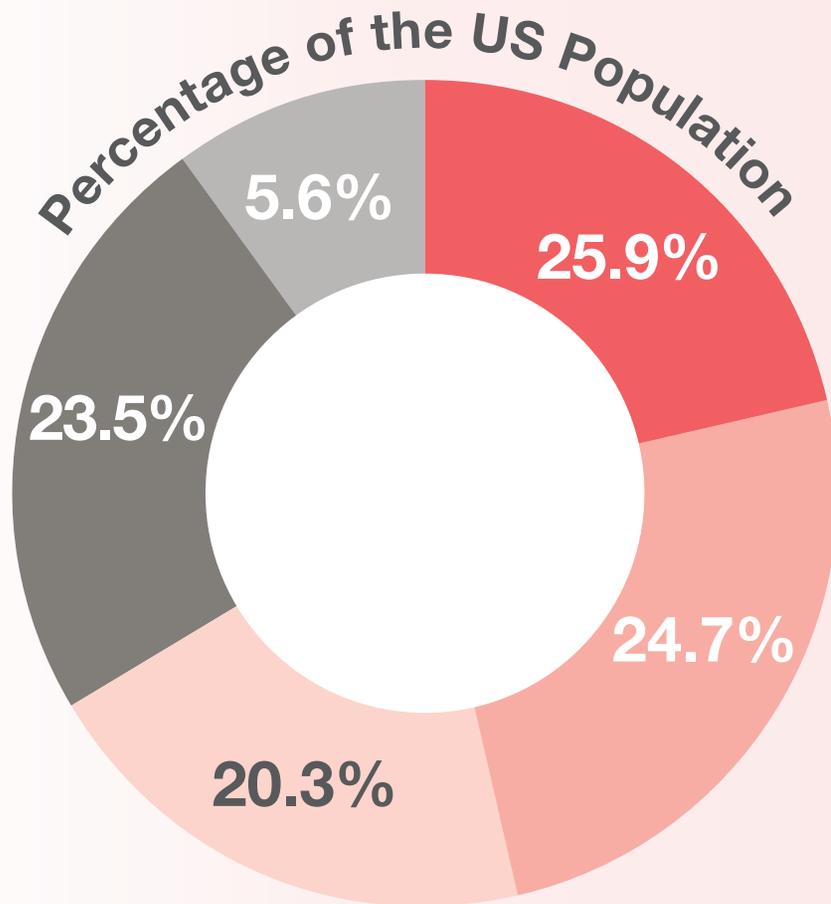


KEY DIFFERENCES IN
**SHOPPING
HABITS**
— BETWEEN —
GENERATIONS

CosPro Marketing **30**
YEARS

Leaders in Shopper
Engagement & Promotion

The Generations Defined



Gen Z Born 1995 to 2012 (age 6-23)

\$30,373 avg. total spending/year*

Millennials (Gen Y) Born 1980 to 1994 (age 24-38)

\$47,113 avg. total spending/year*

Gen X Born 1965 to 1979 (age 39-53)

\$66,981 avg. total spending/year*

Baby Boomers Born 1946 to 1964 (age 54-72)

\$59,646 avg. total spending/year*

Silent Born 1925 to 1945 (age 73-93)

\$42,347 avg. total spending/year*

*Amount shown is the annual spending per household for each generation; includes housing, eating out, clothes, entertainment and all other spending.

Shopping Habits

Gen Z: The Social Shopper



- Spend \$250 billion per year on consumer goods and services*
- Influence over household spending is \$200 billion and growing
- Want easy transition between online and in-store shopping
- Want social media interaction/voice heard
- Prefer to shop in-store; see shopping as a social activity
- Will go out of their way to save money

Millennials (Gen Y): The Experience Shopper



- Spend \$970 billion per year on consumer goods and services*
- Grew up with computers; are numb to traditional online advertising
- Prefer to shop in-store, BUT will pull their phone out and place an order if the product they want is out of stock
- Want an exciting shopping experience such as trying product before buying
- Want high level of customer service

Gen X: The Shrewd Shopper



- Spend \$1.64 trillion per year on consumer goods and services*
- They earn 31% of US total income
- They want high quality products at the best value
- They're the most educated consumers, driven by information; conduct extensive online research and read product reviews
- They make more purchases online than any other generation

Baby Boomers: The Demanding Shopper



- Spend \$1.86 trillion per year on consumer goods and services*
- 65% search online for the best price before purchasing
- Demanding shoppers; will leave if they don't feel appreciated by associates
- Want convenience, ease of finding product and a clear return policy
- Confident shoppers; only 12% rely on family/friends' recommendations
- 84% prefer to shop in-store

*Based on a total annual expenditure of \$5.076 trillion on consumer goods and services.

The Generations - Side By Side Comparison

Gen Z	Millennials (Gen Y)	VS.	Gen X	Baby Boomers
<p>Social media</p> 	<p>Online (mobile experience); keep ads relevant & website fast</p> 	<p>Best way to reach them</p>	<p>Email</p> 	<p>In the store, mailed ads</p> 
<p>Social media influencers</p>	<p>Word of mouth, friends' advice</p> 	<p>Where they get their advice</p>	<p>Online reviews</p> 	<p>Store associates, media ads</p>
<p>Technology in the retail environment (touch screens & opportunities for social sharing)</p>	<p>High level of customization & customer service, retailtainment (retail marketing as entertainment), Instagram-worthy displays</p>	<p>What they look for</p>	<p>Quality products at the best value</p> 	<p>Convenience, easy shopping experience, polite associates, clean store</p>
<p>Brick & mortar stores</p> 	<p>Brick & mortar stores, smart phones</p> 	<p>Where they shop</p>	<p>Online (more than any other generation)</p> 	<p>Brick & mortar stores</p>

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