

SHOPPING HABITS:

FILL YOUR BASKET WITH INSIGHTS

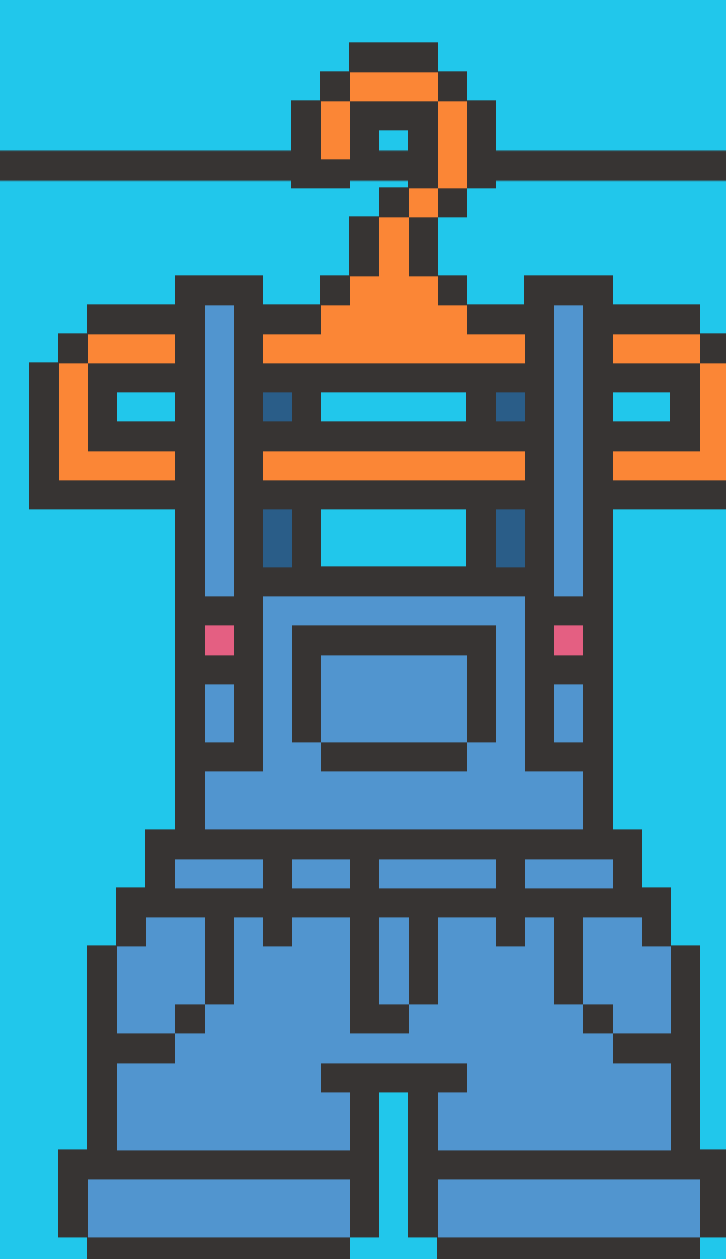
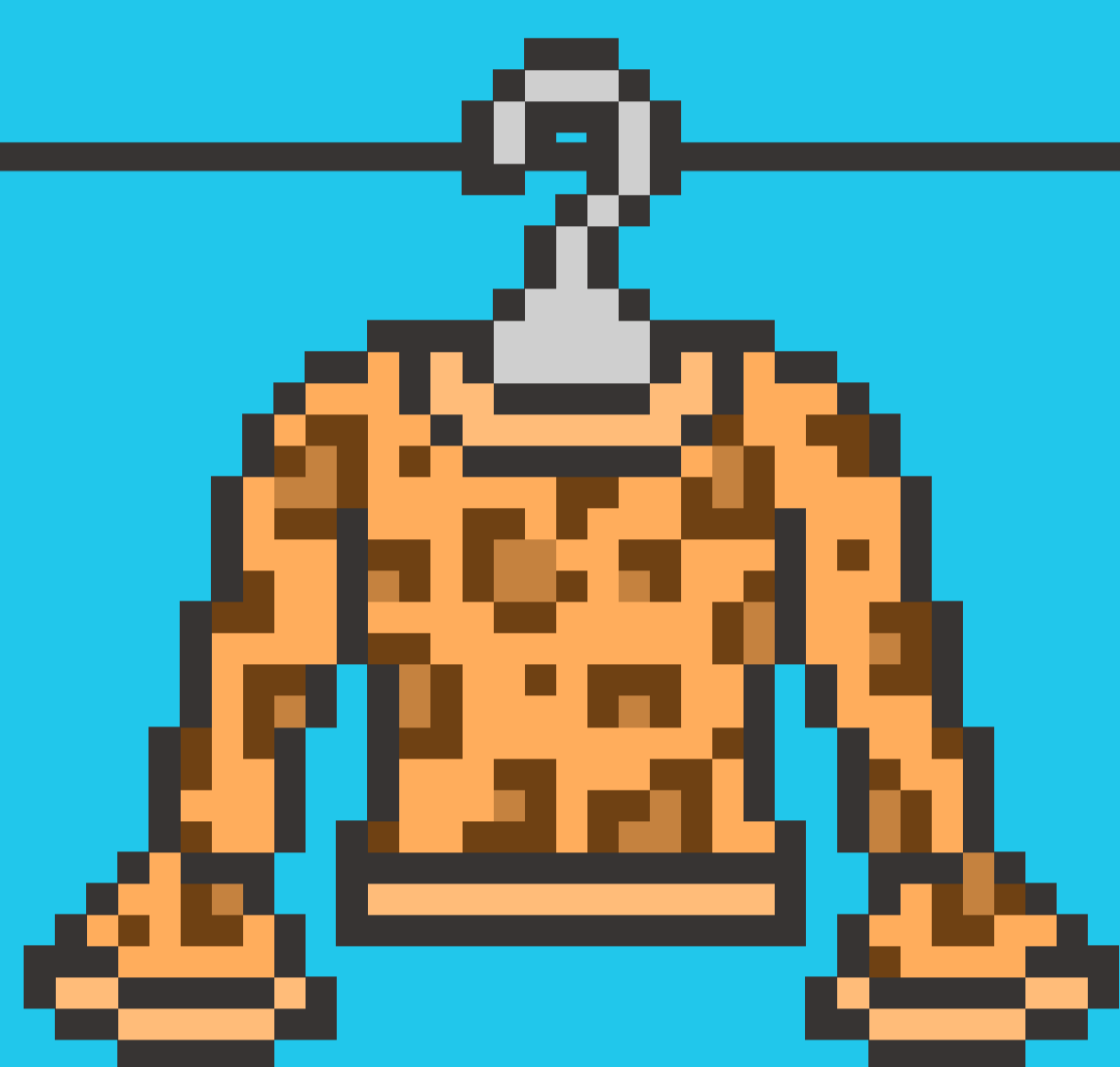
INTO GEN X'S BRAND PREFERENCES

