

As the Grocery Landscape Changes, Savings is Top-of-Mind

Preferences Continue to Evolve but Value Remains a Top Influence on Purchases

LIVONIA, Mich., Sept. 21, 2017: [Valassis](#), a leader in intelligent media delivery, today shares key insights for grocers from its 2017 RedPlum® Purse String Survey. Survey results show that consumers expect more from their grocery suppliers, including home delivery, online shopping and – most of all – deals available both online and offline.

Findings from the online survey of 8,550 value-seeking consumers indicate that shoppers are more likely to buy groceries online if they can use more coupons (57 percent; 73 percent for millennials). And the study shows that consumers are just getting their feet wet with meal-kit delivery (16 percent) and grocery delivery services (17 percent), however around 40 percent of respondents plan to use more of these services in the next year. Additionally, the survey uncovered that half of shoppers are interested in trying in-home virtual assistant devices to purchase groceries or other household items.

The most overwhelming grocery-related theme stemming from the survey is the appetite for deals, with 95 percent of respondents desiring coupons for grocery items. And the opportunity to save actually guides many consumers' shopping plans with 51 percent planning shopping around circulars, coupons and deals.

“As the grocery landscape continues to evolve, our research insights will help both [small](#) and large grocers stay in tune with shopper preferences,” said **Curtis Tingle, Chief Marketing Officer, Valassis**. “Digital disruption remains a prevalent theme today, and the more grocers can focus on providing value to consumers in new as well as proven ways, the more success they’ll experience. This includes offering coupons via every channel – including [print](#) – and catering to the latest consumer preferences for ordering groceries, such as virtual assistants.”

It is clear consumers prioritize savings, and consumer packaged goods (CPG) marketers recognize the importance of their behavior. In the first half of 2017, \$326 billion of savings across print and digital CPG coupons were issued to consumers. That represents an average of \$2 per coupon, an increase of more than 10 percent overall from first half 2016 to first half 2017, according to [NCH Marketing Services](#), a [Valassis](#) subsidiary. For additional insights on CPG coupon redemption, view the [NCH Mid-Year 2017 Coupon Facts infographic](#).

The Purse String [survey](#) also found that demand extends from grocery to lifestyle savings. In fact, [RetailMeNot](#) data suggests that retail discounts of 10 – 20 percent convert a significantly higher percent of shoppers than offers with lower or no discount, as offer quality is important to consumers.

Visit our [website](#) to learn more about how Valassis helps grocers stay ahead of trends, targeting value-seeking shoppers to drive sales.

About the 2017 RedPlum Purse String Survey

The survey was fielded on redplum.com from May 15 through June 15, 2017. Findings are based on responses from 8,550 consumers. Eighty-two percent of respondents defined themselves as promotion sensitive -- aware of sales, coupons and discounts. This consumer survey has been conducted nine times since 2008 with a focus on consumer shopping and saving behaviors across a variety of product categories.

About Valassis

[Valassis](#) is a leader in intelligent media delivery, providing over 58,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share. By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries, and RedPlum® is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. As wholly owned subsidiaries of [Harland Clarke Holdings](#), Valassis and [RetailMeNot](#), a leading destination for

digital savings, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions.

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