



SHOPPER INSIGHTS ■
RETAIL INTELLIGENCE ■
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HOW AMERICA SHOPS® MEGATRENDS 2016

The New Competition for Your Shoppers' Wallet

BUYING HAPPINESS

How brands and retailers need to deliver happiness



THE GOOD NEWS

More shoppers say they feel more financially secure today,
but consumer spending continues to disappoint.

THE BAD NEWS

Discretionary dollars shoppers once spent on new clothes, stocking the pantry, trying new products or trading up to more expensive, new improved forms are going elsewhere. Shoppers have new values that impact where they will spend and on what. **They are placing a higher priority now on what will make them happy.** It's not always what you sell.

This report helps you find where your categories and retailers fit in making shoppers lives happy, and what you need to do to compete.



MEET YOUR NEW COMPETITION

*Your competition is no longer other CPG brands and retailers.
It is now the **different spending choices** shoppers are making.*

SHOPPERS' NEW SPENDING PRIORITIES



55% Paying off my debt



48% Putting money into savings



35% Going away on vacation



24% Eating out



29% My hobbies



21% Buying clothes & accessories



27% Having purchases shipped home



21% Buying beauty products



24% Buying wellness products



21% School tuition

MAKE IT EASIER TO WIN

*Shoppers are seriously simplifying their lives.
Be a brand or retailer that makes their lives easier.*

HOW SHOPPERS ARE MAKING THEIR LIVES EASIER



HOME CARE

- Make home care simpler **82%**
- Prepare simpler meals/recipes **78%**



FAMILY LIFE

- Stay home more **76%**
- Cut back children's activities **33%**



BEAUTY ROUTINE

- Wearing easier hair styles **79%**
- Use products for easier skin care **76%**



SHOPPING

- Spending less time shopping **56%**



DIGITAL ROUTINE

- Spend less time on social media **51%**
- Turn off mobile phone sometimes **52%**



WORK ROUTINE

- Reduce hours I spend working **42%**
- Commute less/work from home **37%**

SEIZE THE “FEEL GOOD” OPPORTUNITY

Most shoppers feel ambivalent about shopping traditional FDMx Channels. The “Feel Good” criteria for those at the top of the list are a mix of service, convenience, an easy shopping experience, and fair prices.

RETAILERS THAT MAKE SHOPPERS FEEL GOOD

80% Amazon

78% Publix

77% Victoria's Secret

75% Costco

75% Sephora

73% Whole Foods

72% Nordstrom

71% Ulta

71% Aldi

70% Bath & Body Works

69% Target

55% Meijer

55% Walmart

54% CVS

54% Walgreens

Hope you've enjoyed this exclusive preview of our latest **How America Shops® Megatrends Study**.

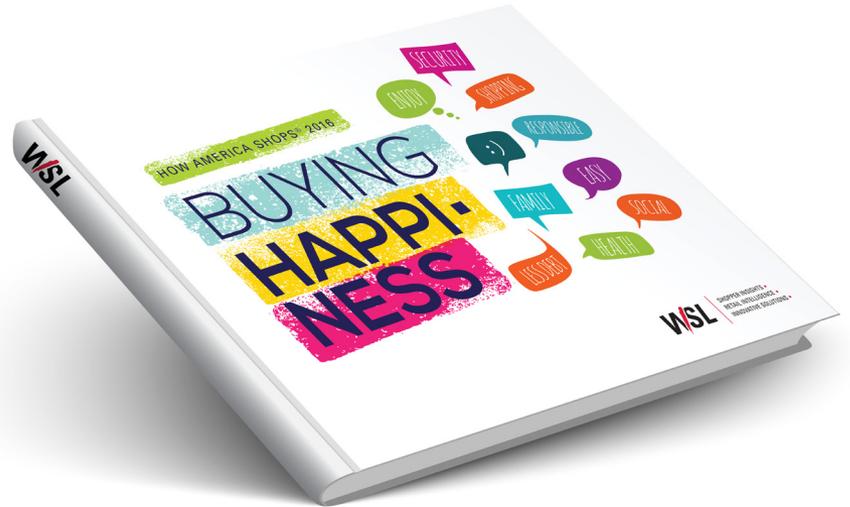
CONTACT US today to order the report.



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