Gen X shoppers are a mix of those who cling to familiar, trusted brands and those who like to explore the latest must-haves and exciting new deals. These are shoppers who are driven by a mix of nostalgia and practicality. Let's take a look at what drives their shopping decisions.



THRIFTY OR QUALITY-DRIVEN?

Gen X leans slightly towards being thrifty and enjoy making a beeline for the bargain bin (40%), but for 35%, quality is still top of mind.

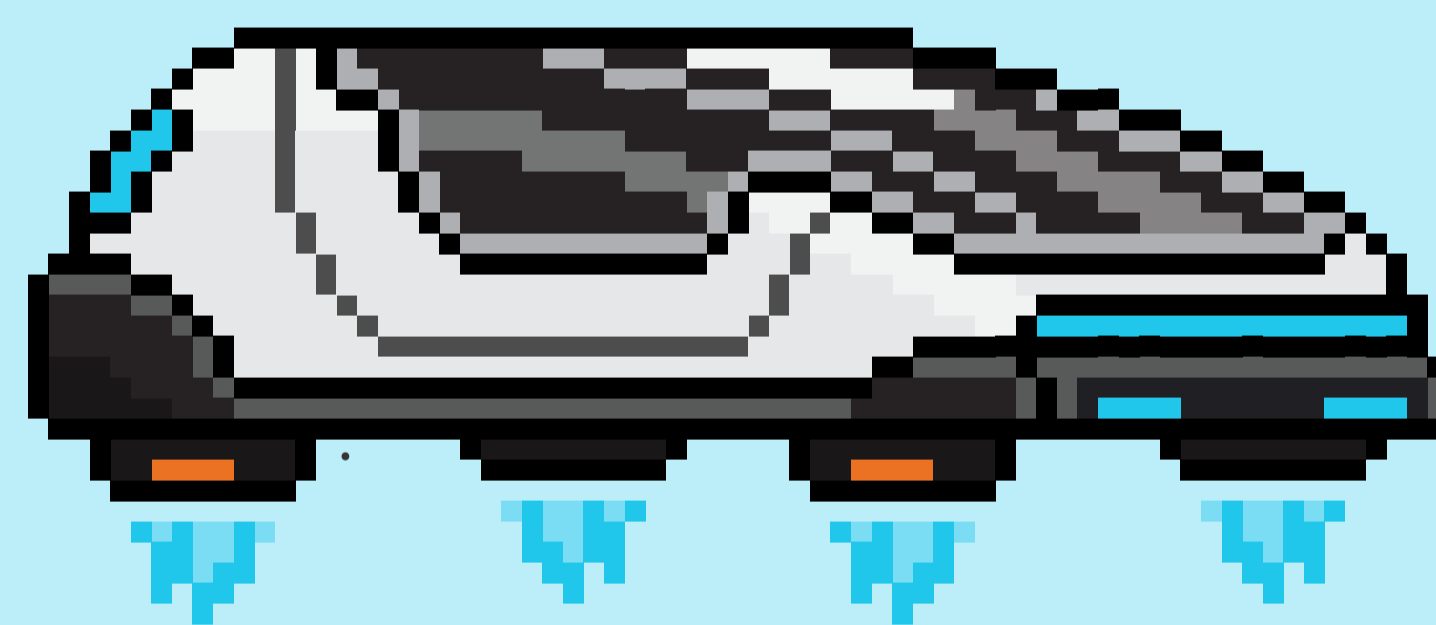


1 IN 3

Cynical Fatalists and Anxious Planners identify as bargain hunters.

BRAND LOYALISTS OR BRAND EXPLORERS?

Segments like Adventurous Achievers (42%) and the Progressively Engaged (44%) are the most eager to try new brands. In contrast, Busy Short Termers are more likely to stick with trusted brands, preferring familiarity over novelty.



Busy Short Termers are

1.5X MORE LIKELY

to show brand loyalty than the average Gen Xer.

THE MAKE-DO-AND-MENDERS VS. THE LATEST-TRENDERS

Most Gen X segments prefer reusing items they already own, with only a small minority constantly on top of the latest fashion and gadget trends.



OVER HALF

of Anxious Planners reuse items they already own.

BUSY SHORT TERMERS ARE ALMOST TWICE AS LIKELY

to buy the latest fashion trends and products.