



# Own The Future *Of* Shopper Marketing



GfK Interscope

# Xtreme Shoppers Are A Global Phenomenon And Exploding Rapidly

% Xtreme shopper incidence

37%  
Total US

42%  
Total Europe

48%

43%

39%

61%

30%

26%

**Xtremes are defined by their attitudes & behaviors & cross all demographic groups**

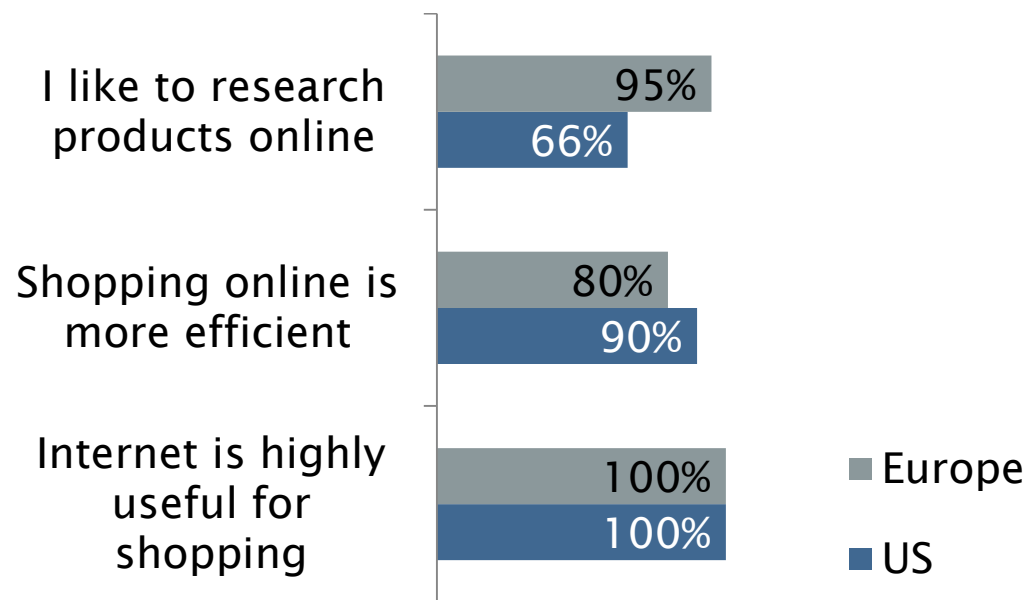
# The Web Is a Vital Shopping Tool For Xtreme Shoppers

