

The Rise of Savvy Shoppers

Consumer Trends Snapshot

Criteo recently surveyed more than 1,400 consumers in India to understand how inflation is impacting shopping behavior and preferences. The results show economic uncertainty and rising costs are creating smarter shoppers, eager to get the best value for their money without sacrificing the items they love.

Here are five major trends for advertisers to consider:

1 People are heading online in search of the best offers.

Shoppers searching for savvier ways to buy are passing up physical stores in favor of better prices online.

81% of shoppers are spending more time online to search for the best offers/values before making a purchase

80% of shoppers are finding products at better prices online than at physical stores

77% of shoppers say they shop more online

95%

The increase in online shoppers buying from 5+ retailers vs. one year ago.¹

¹Organic Criteo data. Shopping behaviors observed across the same set of Criteo retail partners across January 13, 2022 - January 19, 2022 vs. January 12, 2023 - January 18, 2023.

2 Shoppers are still finding ways to buy what they love.

Consumers have no choice but to spend more on non-negotiables like mortgages or food. At the same time, a majority are still purchasing the goods and experiences they want most.

Share of shoppers who say they're spending **more** on:

23% Mortgage/rent
39% Energy bills
52% Gas/fuel
56% Groceries

Share of shoppers who say they're spending the **same or more** on:

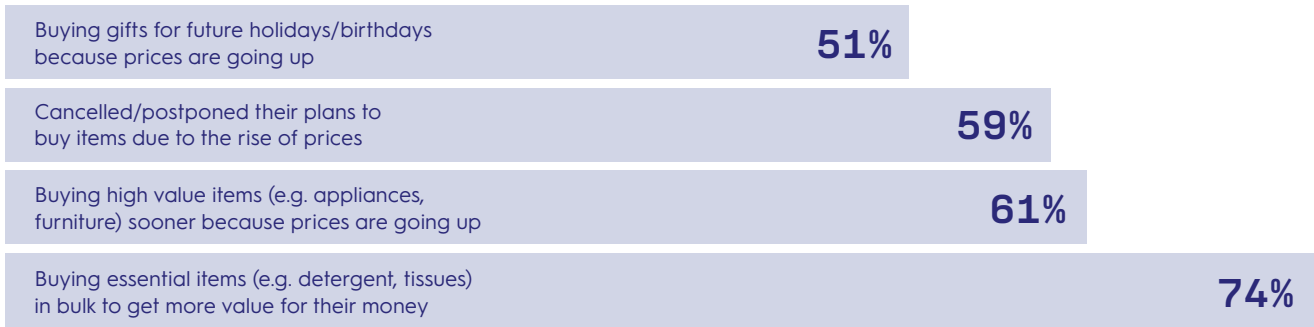
71% Home furnishings **78%** Consumer electronics
74% Travel **82%** Apparel and accessories
74% Eating Out **85%** Personal care/health and beauty

67%+

Share of consumers in India who report spending the same or more on travel, eating out, and luxury goods.

3 A forward-thinking mindset is accelerating some purchases.

Consumers are shopping creatively in order to maximize their spending power.



4 Deals shouldn't come at the expense of quality products.

Though saving money is top of mind, shoppers still want great products that are made to last. Product quality is the most important factor for shoppers, ahead of free shipping and discounts/coupons. Factors influencing purchase decisions:

Product Quality
95%

Free Shipping
90%

Discounts/Coupons
89%

5 Consumers want more from brands than just discounts.

Alignment with a brand's values and loyalty programs are strong motivators for shoppers to make a purchase right now.

How important will the following be for you when buying from a brand or retailer in the next six months?



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