

Consumer Buzz

5/31/2017

Most Consumers Split Shop

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Direct marketing company SKULocal recently set out to see how many consumers split shop (buy everyday goods at multiple stores) and why they do it. According to the survey, 81% of consumers are split shoppers and saving money is their main reason for split shopping. Other reasons for split shopping include preferring certain products due to quality (55%), taking advantage of store promotions (48%), and desiring specific brands and products (48%). **GP**