**Xtreme shoppers  
online more than  
average with...**



**...using the internet more  
than 10 hours a day**

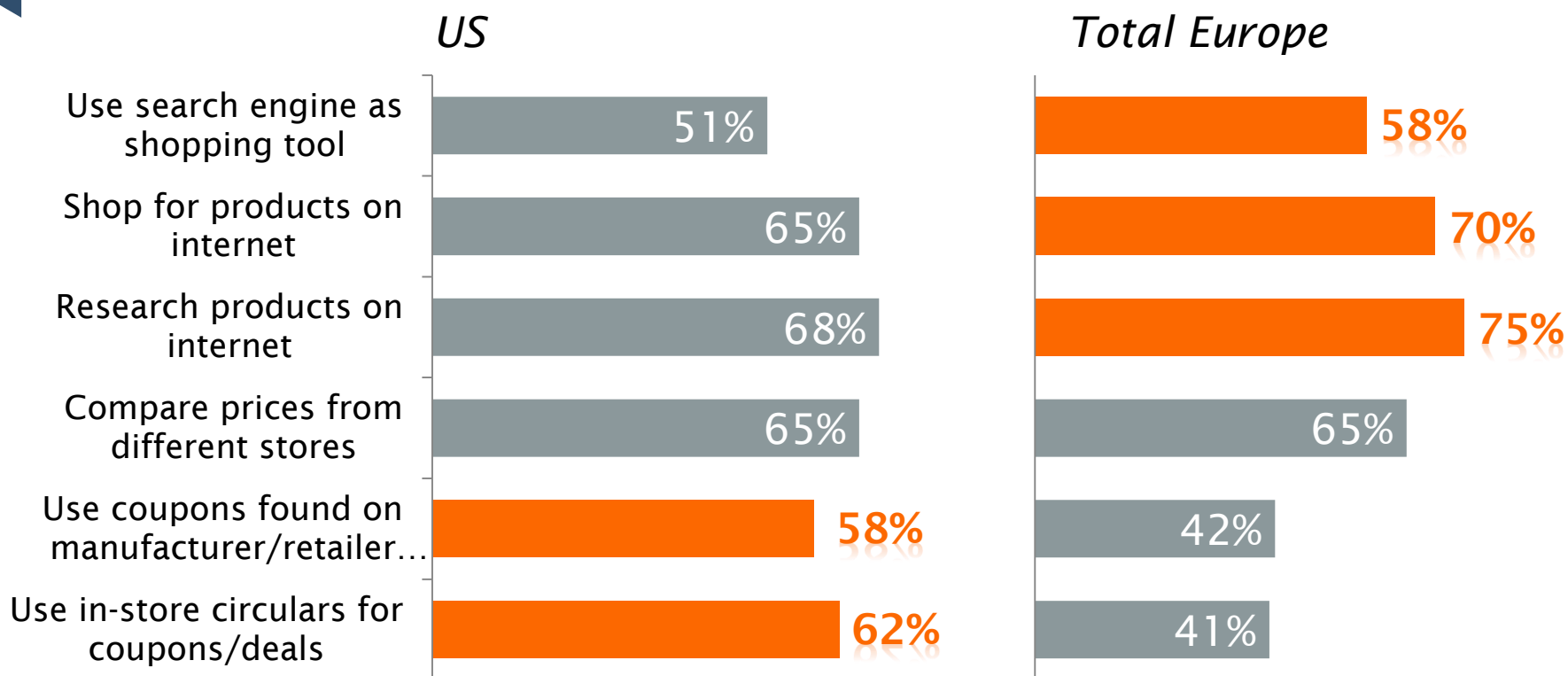
**Xtreme shopper % agree/strongly agree**



**The web is deeply embedded  
into shopping behaviors**

# Value-Oriented Shopping Behaviors On The Rise

% Reporting doing more...

