

# Gen X: Online Shopping Behaviors - US - 2023

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## This report looks at the following areas:

- A demographic and online shopping behavior profile
- Retailers shopped
- Sources of information used when shopping online
- Frustrations with online shopping
- Important factors when shopping online

Nearly half (48%) of Gen X consumers shop online at least once a week, with nearly a third (31%) doing so twice or more a week. This active online generation is not one for brands to miss. Gen X not only already has significant spending power, but they are set to inherit trillions of dollars in the coming decades. This means brands and retailers need to continue to cultivate relationships with this generation if they are to earn some of those dollars in the future. It also means Gen X could be open to exploring new brands that were once out of reach but could be made more affordable as they pay off lingering debts or financial obligations.

As with other generations, the effects of inflation haven't been easy on Gen X. While most of Gen X feel okay or better about their financial situation, they've made adjustments such as simply spending less or more aggressively looking for deals and discounts before making a purchase. Gen X is mixed about whether they will stay with brands they know or switch because of a price advantage, showing that brands need to prove their value to win over a flexible generation.

Gen X is looking for a simple, well-functioning online experience and doesn't need all the tech advancements that younger generations are looking for. Brands that substantially shift to focus on tech-based experiences but fail to provide greater transparency around live inventory updates or total costs upfront will risk losing Gen X's interest and loyalty.



"Often referred to as 'The Forgotten Generation,' Gen X is certainly a key demographic for brands and retailers to understand. Sandwiched between Millennials and Baby Boomers, Gen X is undergoing life changes as older children might be leaving the house for the first time, caring for aging parents and trying to find time for themselves in between."

- Katie Hansen, Senior Analyst, Retail & eCommerce

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Finally, Gen X enjoys marketing that includes humor and nostalgia related to their childhood, opening up many opportunities for brands to play into this fun and engage with Gen X. Gen X influencers (eg @engineer\_dad\_, @heidigenx80) know their audience best and could be an avenue for brands to explore to better resonate with their intended audience.

The Intel logo is displayed in a yellow speech bubble shape.

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