



provoke
insights

Retail:
Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including retail.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Shopping Habits & COVID-19

Apprehension for in-person shopping has significantly decreased since the beginning of the pandemic, with more than half of Americans having little-to-no concern about visiting stores. Multicultural consumers are most likely to harbor hesitation for in-person shopping. There is, however, a quarter of Americans who prefer shopping online to visiting brick-and-mortar locations.



The In-Store Experience

When it comes to in-person shopping, consumers have noticed an improvement in store cleanliness. However, they report that stores have fewer products available – a sentiment agreed upon by older consumers.



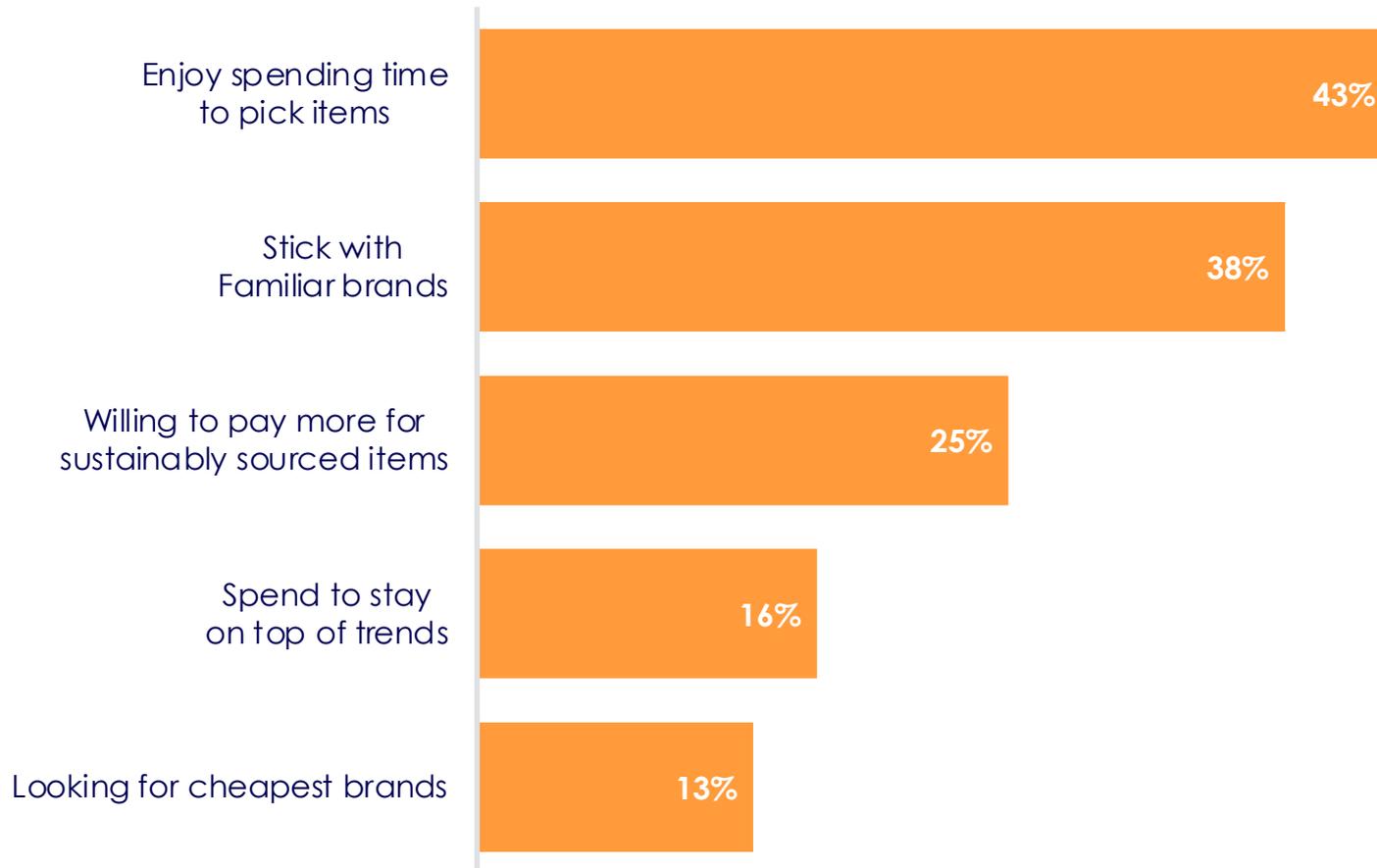
Shopping Trends

Clothing is a popular category among Americans, with more than two-thirds making such purchases in the past month. With schools and offices re-opening, young consumers, parents, and in-person employees are the most likely to have shopped for clothing recently.