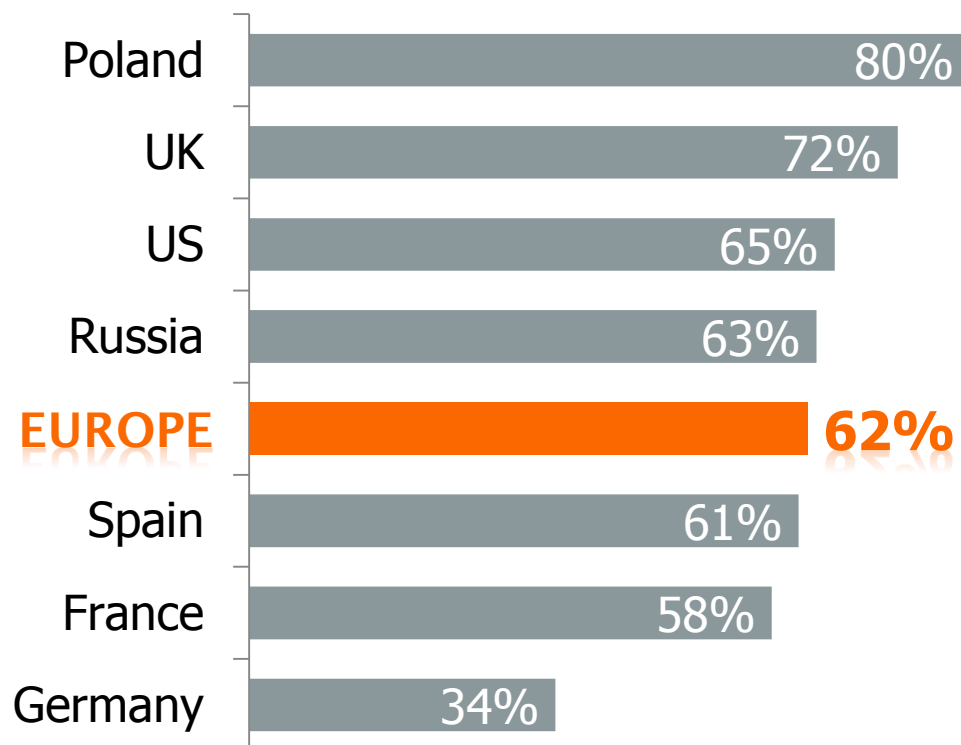


**Coupons stronger in US**

**Digital dominates Europe**

# Price Comparison Activity Is On The Rise With Xtremes Across The Globe

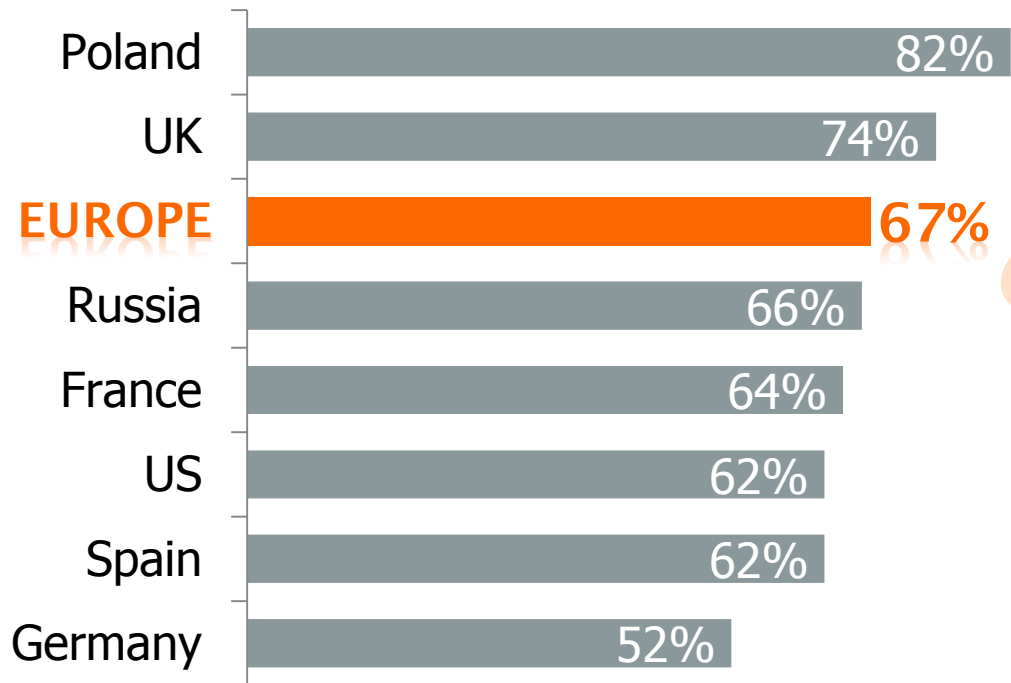
% Agree/strongly agree



“ I am doing more price comparison from different stores ”

