

Drive your brand growth in 2026

5 insights into consumer perceptions of price and promotions

In today's dynamic marketplace, where 68% of consumers believe price is more important than last year, understanding their perceptions of price and promotions continues to be more critical than ever.

This infographic reveals five key insights from our annual research, each with expert recommendations, to help brands navigate this complex landscape and thrive in 2026.



Our research shows, across all regions, price sensitivity continues to be on the rise

Consistent across all generations and categories, price is more important than last year.



1 Brand & store considerations reinforce price sensitivity

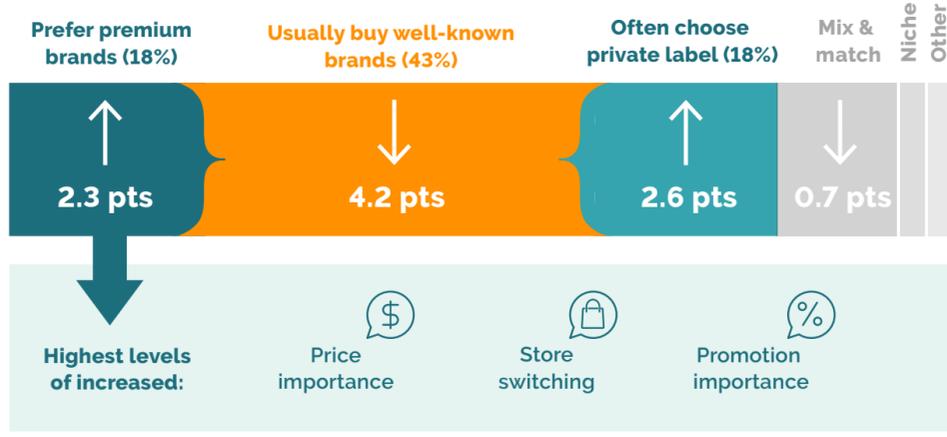
Consumer purchase considerations on "brand comparison" and "store choice" continue to showcase sensitivity to price.



RECOMMENDATION
Ensure a healthy mix across channels with intentional price differences to avoid eroding value. Differ offers between stores if needed to maintain margins.

2 The middle is squeezed, but looks can be deceiving

Premium and value brands are squeezing the middle, although differences exist between categories and regions. Even in categories where premium brands are growing, consumers are price conscious and even more sensitive to promotions.



RECOMMENDATION
Lean into Price-Pack-Architecture (PPA) with the right product at the right price. Define portfolio roles and appropriately stretch the price ladder to cover different needs.

3 Quality and trust remain top considerations of choice

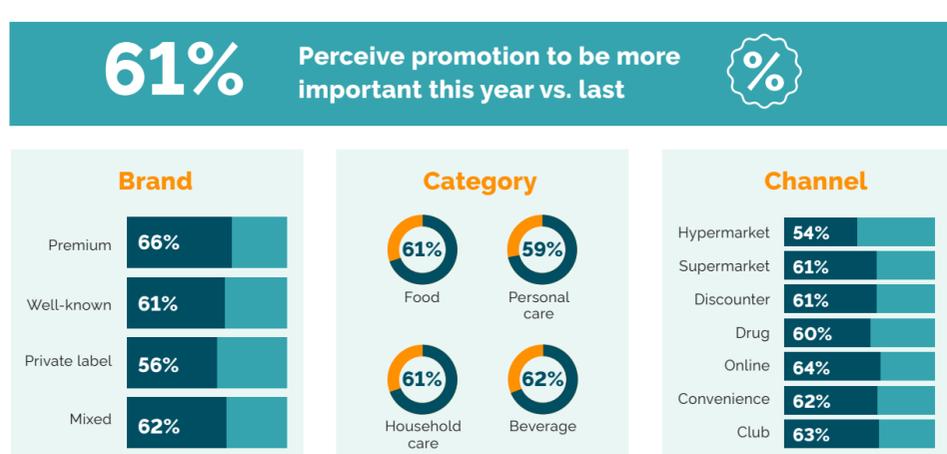
Despite high price importance, quality and trust are just as important in consumer trade-offs. Whether to win in premium or against private label segments, consumers are making deliberate trade-offs on how they value brands and products.



RECOMMENDATION
Invest in communicating your brand's value to confidently justify your price and give consumers a reason to believe.

4 Promotion importance continues to grow

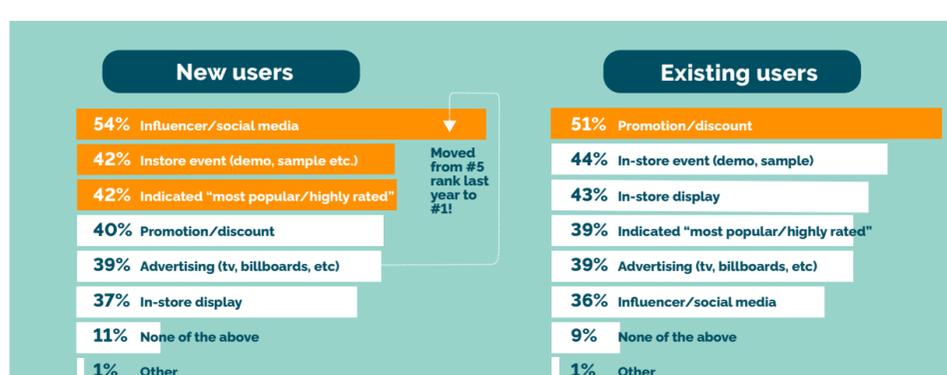
Increased promotional importance isn't just among premium seekers; this trend is consistent across all brand preference types, categories and channels.



RECOMMENDATION
Establish a promotional calendar and guardrails to define depth & frequency rules; preventing brand erosion.

5 Top conversion factors differ for new vs. existing users

Top conversion factors driving new users lean into the communication of benefits, quality and trust, while existing users are more enticed by price discounts to buy.



RECOMMENDATION
Adjust promotion strategies to your target group. Focus on communicating the benefits when recruiting new users and using promotions to trade consumers up to more premium offers.

Want to ensure your go-to-market strategy resonates with your target audience and drive conversions?

Schedule a consultation today

ABOUT THIS SKIM RESEARCH

To understand how shifting economic conditions are influencing consumer shopping behavior and perceptions of price and promotions, we surveyed nearly 7000 respondents across the US, LATAM, EU, and APAC regions. The research focused on understanding preferences for brand, price, and promotions across household, personal care, food and beverage categories.