

Drive your brand growth in 2025

5 insights into consumer perceptions of price and promotions

In today's dynamic marketplace, where 69% of consumers believe price is more important than last year, understanding their perceptions of price and promotions is more crucial than ever.

This infographic reveals five key insights from our research, each with expert recommendations, to help brands navigate this complex landscape and thrive in 2025.



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

Consistent across all generations; Personal Care sees slightly lower increased sensitivity



1

Price is important, but quality and experience can't be ignored

Consumers highly value quality and experience, particularly in the Personal Care sector. Price plays a more significant role in purchasing decisions within Food and Household Care categories.

Top 3 attributes influencing purchase decisions globally



Food



- Price per volume
- Total price
- Promotion availability

Personal Care



- Friend/expert recommended
- Design/appearance
- Brand reputation

Household Care



- Eco-friendly/sustainability
- Promotion availability
- Price per volume

RECOMMENDATION

Highlight your unique point of difference and quality. Leverage ratings and reviews to demonstrate value beyond price.

2

Preference for branded products is increasing

Consumer preference for both well-known and premium brands is on the rise, with Gen Z and Millennials driving this trend. Boomers demonstrate more consistent purchasing behavior but are also at higher risk of trading down.



*Branded = Well-known + Premium + niche

RECOMMENDATION

Craft targeted messaging that resonates with each generation's unique preferences to prevent them from switching to lower-priced alternatives.

3

Price comparison is prevalent among consumers

Consumers are increasingly seeking trusted brands but remain price-conscious, leading them to compare prices across various brands and stores.



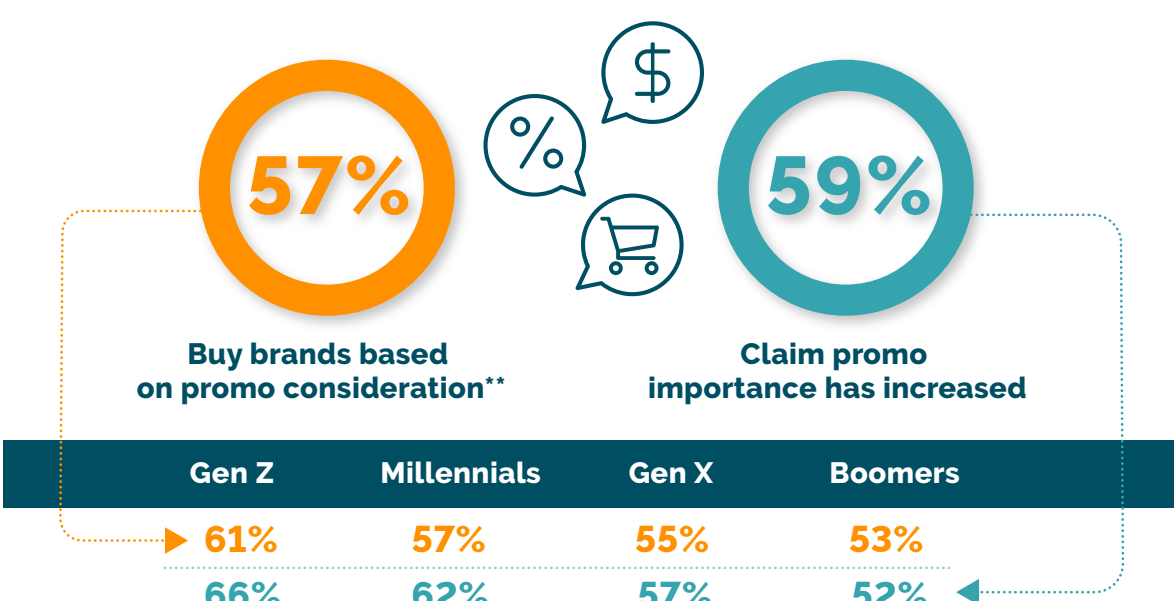
RECOMMENDATION

Optimize your retail strategy by reassessing your retailer segmentation and its impact on your business. This will enable you to prioritize effectively and make informed strategic decisions.

4

Promotions are influential, and their perceived importance is increasing

Promotions can be influential in purchase decisions, with younger consumers being more susceptible to their influence.



RECOMMENDATION

Implement a data-driven, smart promotional strategy that considers generational preferences and aligns with your brand identity.

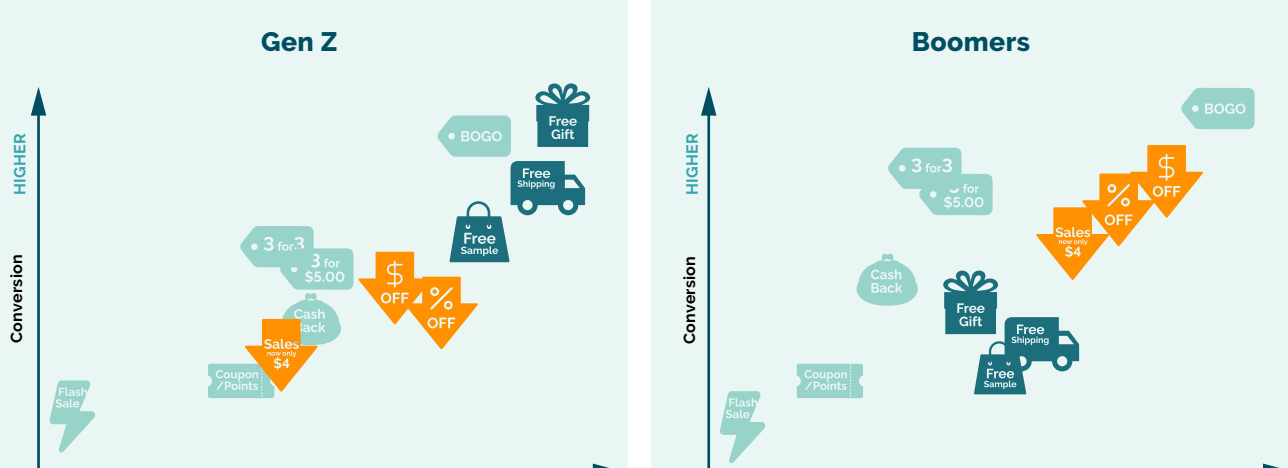
**Promotion consideration =

- I will typically buy the most expensive brand that is offering a promotion to get a good deal on a premium product
- I will typically buy the least expensive brand that is offering a promotion to spend the least money
- I will calculate the cost savings on each of the promotions and go with the highest savings

5

Promotional preferences vary across demographics

The appeal of "Free Gift" promotions decreases with age. Gen Z favors "Free Gift" promotions, while older generations, particularly Boomers, show a stronger preference for "Price Reduction" promotions.



RECOMMENDATION

Maximize promotional effectiveness by aligning your tactics with your target audience's preferences and shopping behaviors. Gain a deep understanding of your consumers' demographics, shopping habits, and preferred channels to ensure your promotions resonate and drive conversions.

Want to ensure your promotional strategy resonates with your target audience and drives 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 over 5,000 respondents across the US, LATAM, EU, and APAC regions. The research focused on understanding preferences for brand, price, and promotions across Household, Personal Care, and Food categories.