Shopping Attitudes

Americans enjoy shopping, with two-fifths taking time to peruse products. They are less concerned with price tags. They stay loyal to brands they are familiar with.

(Top 2 on a 7-point scale)



Shopping Preferences

Most people prefer a mix of online and offline shopping. However, there are over a quarter of consumers who prefer purchasing online only.

(Top 2 on a 7-point scale)



In-Person Shopping Concerns

Since vaccines have become available, apprehension to shop in-person has dropped significantly. Currently, only four in ten Americans still have concerns with visiting stores. Those more likely to be concerned are multicultural and Democrats.



People with these characteristics are significantly more likely to have concerns shopping in-person:

-  Black **57%**
-  Democrat **54%**
-  Hispanic **50%**
-  Urban **47%**
-  Children living in the household **45%**
-  Vaccinated **45%**

In-Store Shopping: Has it Improved?

While consumers agree that stores are cleaner than before the pandemic, they also report there are significantly fewer products available in stores. Older consumers especially notice this shortage.

Compared to Pre-Pandemic:



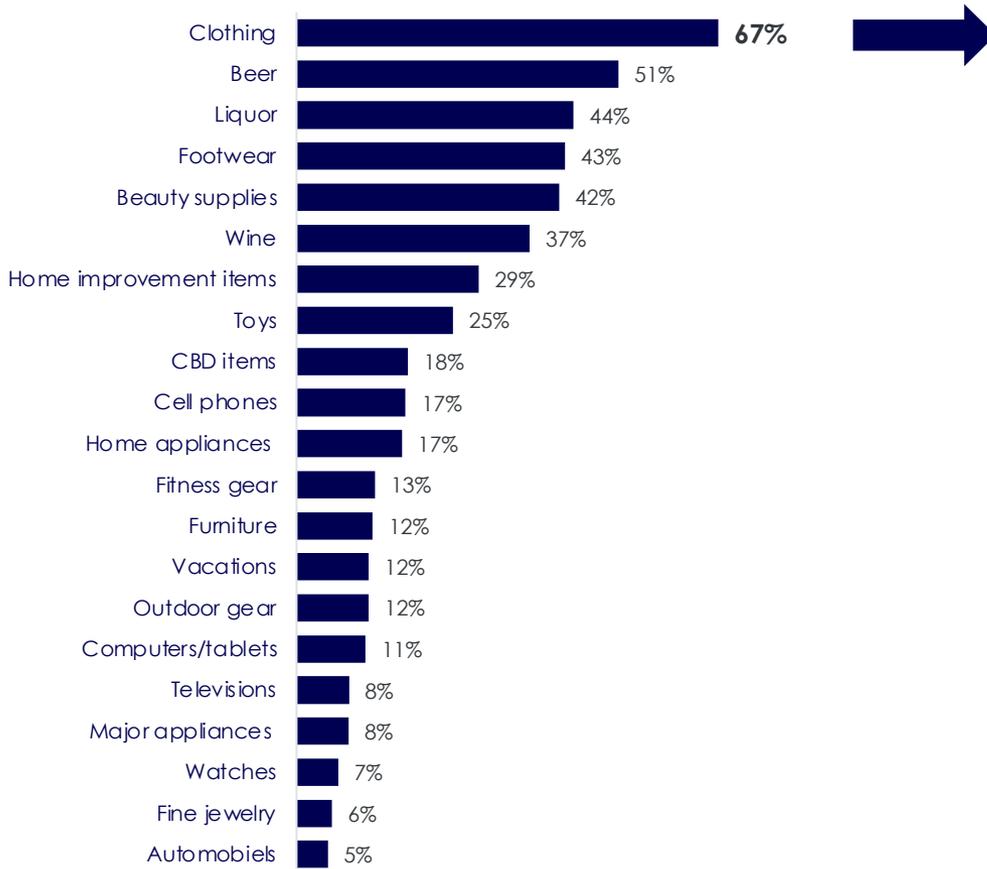
(Top 2/Bottom 2 on a 5-Point Scale)