# Direct Buying Over The Web Is Expanding Globally

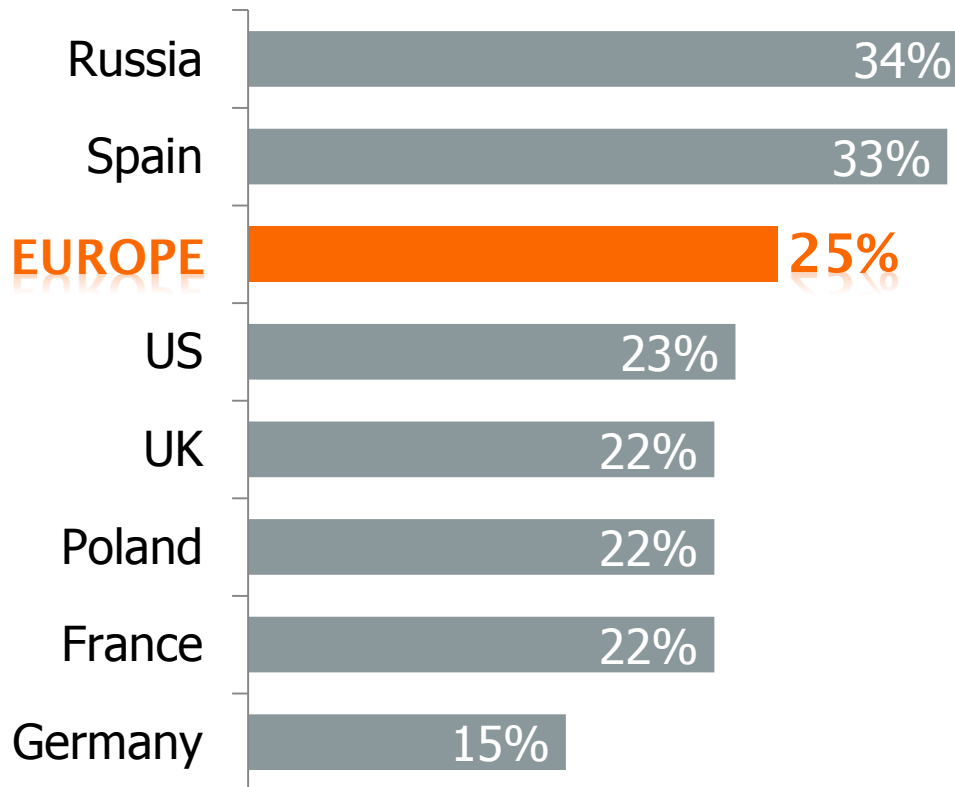
% Agree/strongly agree



“ I am using the internet more to purchase products ”

