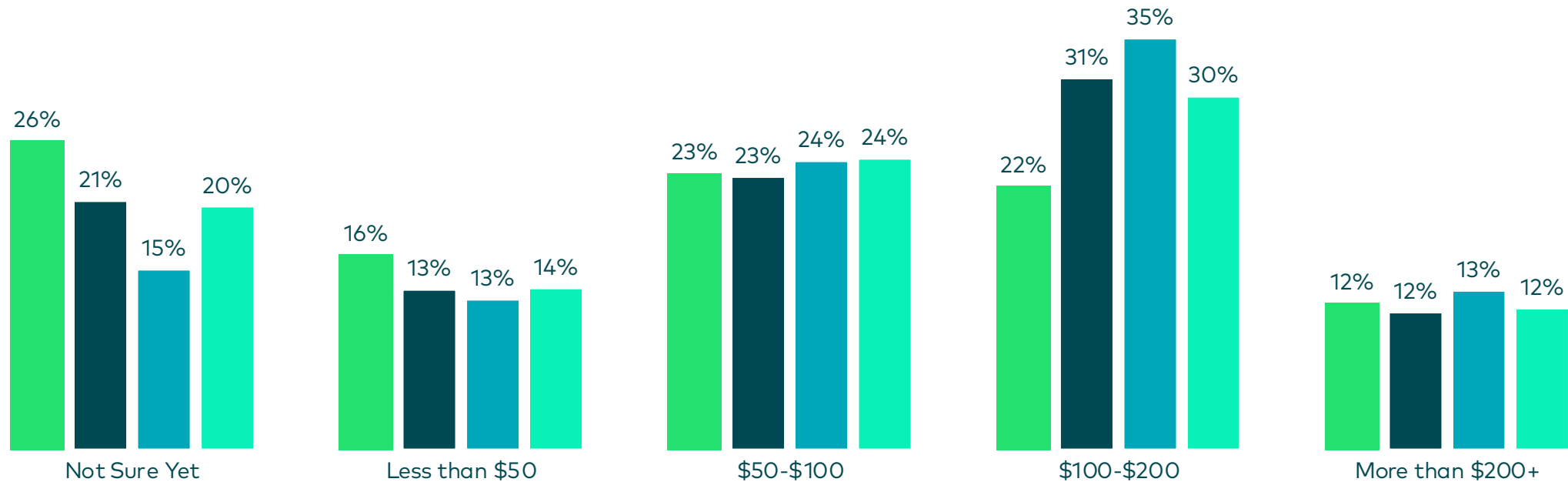
Spending will stay consistent across holiday sales, as well.

Most shoppers plan to spend between \$100 - \$200 during these holiday sales. Over 1 in 10 plan on spending more than \$200, with the 4th of July holding a slight lead over other sales.

PLANNED SPENDING

% of event-specific shoppers

■ Presidents' Day ■ Memorial Day ■ July 4th ■ Labor Day





SEASONAL SPOTLIGHT

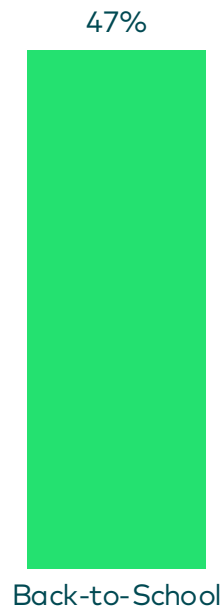
Back-to-School

Nearly half of all consumers will be looking for Back-to-School deals.

Overall, 47% of consumers say they are likely to shop during back-to-school sales this fall. At least a third expect to spend \$100-\$200 during these sales, with another fourth planning to spend over \$200.

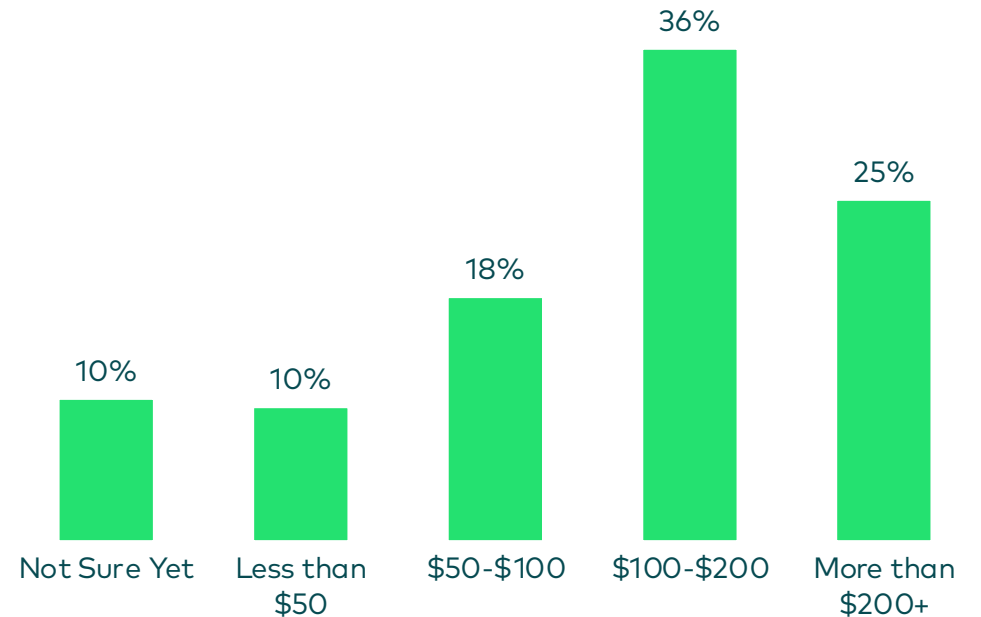
SHOPPING LIKELIHOOD

% of total consumers – definitely / probably will shop



PLANNED SPENDING

% of event-specific shoppers



In-store shopping will be the most popular option for back-to-school sales.

Over 8 in 10 expect to shop in-store, likely driven by the desire to have children present on the trip. Mass retailers are the top choice for these shoppers, followed by club retailers. Nearly half expect to do at least some of their shopping online.

IN-STORE / ONLINE SHOPPING INTENTIONS

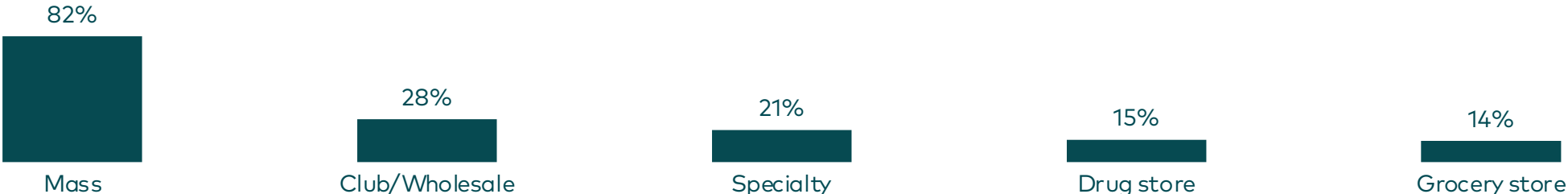
% of back-to-school shoppers

■ Online ■ At Stores In Person



PLANNED SHOPPING LOCATIONS

% of back-to-school shoppers



Numerator 2022 Shopping Preview Survey 1/26/22 (n= 10,145); Back-to-School (n=848)
Where/How do you plan to shop for back-to-school sales?]

Know more about 2022 sales events.

Reach out to us at hello@numerator.com
or visit our website for the latest research.