■ Gen Z ■ Millennials ■ Gen X ■ Baby Boomers

Past Month Purchases



Clothing is the top category, with more than two-thirds of Americans making this purchase in the past month. Those most likely to shop for clothing are younger Gen Z consumers, parents, and those who are starting to return to work in offices.



People with these characteristics are significantly more likely to have purchased clothing in the past month:

- Z** Gen Z **77%**
-  Children living in the household **76%**
- \$** \$50-100K HHI **75%**
- \$** \$100K+ HHI **75%**
-  Hybrid Employee **75%**
- M** Millennials **74%**
-  Female **70%**

Clothing Style

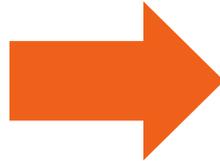
Consumers still succumb to new lifestyle trends amid the pandemic, including fashion choices. Despite restaurants and offices opening up, nearly half of Americans have adopted a more casual clothing style. These individuals are likely to be working from home exclusively and female.



44%

of Americans agree
their current
clothing attire has
become more
casual

(Top 2 on a 7-Point Scale)



People with these characteristics are significantly more likely to dress casually:



Work from home **56%**



Female **49%**



Democrat **49%**



Vaccinated **47%**

Respondent Overview

Gender



52%
Female



48%
Male

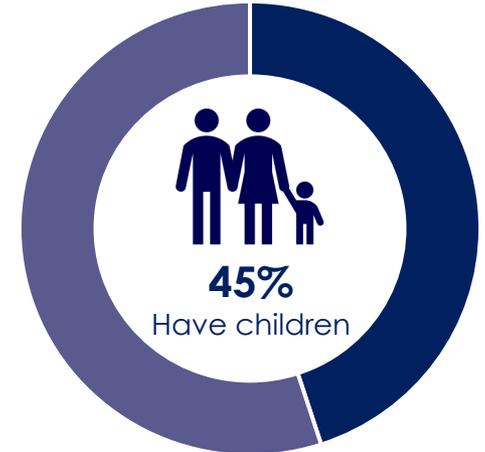
Generation

42 years old
Average Age

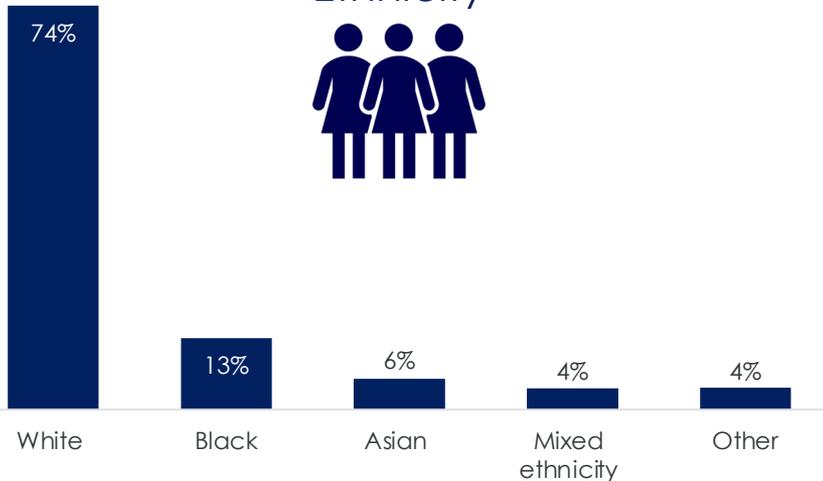


M 43% Millennials **X** 33% Gen X
B 18% Baby Boomers **Z** 6% Gen Z

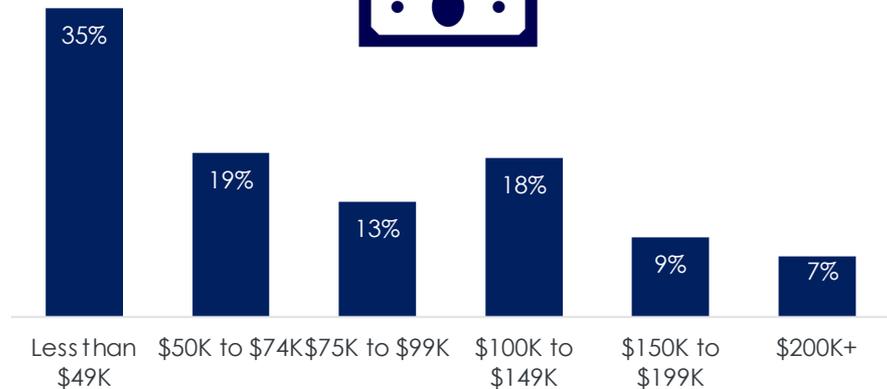
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated

30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

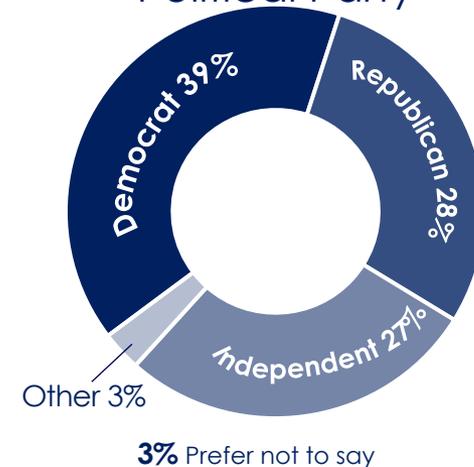


17% Northeast

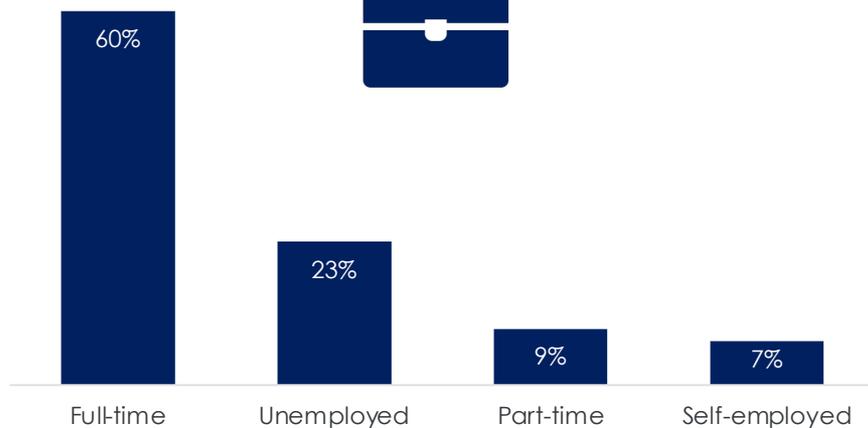


17% West

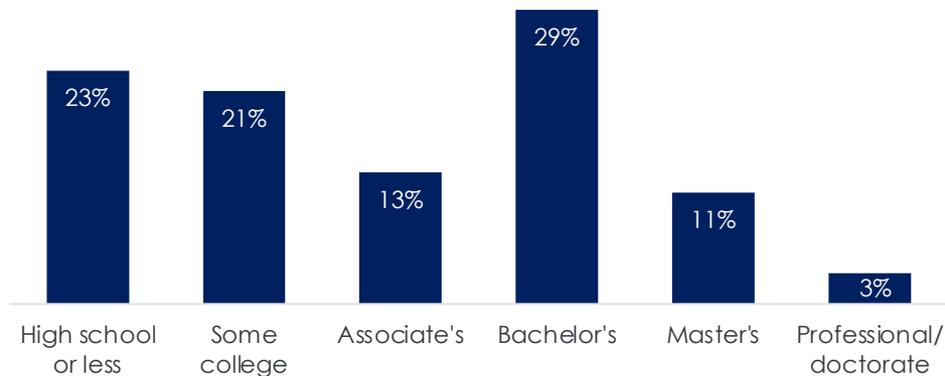
Political Party



Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.