


# 2016 COUPON

# SCOREBOARD

**Color commentary** gives you more insight into what's really at play behind the numbers. So you can make highly intelligent couponing decisions.

All eyes are on print/digital coupon media.

## THE CPG COUPON ARENA



Marketers are allocating more of their coupon media spend to FSI and digital media vehicles.

**FSI (Coupon Book)<sup>1</sup>**

**93%**

of total coupons distributed, up 0.8 points over year ago

**49%**

of coupon redemption volume, up 0.2 points over year ago

**Digital<sup>1</sup>**

**<1%**

of total coupon distribution

**Nearly 12%**

of coupon redemptions, up 1.1 points over year ago

## THE PLAYERS

### Consumer Packaged Goods (CPG)<sup>1</sup>

#### Non-food coupons

- Comprise over 2/3 of total CPG distribution volume

**5th Yr.** of year-over-year (YOY) increase

#### Food coupons

- Distribution quantity is down, especially in FSI

Big variation in how coupons were deployed, compared to prior year.

#### Coupon Distribution Volume

Category	2015% Change
Dry Grocery	-4.4%
Frozen Foods	-24.5%
OTC & Rx Medications	+14.0%

### Retailers<sup>1</sup>

#### By channel

- Grocery stores **over 1/2** of total redemption volume
- Mass & Supercenters, 25%
- Drug stores, 9%

Changing coupon strategies impacted store rank.

#### Coupon Redemption Rankings

2014	2015	Retailer
2	1	Kroger
1	2	Walmart
3	3	Target
4	4	AB Acquisition (Albertsons + Safeway)
6	5	Publix

**#1 FANS**  
Millennial moms

**66%** say searching for coupons or deals = **#1 task on their mobile device<sup>2</sup>**

**40%** say they never **shop without a deal<sup>2</sup>**

90% of consumers report using coupons.<sup>3</sup>

I use paper coupons<sup>3</sup>

**87%** from the mail

**82%** from a newspaper coupon book

**78%** printed from my computer

**66%** use paperless coupons on mobile device and/or card<sup>3</sup>

## THE LEADING TRENDS

Over 85% of coupon users boast using the same or more coupons than last year.<sup>3</sup>

Coupons are:

**#1** influencer on grocery purchases<sup>4</sup>

**#1** media trigger to start an online search<sup>4</sup>

## WINS/LOSSES

### Increasing behavior

	2015	YOY change
Load to card <sup>5</sup>	<b>23%</b>	Up 3 points
Search for coupons online <sup>5</sup>	<b>26%</b>	Up 2 points

### #1 reason if using fewer

I can't find coupons for the products I want to buy.<sup>6</sup>

## CONSUMERS' MOTIVATION

**85%** are influenced by coupons to try new products<sup>3</sup>

Over **87%** say they use coupons to **save lots of money<sup>6</sup>**

**77%** select stores based on where they can use paper coupons<sup>3</sup>

## STRATEGIES (OFFENSE/DEFENSE)

Marketers are increasing FSI coupon attractiveness/value, but encouraging quicker usage/response with shortened duration.

Average face value:

**+3.6%** vs 2014<sup>7</sup>

**\$1.80**

Expiration length **6.3 weeks**

-6.8% vs 2014<sup>7</sup>

**Valassis**  
intelligent media delivery