# These Technologies Poised To Be The Next Transformative Wave For Xtreme Shoppers

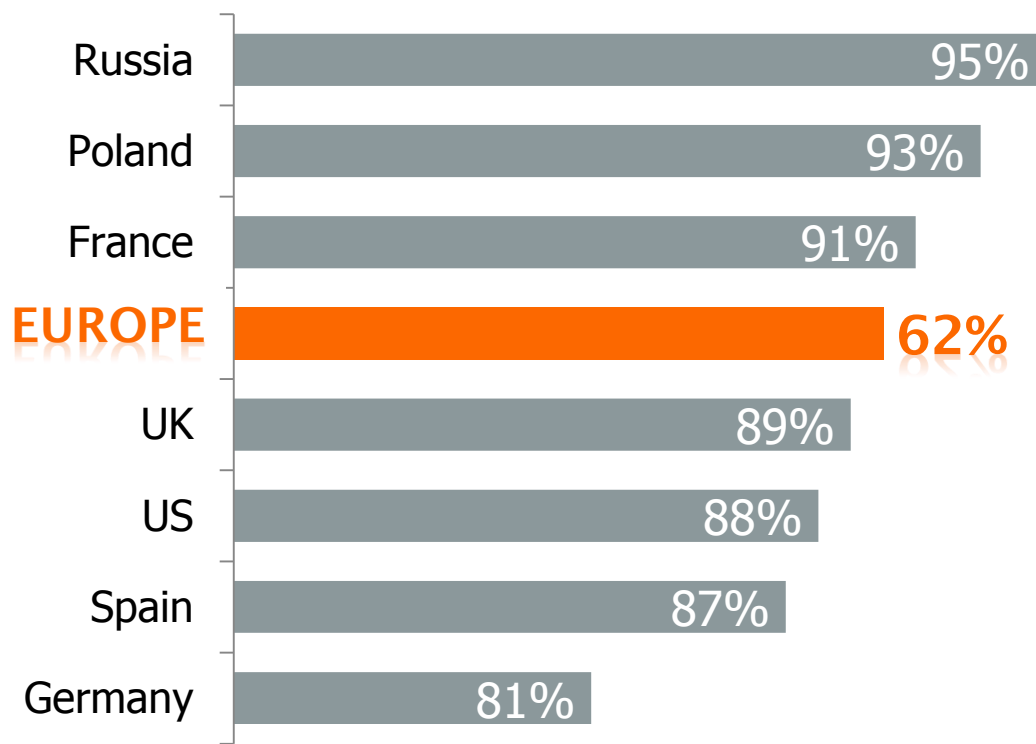
% Agree/strongly agree



“ I am using mobile phones/tablets more than ever to help me shop ”

# Opportunity To Drive Xtreme Loyalty

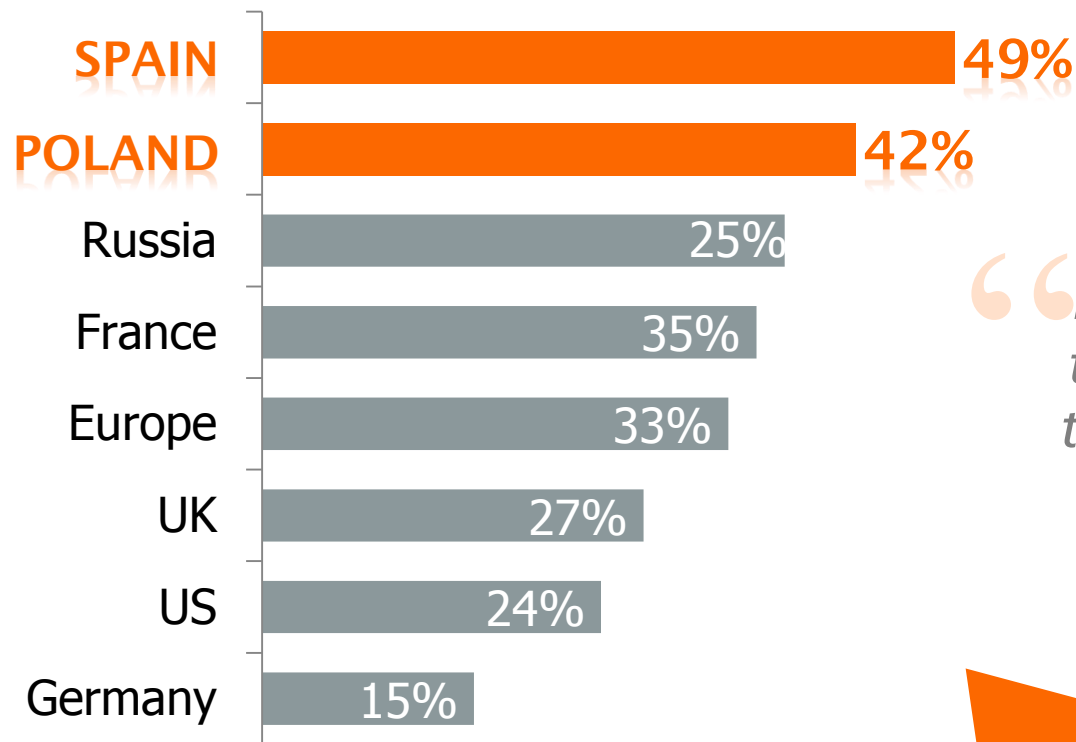
% Agree/strongly agree



“Retailers need better ways to reward loyal shoppers”

# Co-Creation Appears A Promising Route To Build Xtreme Loyalty

% Agree/strongly agree



“I would be more loyal to brand/retailer that takes my input to help shape what I buy”

**Spain and Poland demonstrate the highest shopper receptivity**



## More information:

Alison Chaltas  
alison.chaltas@gfk.com  
tel +1.203.571.1444