

Sales & Promotional Events - US - February 2020

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- To find value, consumers have to define value
- Big events highlight retail bigger trends
- Consumers see convenience in omnichannel retailing
- All promotions are not created equally



"Most consumers shop during sales and promotional events throughout the year, driven by the need to find value in their purchases. The definition of value is subjective and can stem from saving money, saving time and energy, or even receiving a superior product or experiences."

- Madelyn Franz, Reports Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Definition**

EXECUTIVE SUMMARY

- **To find value, consumers have to define value**
Figure 1: Mintel trend driver – Value, 2019
- **Big events highlight retail bigger trends**
- **Daily deals dominate**
Figure 2: Types of sales events shopped, December 2019
- **Consumers see convenience in omnichannel retailing**
Figure 3: Shopping channels, December 2019
- **All promotions are not created equally**
Figure 4: Types of promotions, December 2019
- **What consumers want and why**
- **Retailers, show you know them**

THE MARKET – WHAT YOU NEED TO KNOW

- **Value is in the eyes of the shopper**
- **Money talks**
- **Major sales events set the tone for retail’s performance**

MARKET OVERVIEW

- **The value of sales and promotional events**
- **It’s all about the Benjamins**
Figure 5: Shopping habits – Simmons Research, Spring 2019
- **Confessions of a (bargain) shopaholic**
Figure 6: Attitudes toward shopping during sales, December 2019
Figure 7: Attitudes toward shopping during sales – Simmons Research, Spring 2019
- **Cashing in on coupons**
Figure 8: Coupon usage, 2019
- **Events shaping retail**
- **The king of the retailer-created sale events**
Figure 9: Amazon Prime Day announcement, July 2019
- **It’s the most wonderful time of the year (for parents, anyway)**
Figure 10: Target Deal Days and back-to-school email, July 2019
- **When do the winter holidays actually start?**
Figure 11: Walmart’s Early Deal Drop email, October 2019

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Market factors**
- **The politics of shopping**
Figure 12: Major macroeconomic indicators, by quarter, 2015-19
- **Young consumers spend big to save big**
Figure 13: Median household income, in inflation-adjusted dollars, 2007-17

KEY DRIVERS – WHAT YOU NEED TO KNOW

- **Drivers shaping consumer behaviors**
- **Effective promotions and events must align with consumers’ priorities**

KEY DRIVERS

- **Value**
- **Delivering value through convenience**
Figure 14: Introducing Blueprint by David’s Bridal, August 2019
- **Technology**
- **Driving membership through online entertainment**
Figure 15: Twitch Prime Crown Cup, July 2019
- **Experiences**
- **Nature tracking paves the way for adventure seekers**
Figure 16: Alaska Airlines – Land a Lighter Fare, January 2020
- **Surroundings**
- **Connecting with consumers through passion to preserve**
Figure 17: REI Opt to Act, October 2019
- **Wellbeing**
- **Walking toward savings**
Figure 18: Walgreens rewards healthy consumers, March 2019
- **Identity**
- **You’ve got a friend in makeup**
Figure 19: In-app shopping options, Ulta Beauty
- **Rights**
- **Empowering consumers to make a difference**
Figure 20: TOMS donates based on consumers’ choices

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Regular savings appeal to thrifty shoppers**
- **Introduce virtual to reality**
- **Frugal fashionistas dominate the clearance racks**
- **Other promotions are nearly as effective as sales**

TYPES OF SALES EVENTS SHOPPED

- **Constant shopping needs constant sales**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Types of sales events shopped, December 2019

- **Age impacts how consumers approach sales**

Figure 22: Types of sales events shopped, by age, December 2019

- **Parents shop savvy**

Figure 23: Types of sales events shopped, by parental status, December 2019

- **Make buying easy with omnichannel strategies**

Figure 24: Shopping channels, December 2019

PRODUCTS PURCHASED

- **Big events mean big savings**

- **Stay trendy during the winter holidays**

- **Shop smart over the summer**

Figure 25: Products purchased during major sales events, December 2019

- **CPG shines during smaller events**

Figure 26: Products purchased during minor sales events, December 2019

Figure 27: Target deals during Halloween, 2018

TYPES OF PROMOTIONS

- **Immediate cost savings provides instant gratification**

- **Don't tell shoppers when to spend**

Figure 28: Types of promotions, December 2019

- **Lower-income shoppers want to stretch their budget**

Figure 29: Types of promotions, by household income, December 2019

INFORMATION CHANNELS

- **Traditional media generates awareness**

Figure 30: Information channels, December 2019

- **TURF Methodology**

Figure 31: TURF analysis – information channels, December 2019

- **Frequent shoppers learn about promotions from targeted ads**

Figure 32: Information channels, by gender, December 2019

- **Parents find sales through their network**

Figure 33: Information channels, by parental status, December 2019

- **Multicultural consumers let the retailers come to them**

Figure 34: Information channels, race and Hispanic Origin, December 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

REASONS FOR SHOPPING SALES

- **Taking pride in a sale well shopped**
Figure 35: Reasons for shopping sales, December 2019
- **Women are cost-driven shoppers**
Figure 36: Reasons for shopping sales, December 2019
- **Parents are too busy to be budget-focused**
Figure 37: Reasons for shopping sales, by parental status, December 2019

ATTITUDES TOWARD SALES AND PROMOTIONAL EVENTS

- **Sales change people . . .**
- **. . . and industries**
Figure 38: Behaviors during sales and promotional events, December 2019
- **Specialized sales tactics see success**
- **Sales are fantastic, but frenzied**
Figure 39: Behaviors during sales and promotional events, December 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Market data**
- **Fan chart forecast**
- **Consumer survey data**
- **Consumer qualitative research**
- **Direct marketing creative**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – MARKET OVERVIEW

Figure 40: Attitudes toward shopping, Net: any agree
Figure 41: Where coupons are redeemed
Figure 42: Why coupons are redeemed
Figure 43: Attitudes toward the internet, Net: any agree
Figure 44: Shopping behaviors, Net: any agree

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.