

The Budget Shopper - US - November 2017

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"The majority of consumers practice budgeting, in some form, with some doing so out of necessity and others doing so as a way to save and plan ahead. Budget shoppers are highly motivated by price, and will put in the work to score a deal and find the best prices."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- Fierce competition is challenging value-focused retailers
- Budget shoppers are more focused on price, less on brand loyalty

Budget shoppers are willing to shop around across multiple retailers and brands, making it a challenge to build loyalty; however, there's an opportunity for retailers to unlock the potential of store brands and offer new ways to help consumers stay on track with their spending without resorting to constant promotions.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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